

**B.A (Journalism & Mass
Communication)
SEMESTER I (ONE)**

Program	B.A(Journalism & Mass communication)														
Year	I					Semester			I						
Course Name	Principles of Communications														
Code	JMC6101N														
Course Type	Discipline Specific Core					L	T	P	Credit						
Pre-Requisite	Basic foundation of mass communication & media					3			3						
Course Objective	To make students understand the concepts and process of communication. Making them aware of various theories and models that help in the segmentation of the audience for the purpose of communication.														
Course Outcomes															
CO1	Students will enhance their knowledge regards to fundamentals of communication.														
CO2	Students will be able to understand various forms of communication and its barriers.														
CO3	Students will get know the different models and theories of communication and its role for media and society.														
CO4	Students will develop the skill to identify the target audiences and segment the audience for communication.														
Module	Course Contents													Contact Hours	Mapped CO
1	Fundamentals of Communication: Meaning, Definition and Nature, objectives, scope, and Functions. Seven Cs of Communication. Process of communication, Elements of the process. Forms of communication: Intra personal, Interpersonal, Group, and Mass Communication. Verbal and Non-Verbal Communication, Public Communication. Effective Communication and Barriers to Communication. History of Communication in India (Sadharnikaran Model). Mass Communication: Meaning, definitions, characteristic. Functions of Mass Communication. Audience: type and nature.													15	1,2
2	Theories of Communication: Normative Theories of Press: Authoritarian, Libertarian, Soviet Communist Theory and Social Responsibility Theory. Other Theories: Development Media Theory, Democratic Participant Media Theory. Communication Theories Two-step, Multi-step flow of Communication. Individual Difference Theory. Personal Influence Theory. Selective Exposure, Selective Perception & Selective Retention Theory. Agenda Setting Theory. Hypodermic Needle Theory, Uses and Gratification Theory, Normative Media Theory. Four Press Theory, Diffusion of Innovation Theory.													15	1,3,4
3	Types of media: An overview of Folk Media, Print, Radio, TV, Film, and New Media. Models of Communication’s Model. Shannon & Weaver Model. Schramm’s Model. Osgood Model. Laswell Model. Dance’s Helical Model. New Comb’s Model. Gate Keeping Model. Gerbner’s Model. Changing meaning of ‘Mass’ in communication as per Current Media Scenario.													15	3,4
Suggestive Readings															
1. Keval J Kumar, Mass Communication in India, Jaico Publishing House, Mumbai, 2012. 2. Uma Narula, Mass Communication Theory and Practice, Haranand Publication, New Delhi, 2004. 3. Denis Mc Quail, Mass Communication Theory, Sage Publications, New Delhi, 2001. 4. Andal N, Communication Theories and Models, Himalaya Publishing House, Delhi.															
Online Resources															
1. JMC Study Hub online learning plat form - https://www.youtube.com/@JMCStudyHub 2. IGNOU - https://youtu.be/RIf-6P2er0c 3. Mass Comm Junction- https://www.youtube.com/@masscommjunction															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		2										3		
CO2		1	3						3					2	
CO3		3	2						2	3				3	
CO4				3					3			2		3	



Program		B.A(Journalism & Mass communication)													
Year		I						Semester			I				
Course Name		Introduction to Digital Media													
Code		JMC6102N													
Course Type		Discipline Specific Core						L	T	P	Credit				
Pre-Requisite		Basic understanding of basic digital applications						3			3				
Course Objectives		To make students understand conventional and new media and the basics of desktop publishing. To make students practice IT applications used in print, electronic and cyber media enabling fast dissemination of news.													
Course Outcomes															
CO1	Student will understand computer and its operations, basic internet application in media.														
CO2	Students will be able to analyse the differences between conventional and new media.														
CO3	Students will get an overview of various elements and principles of design and graphics.														
CO4	Students will be able to apply their knowledge of various application of information technology in media.														
Module	Course Contents													Contact Hours	Mapped CO
1	Internet for Interactivity : Introduction to internet application in media. Websites and portals. Static and dynamic websites. Various internet tools for fast dissemination of news, video, and pictures. Convergent Media. Understanding and adapting Internet Literacy, Introduction to Digital Literacy. History of the Internet. Internet as an emerging tool of Education during the Covid-19 Pandemic.													15	1,2
2	IT for Media: Fundamental of Computer Application. Basic IT applications (MS Word, Power Point, Excel) in print. Electronic and cyber media. Emerging Trends in information technology. Conventional media Vs new media. Introduction to Blogs and Vlogs. Understanding Cyber Laws. Introduction to Mobile Journalism. Emerging trends in Information Technology.													15	3,4
3	Desktop Publishing: Components of layout and layout planning. Advertisement layout. Broadsheet and Tabloid layout. Magazine & Book Layout. Page Layout Grids and Styles. Understanding Digital Color Schemes and other elements. Basics of Desktop Publishing. Printing Process. Printing Methods: Letter Press, Screen, Offset. Paper and finishing. Design: Elements & Principles, Use of Software in DTP. Using Open-Source Software for DTP.													15	3,4
Suggestive Readings															
1. N. N. Sarkar, Art and Production, Sagar Publishers, New Delhi. 2. N.N. Sarkar, Designing Print Communication, Sagar Publishers, New Delhi. 3. Author Adobe, Adobe Photoshop, Publisher Tech media. 4. Coburn Foster D., Corel Draw, Tata McGraw Hill Publishing Co Ltd, 2007.															
Online Resources															
1. CEC online Learning Portal : https://www.youtube.com/@cecgurukul 2. Swayam Prabha : https://www.youtube.com/@Ch05PRABANDHAN 3. Gursimran Singh Dhillon : https://www.youtube.com/@GursimranSinghDhillon 4. Tecnia Tv : https://www.youtube.com/@tecniatv															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2											3		
CO2		2			3				2				3		
CO3				3	3				3					3	
CO4		2	3	3	3				3					3	



Program		B.A(Journalism & Mass communication)													
Year		I							Semester		I				
Course Name		Development of Journalism													
Code		JMC6103N													
Course Type		Discipline Specific Core							L	T	P	Credit			
Pre-Requisite		Basic understanding of history & development of journalism.							3			3			
Course Objectives		To make students understand the development and evolution of Journalism in pre and post-Independence India. To make students aware of the changing face and dynamics of Journalism.													
Course Outcomes															
CO1	Students will become aware of the development of journalism over the period of time and the contemporary issues.														
CO2	Students will get an overview of Press and Political System during pre and post-independence period.														
CO3	Students will understand the growth of media as an industry and Professional Journalism.														
CO4	Student will develop a comprehensive view to the changing face of journalism.														
Module	Course Contents										Contact Hours	Mapped CO			
1	Development of Journalism in India Journalism: Meaning, Definition and Function of Communication, Journalism Education in India, Journalism as a Profession, Types of Journalism. Early Newspaper Publications in India. Press, Literature and Renaissance. Indian Language Press and English Press. Freedom Movement and Journalism Press Laws. Journalism of the Leaders of Freedom Movement (Tilak, Gokhale, Gandhi, Bhagat Singh, Maulana Azad, Subhash Chandra Bose, Nehru).										15	1			
2	Indian Press and Social Reform Movements: (Untouchability, Women Issues, Communal Harmony, Swadeshi Movement, etc.). Indian Language Press and English Press in the last phase of the freedom movement (1940-1947). Changing Nature of Indian Press Parallel Journalism (Dalit Journalism, Small Magazines). Post-Independence Journalism Development of Media: Newspaper, Radio, Television, and Digital Media. Post-Independence Governments and Press Regulations (Press Commission, Press Council of India, Prasar Bharati Board, RNI, Committees for Journalism). Missionary and Professional Journalism.										15	2,4			
3	Pioneer Journalist of India: Changing Face of Journalism and Contemporary Issues Duties and responsibilities of a journalist. Values and Ethics of Journalism, Modernization of Press and Press Management. National Press, Regional Press. Electronic Medium and Internet Journalism. Press and Contemporary Issues (Human Right, Terrorism, Nationalism, Regionalism, Social Justice, Secularism etc.) Contemporary Issues and Press Coverage: Analysis.										15	3,4			
Suggestive Readings															
1. Dr. N.K. Trikha, The Press Council, Somaiya Publication. 2. Keval J. Kumar, Mass Communication in India, Jaico Publication, New Delhi. 3. Robbin Jeffery, India’s Newspaper Revolution, Oxford University Press. 4. Arbind Singhal, India’s Communication Revolution, Sage Publications.															
Online Resources															
1. CEC online learning platform https://www.youtube.com/@cecgurukul 2. Bookstawa online learner platform: https://www.youtube.com/@Bookstawa 3. IGNOU help https://youtu.be/RIf-6P2er0c 4. Mass Comm Junction: https://www.youtube.com/@masscommjunction															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3									2			3		
CO2		3					2						3		
CO3		2	3						3	3				3	
CO4		2							3	2				3	



Program		B.A(Journalism & Mass communication)													
Year		I							Semester		I				
Course Name		Digital Media Lab													
Code		JMC6151N													
Course Type		Discipline Specific Core							L	T	P	Credit			
Pre-Requisite		Basic understanding of designing software.									6	3			
Course Objectives		To make student understand the role of various elements and principles of design for print media and work with different textures, colour schemes and Graphic Types. To make student design and develop a Poster, Corporate Stationary, Logo etc.													
Course Outcomes															
CO1		Students will understand the role of various elements and principles of design for print media.													
CO2		Students will practice to work with different textures, colour schemes and letterforms.													
CO3		Students will be able to understand the different colour schemes. ISO paper size system and Infographics													
CO4		Students will start their creativity with designing software .													
Module	Course Contents													Contact Hours	Mapped CO
1	Typography and Colour in Design: Practically understanding Design, Meaning of DTP, Elements, and Principles of Design. Tracking vs Kerning, Leading, and Gutter Space. To work on various types of signographic, calligraphic, and typographic letterforms. Use of colours in different schemes-complementary, analogous, split complementary, triad, soft, dark, and monochromatic. Designing A Size Poster with the aforementioned Descriptions.													30	1,2
2	Layout : Design a logo with understanding and using Vector Graphics vs Raster Graphics, Colour aesthetics (RGB & CMYK) and ISO Paper size system. Visit to a printing press. Designing Corporate Stationary Items & Infographics													30	2,3
3	Vector Tools : Study of Vector tools: Drawing tools, Shape and transform tools, Layers in Illustrator, Pen tool, Bezier curves, Pathfinder, Colouring, and Gradients. Working with text, advanced options of text. Organizing illustrations with layers. Study of Raster tools: Selection tools, Painting and retouching tools.													30	3,4
Suggestive Readings															
1. The Visual History of Type, Paul McNeil 2. Drawing Type, Alex Fowkes 3. Learning Desk Top Publishing, Ramesh Bangia 4. DTP Course A complete Book,Pooja Sangwan															
Online Resources															
1. Takshila design and architecture : https://www.youtube.com/@TakshshilaIndia 2. Sathish Sir skill courses : https://www.youtube.com/@realtutorial550 3. Graphic Designing : https://www.youtube.com/@GraphicDesignHindiMe 4. Learn graphic designing : https://www.youtube.com/@SABKESABofficial															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		3										3		
CO2			3		3				3					3	
CO3			2		3				3					3	
CO4					3				2			3		3	



Program	B.A(Journalism & Mass communication)															
Year	I										Semester		I			
Course Name	Indian Media Industry															
Code	JMC6010N															
Course Type	General Elective										L	T	P	Credit		
Pre-Requisite	Basic understanding of Indian media industry										4			4		
Course Objectives	To describe students the principles and functions of management in a media organisation and enumerate leadership styles and behavioural patterns. To explain them the importance of revenue generation viz- viz various media.															
Course Outcomes																
CO1	Students will develop broad understanding of functions and Principles of Management.															
CO2	Students will be aware of behaviour and leadership patterns in the industry.															
CO3	Students will understand the importance of revenue generation through various media.															
CO4	Students will get basic understanding of cross media ownership and FDI in media.															
Module	Course Contents													Contact Hours	Mapped CO	
1	Management: Functions and Principles : Management: Definition, Nature, Principles. Need for Management. Management functions, Responsibility, Authority and Accountability of Management. Understanding POSDCORB (Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting). Human Resource Planning. Introduction to Managerial Communication and its Significance													15	1	
2	Behaviour and Leadership : Foundations of behaviour: Attitudes, Personality and Learning. Leadership: Importance and major types. Motivation and Conflict management.													15	2	
3	Media Organizations: Structure and Functions : Media Organization: Meaning, Nature, process and importance. Ownership patterns of media organizations. Organizational structure of media organizations: Print and Electronic and their functions. Cross Media Ownership & Media Conglomerates													15	1,3	
4	Economics of Media Organizations : Economics of newspapers. Electronic and Print media organization: cost and revenue relationship. FDI in media. Establishing a media organization: steps involved. Importance of entrepreneurship and fund-raising.													15	4	
Suggestive Readings																
1. Hargie O, Dickson D, Tourish Denis, Communication Skills for Effective Management, Palgrave Macmillan, India. 2. Dr. Sakthivel Murughan M, Management Principles & Practices, New Age International Publishers, New Delhi. 3. Redmond, J, Trager R, Media Organization Management, Biztantra, New Delhi. 4. Albarran, Alan B, Media Economics, Surjeet Publication, New Delhi.																
Online Resources																
1. Management Principles : https://www.youtube.com/@GuruKpoEducationalVideos 2. Media Literacy : https://www.youtube.com/@medialiteracy6151 3. Entrepreneurship : https://www.youtube.com/3GSchoolofEntrepreneurship 4. Management Skills : https://www.youtube.com/@IGNOUHelpLive																
Course Articulation Matrix																
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	3							3			3		3			
CO2		2						3	2		3		3			
CO3		2	3						2					2		
CO4		3			2				2					3		

Program		B.A(Journalism & Mass communication)													
Year		I					Semester			I					
Course Name		General Knowledge & Current Affairs													
Code		JMC6011N													
Course Type		General Elective					L	T	P	Credit					
Pre-Requisite		Interest in general knowledge and current affairs.					4			4					
Course Objectives		To make students understand the fundamentals of the Indian political and economic system and to make them aware of the work of World Organizations, national awards and their Importance.													
Course Outcomes															
CO1	This course will enhance the knowledge of students regarding Indian political system and Indian economics.														
CO2	Student will develop a better understanding of the Indian economic system.														
CO3	They will know the functioning and role of World Organizations.														
CO4	Student will gain knowledge of national Awards and their Importance.														
Module	Course Contents										Contact Hours	Mapped CO			
1	Indian Political System : Brief knowledge of the Indian Constitution. Three pillars of democracy. Media as fourth pillar of democracy. States, Chief Ministers, Capitals & languages. Fundamental rights. President. Vice president. Prime minister. Election commission. Political system of Uttar Pradesh and current status. Political Parties & leaders. Press Information Bureau. Working Journalist Act. Current Issues in Neighbouring Countries of India. Role of News Agencies, Current Issues of the Year.										15	1			
2	Indian Economics : National income. New economic policy 1991. Agriculture & Green Revolution. Union Budget & Ministry of Finance. Industry & Service Sector. Role of Media in Indian Economy. Inflation and its related concepts. Ministry of Commerce & Trade. Import & Export, Latest Government Schemes and Initiatives										15	2			
3	Role of Global Organizations: United Nations Educational, Scientific and Cultural Organization (UNESCO), United Nations Organization (UNO), United Nations Children & Fund (UNICEF), World Health Organization (WHO), Brazil, Russia, India, China, and South Africa (BRICS), South Asian Association of Regional Cooperation (SAARC), Non- Aligned Movement (NAM), Niti Ayog, Securities and Exchange Board of India (SEBI), National Bank For Agriculture And Rural Development(NABARD), Reserve Bank of India.										15	3			
4	Awards and their Importance : Prominent Awards in India: Bharat Ratna, Padma Vibhushan, Padma Bhushan, Padma Shri, Gallantry Awards, Military Awards, National Films Awards, Nari Shakti Award, Pradhan Mantri Rashtriya Bal Puraskar, Literature Award, Sports and Adventure Award, Medicine Awards, Peace Awards.										15	4			
Suggestive Readings															
1. India: A Reference Manual (Annual); Publication Division, Ministry of I and B. 2. Malayala Manorama Year Book (Annual) 3. National and Regional Newspapers and Magazines (Times of India, Hindustan Times, The Hindu, Indian Express, Magazines (India Today, Frontline, Outlook, Economic and Political Weekly, and Yojana). 4. Pratiyogita Darpan															
Online Resources															
1. Indian Political System : https://www.youtube.com/@CommercePathshala 2. Indian Economics : https://www.youtube.com/@ParchamClasses 3. UNESCO : https://www.youtube.com/@UNESCO 4. News Agency : https://www.youtube.com/@Reuters															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			3						3			3		
CO2	3					3			3				3		
CO3	3	2											3		
CO4	3	2											3		



Program		BAJMC													
Year		I							Semester			I			
Course Name		Fundamentals for Print Media writing													
Code		JMC6012N													
Course Type		General Elective							L	T	P	Credit			
Pre-Requisite		A basic understanding of Print Media writing and its details.							4			4			
Course Objectives		Students will be introduced to the basic concept of writing professionally in news media. Students will develop competency in editing for news media by learning various types of reporting and their narratives.													
Course Outcomes															
CO1		Students will acquire knowledge on reporting and will write news content according to real- World standards.													
CO2		Students will be able to differentiate between the various roles exhibited by personnel in print media.													
CO3		Students will be able to produce a variety of article types and be confident users of the written word.													
CO4		Students will be able to differentiate between different forms of print media and its genres.													
Module	Course Contents												Contact Hours	Mapped CO	
1	Basics of Print Media Writing: Journalistic style of writing. Definition , Nature, Scope of News, Sources of News , News Values , Path of a News Copy Qualities of a writer. Elements of a news story , Inverted pyramid style , Types of leads , Sources of Information. Format of News writing.												15	1	
2	Article Writing: Definition, concept, elements, values, sources, structure/ format of article writing, Interviewing: Types, purposes, techniques. Headline writing; Types and Techniques. Ethics and fairness in writing, Translations												15	2,4	
3	Editorial Writing: Meaning of editorials, editorial writers, Types of editorials, editorials, functions of editorials. Sourcing for editorial materials, editorial audience. Classification of editorials, determinants of editorial subjects. : Compare and contrast columns from editorials. Write editorials and reflect on dos and don'ts of editorials.												15	3,4	
4	Feature Writing: Definition of a feature. Features vis-a-vis fiction and Literature. Types of features: Descriptive, Historical personality. Distinction between a featured news story and a feature article.. Titles, Leads and Slant in features. Planning a feature Importance of Human Interest in Features												15	3,4	
Suggestive Readings															
1. Ravindra R.K (1999). Handbook of Reporting and Editing, Anmol Publications, New Delhi. 2. Roy Barun (2004). Beginners Guide to Journalism, Pusthak Mahal, Delhi. 3. Shrivastava KM (2015). News Reporting and Editing, Sterling Publishers, New Delhi. 4. Advance Reporting By Bruce Jarrison 5. News Writing: George .A. Hough, Boston Hough miffin company.															
Online Resources															
1. Characteristics of Print Media: https://egyankosh.ac.in/bitstream/123456789/7188/1/Unit-1.pdf 2. Print Media writing: https://www.slideshare.net/ROSHNARAJ3/print-media-pdf 3. Writing for Print Media: https://www.manage.gov.in/studymaterial/printmedia.pdf															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO11	PO11	PO11	PSO1	PSO2	PSO3
CO1	3	2	3	3	2								3		
CO2			2	2	2								3		
CO3	3	2	3	3							2	3		3	
CO4	3	2	3	3	2								3		

**B.A (Journalism & Mass
Communication)
SEMESTER II (TWO)**



Program		B.A (Journalism & Mass Communication)													
Year		I						Semester			II				
Course Name		Digital Photography													
Code		JMC6201N													
Course Type		Discipline Specific Core						L	T	P	Credit				
Pre-Requisite		Interest in the field of Photography						3			3				
Course Objectives		To describe the concept of photography, the camera and its techniques. To apply different types of light in different shooting conditions and produce a photograph with different shot angles.													
Course Outcomes															
CO1		Student will understand the structure and features of different types of specialized camera.													
CO2		Student will be able to control the basic of camera i.e. shutter speed, aperture and focal length etc.													
CO3		Student will understand the usage of different types of light in different shooting conditions.													
CO4		Student will be able to produce a photograph in different shot angles.													
Module	Course Contents													Contact Hours	Mapped CO
1	Introduction to Photography : History of Photography. Conventional & Modern Definition of Photography. Camera: Types, structures, and features of cameras. Camera accoutrements. Internal Camera Mechanism. current photography trends. Film speed (ISO), shutter speed, and aperture make up the exposure triangle. calculating exposure, depth of field, and focus. Focal length and viewing angle. Normal, wide-angle, telephoto, fish-eye, and close-up lenses, as well as macro and zoom lenses. CCD and CMOS sensors for digital image capture. Resolution. File Formats, Storage Medium. Recognize PPI and DPI.													15	1,2
2	Introduction to Lighting : Basic Lightings. Three-point lighting. Outdoor Lightings. Indoor Portrait Lighting: Flashbulbs, Electronic Flash units, Flash Guns, Flash Techniques. B/W & Color Filters, Filter Factor. Role of Reflector. Spot Light, Barn Doors, Snoot and Ambient Light. Mobile Flash Light and Ring Light.													15	2,3
3	Composing Effective Photographs : Picture Purpose: Photography in Advertising, Documentation, Presentations, Product Photography, for E-Commerce, Food Photography, Emerging Tips and Tricks of Modern day Photography with smart phones. Technical Essentials: Centre of Interest. Rule of Third. Backgrounds. Angles. Framing. Varying Format. Focus for Effect. Good Timing. Color Consideration. Imagination. Open-Source softwares for Photo Editing													15	4
Suggestive Readings															
1. O.P. Sharma, Practical Photography, Hind Pocket Books,2003. 2. Michael Langford, Basic Photography, Focal Press,2010. 3. James A. Folts Ronald P. Lovell, Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsan learning,2006. 4. Lee Frost, Photography, Hodder Headline,2010.															
Online Resources															
1. DigitalRev TV: https://www.youtube.com/user/DigitalRevCom 2. Peter McKinnon: https://www.youtube.com/user/petermckinnon24 3. Phlearn: https://www.youtube.com/user/PhlearnLLC 4. B&H Photo Video: https://www.youtube.com/user/BHPhotoVideoProAudio															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2			3								3		
CO2			3	2	3									3	
CO3			3		3				3					2	
CO4					3				3			2		3	



Program		B.A (Journalism & Mass Communication)													
Year		I							Semester			II			
Course Name		Print Media - I													
Code		JMC6202N													
Course Type		Discipline Specific Core							L	T	P	Credit			
Pre-Requisite		A basic understanding of Print Media							3			3			
Course Objectives		To make students understand the news, its elements, and value along with the functions and responsibilities of the reporter. To make students analyse reporting techniques, principles, various beats and news-gathering methods.													
Course Outcomes															
CO1		Students will be able to identify the news and its values.													
CO2		Students will understand the role and responsibilities of reporter.													
CO3		Students will be able to analyse reporting techniques, principles and various beats.													
CO4		Students will understand the role and responsibilities of a sub-editor and a chief sub –editor.													
Module	Course Contents													Contact Hours	Mapped CO
1	Introduction to News Writing: News: Definition, elements, news values. Structure of News, Role of a reporter, Functions and responsibilities. Writing news: lead, types of lead, body. Technique of rewriting news agency copy. Headlines, Types of headlines. Headlines: Principles of headline writing, functions, kinds and techniques of headline writing. Organizational Structure and Functioning of Newsroom. News Writing in context to periodicals and Weekly Newspapers.													15	1,4
2	Reporting & Specialized Reporting: Reporting: Principles of reporting, reporting techniques, Sources of news, Beat. News gathering methods. Classification of reporters. Pitfalls and problems in reporting. Attribution, Off the record. on the record, non-attributable, Follow-up. Advocacy. Interpretation. Specialized Reporting: Crime, Court, Culture, Political, Education, Development, Investigative reporting, Business, Disaster, Obituary, Science, Weather, War and Sports reporting.													15	2,3
3	Editing: Specialized Reporting: Crime, Court, Culture, Political, Education, Development, Investigative reporting, Business, Disaster, Obituary, Science, Weather, War and Sports reporting.													15	3
Suggestive Readings															
1. Kamath, M.V; The Journalist’s Handbook, Vikas Publications ,2009. 2. Franklin, Bob, Key Concepts in Journalism Studies, Vistaar Publications,2005. 3. Agarwal, Vir Bala, Handbook of Journalism; Concept Publications,2001. 4. Bloom, Stephen G., Inside the Writer’s Mind-Writing Narrative Journalism, Surjeet Publications, Delhi2002. 5. Knight, Robert, The Craft of Clarity-A Journalistic Approach to Good Writing, Surjeet Publications, Delhi,2004.															
Online Resources															
1. Egyankosh : https://egyankosh.ac.in/bitstream/123456789/75395/1/Unit-2.pdf . 2. Specialized reporting and beats : http://osou.ac.in/eresources/DJMC-02-Block-03.pdf 3. Qualities of an editor : https://youtu.be/nC91ir_qEaE 4. Role of an Editor : https://youtu.be/XFDDuB7rLxs															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3					3						3		
CO2		3	3	2						3				2	
CO3	1	2	2	3	3									3	
CO4		3	2	3	3				3	2				3	



Program	B.A (Journalism & Mass Communication)															
Year	I										Semester		II			
Course Name	Introduction to Advertising															
Code	JMC6203N															
Course Type	Discipline Specific Core										L	T	P	Credit		
Pre-Requisite	A basic knowledge of advertising and its types.										3			3		
Course Objectives	To help students understand the concepts of advertising, types of advertising & it's structure. To understand its current scenario in India, organizational structure, and brand-management.															
Course Outcomes																
CO1	Students will develop the knowledge about Fundamentals of Advertising.															
CO2	Students will understand the different types of Advertising															
CO3	Students will understand the functions and structures of Advertising Agencies.															
CO4	Students will have an opportunity to explore various creative fields involved in making advertisements															
Module	Course Contents													Contact Hours	Mapped CO	
1	Fundamentals of Advertising : What is advertising? definition, concepts of advertisement and advertising campaign, target audience and audiences for advertising, AIDA & DAGMAR Model. Advertising Theories: The Mediation of Reality, Shifting Loyalties, The Magic of the Meaning, The Hidden Message, Imitative Desire, Johari Window													15	1	
2	Module II: Types of Advertising & Structure : Personal, classified, consumer / product, retailer, trade, business to business, institutional, public service, financial, educational and NGO, advocacy, generic, comparative. Types of advertising agencies, Advertising agency structure, Functions of various departments, Earning revenue, through agencies, Advertising on Digital Platform.													15	2,3	
3	Module III: Marketing Plan and Ethics in Advertising : The marketing plan, Situation analysis, SWOT analysis, Marketing problem and opportunities (SWOT analysis), Marketing objective and strategy (market share, target segments, positioning), The marketing mix (product, price, place, promotion), Product Life Cycle (PLC), ASCI's code of advertising practice, Children and advertising, Advertising controversial products. Mishandling of Surrogate Advertising.													15	1,4	
Suggestive Readings																
1. Advertising; Jethwaney, Jaishri N.2012 2. Foundation of Advertising; Chunawalla, S.A. &Sethia, K.C.2017 3. Advertising Management; Manendra Mohan 1989 4. Advertising; Ahiya, B.N. & Chhabra, S.S.sujeet publication,2005																
Online Resources																
1. Basic Advertising https://egyankosh.ac.in/handle/123456789/15404 2. Media and Advertising https://egyankosh.ac.in/handle/123456789/79425 3. Advertising https://egyankosh.ac.in/handle/123456789/57041 4. Overview of Advertising: https://egyankosh.ac.in/handle/123456789/72010																
Course Articulation Matrix																
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO11	PO11	PO11	PSO1	PSO2	PSO3	
CO1	3	3	2	3	3								3			
CO2	3	3												2		
CO3	3	3	3	2				2						3		
CO4		3	3	3	3				3			3		3		



Program		B.A (Journalism & Mass Communication)													
Year		I					Semester			II					
Course Name		Digital Photography Lab													
Code		JMC6251N													
Course Type		Discipline Specific Core					L	T	P	Credit					
Pre-Requisite		Basic understanding of Photography							6	3					
Course Objectives		To make students learn about the basic of a DSLR camera, shutter speed, aperture and focal length etc with the application of different types of light in different shooting conditions to produce a photograph with different shot angles.													
Course Outcomes															
CO1		Student will understand the structure and features of different types of specialized camera.													
CO2		Student will be able to control the basic of camera i.e. shutter speed, aperture and focal length etc.													
CO3		Student will understand the usage of different types of light in different shooting conditions.													
CO4		Student will be able to produce a photograph in different shot angles.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Outdoor Photography : Outdoor Shoot: Using Digital SLR or Mobile camera, developing an idea and practice. Making a Photo feature on a specific topic by using self-clicked photographs from Digital Camera Photographs should be of 6x4 inch size. A photo feature must of comprise 10–15 Photographs.										30	1			
2	Studio Photography : Studio Photo Shoot: Shooting exercise in artificial lights. Photo Lab: Use of software for modification of picture. Editing of captured images with the help of Photoshop. Preparing a softcopy of photo feature on CD. Table Top Photography, Miniature Photography, Portrait Photography.										30	3			
3	Project Work : The Students are required to present submit a project work of 50 photographs from the genres mentioned below. Each Genre should carry at least 10 photographs. Genres Portraits, Street, Landscape, Product, Architectural										30	2,4			
Suggestive Readings															
1. O.P. Sharma, Practical Photography, Hind Pocket Books,2003. 2. Michael Langford, Basic Photography, Focal Press,2010. 3. James A. Folts Ronald P. Lovell, Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsan learning,2006. 4. Lee Frost, Photography, Hodder Headline,2010.															
Online Resources															
1. Digital Rev TV: https://www.youtube.com/user/DigitalRevCom 2. Peter McKinnon: https://www.youtube.com/user/petermckinnon24 3. Phlearn: https://www.youtube.com/user/PhlearnLLC 4. B&H Photo Video: https://www.youtube.com/user/BHPhotoVideoProAudio															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		2		3								3		
CO2			3	2	3									3	
CO3			3		3				3			2		3	
CO4					3				3			3		3	



Program		B.A (Journalism & Mass Communication)													
Year		I								Semester		II			
Course Name		Indian Polity													
Code		JMC6020N													
Course Type		General Elective								L	T	P	Credit		
Pre-Requisite		A basic understanding of the political system and governance in India.								4			4		
Course Objectives		To enable students, understand the Indian political system it's powers and functioning of democratic Institutions. To apprise students of electoral system from the perspective of election coverage by media and make them aware of contemporary political issues.													
Course Outcomes															
CO1		Student will be able to understand the Indian political system and functioning of democratic Institutions.													
CO2		Student will become aware of the powers and functioning of the pillars of democracy.													
CO3		Student will understand the electoral system from the perspective of election coverage by media.													
CO4		Student will be aware of contemporary political issues and could brainstorm on such issues.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Indian Constitution : Constitution: Preamble, salient features. States and Union Territories. Citizenship. Fundamental Rights. Fundamental Duties. Directive Principles of State Policy.										15	1			
2	Three Pillars of Democracy : President and Vice President. Prime Minister and the cabinet. Governor and Lt. Governor. Chief Minister and the cabinet. Parliament: Functions and powers. State legislature: Functions and powers. Independent Judiciary, Structure and Jurisdiction of the Judiciary, Judicial Review, Judicial Activism, Judicial Over-reach.										15	2			
3	Electoral System : Election Commission: Functions and powers. General Elections, Mid-Term Elections, By Elections. Elections of upper and lower houses. Election of President and Vice President. Multi-Party System: National and Regional Parties. Electoral Reforms: Electoral lists, EVMs, Voter ID Cards etc. Opinion & exit polls: Legal and ethical aspects, their impact. Election of Municipalities & Panchayats.										15	1,3			
4	Political Issues and Debates : Growth vs. Development. Politics concerning caste, religion and minorities. Communalism, fundamentalism and secularism. Political Defections: Anti Defection Act 1985 as amended in 2003. Universal adult franchise: compulsory voting vs people's choice. Naxalite Movement: Government's approach towards people's war. What is Equality? Significance of Equality, Various Dimensions of Equality, How can we promote Equality? What are Rights? History of Rights, Kinds of Rights, Human Rights.										15	4			
Suggestive Readings															
1. Shukla, V.N., Constitution of India, Eastern Book Company, Lucknow 2001. 2. Bakshi, P. M., The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001. 3. Jhabvala, Noshirvan H., The Constitution of India, C Jamnadas and Co., Mumbai, 2003. 4. D. D. Basu, An introduction to the Constitution of India, Vikas Publishing House, Delhi,2019. 5. J.C. Johri, Indian Political System, Anmol Publications2000.															
Online Resources															
1. The Constitution of India (https://india.gov.in/my-government/constitution-india) 2. PRS Legislative Research (https://www.prsindia.org/) 3. Clear IAS (https://www.clearias.com/) 4. National Institute of Open Schooling (NIOS) - Indian Polity Course (https://nios.ac.in/online-course-material.aspx)															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3						3						3		
CO2	3								3	2				3	
CO3		2	3						3	3			2		
CO4						3			3	3		2		3	



Program		B.A (Journalism & Mass Communication)														
Year		I						Semester			II					
Course Name		Reporting & Copy Editing														
Code		JMC6021N														
Course Type		General Elective						L	T	P	Credit					
Pre-Requisite		A basic knowledge of reporting and editing.						4			4					
Course Objectives		To make them understand about the various types of reporting, sources and field work and educate them about the basics of editing and its applications and professional applications.														
Course Outcomes																
CO1		Students will be able to understand the functions and responsibilities of reporter														
CO2		Students will be able to analyse reporting techniques, principles, various beats and news gathering methods.														
CO3		Students will be able to understand the functions and responsibilities of an editor														
CO4		Students will be able to describe the responsibilities and functions of a reporter, pitfalls and problem in reporting														
Module	Course Contents														Contact Hours	Mapped CO
1	Basics of Reporting: Reporting and writing, News: Definition, concept, elements, values, sources, lead writing, structure/ format of article writing, Interviewing: Types, purposes, techniques. Headline writing; types and techniques. Ethics and fairness in reporting. Roles, responsibility and function of reporter														15	1
2	Types of Reporting: Interpretative and Investigative reporting- Purpose, sources, styles, techniques. Criticism, reviews, news analysis, back grounding. Different beats & assignments (Reporting crime, weather, speech, accident, disaster, court, election, riots, war/conflict/, obituaries), Political reporting, , Parliamentary Reporting, Business Reporting														15	2,4
3	Specialised Reporting : Scoops, exclusive and specialized reporting- science, sports, Reporting for magazines. News for peace and reconciliation. Diplomatic reporting. Feature and column writing. Editorial. Interview, Types of Interview, Techniques of Interview, Types of Feature, Middle Pieces,														15	4
4	Editing: Editing; Definition, concept, process of editing. Function and importance of editing. Editorial setup of newspaper, magazine and news agency. Editor and his/ her team, role and responsibilities. Newsroom functions, news desks, News Editor - role and responsibilities. Translation, proof reading, page layout planning.														15	3
Suggestive Readings																
1. Kumar, Keval J. Jaico Publicatioin Mass Communication in India- (5th Revised Edition),2020 2. Singh, C. P. ,IK International Pvt, Dictionary of Media and Journalism: TV, Radio, Print and Internet. 2004 3. Ravindra R.K, Anmol Publications, Handbook of Reporting and Editing,1999. 4. Shrivastava KM, Sterling Publishers, News Reporting and Editing, 2015.																
Online Resources																
1. Reporting: https://www.studocu.com/in/document/christ-deemed-to-be-university/communication-and-media-english-and-psychology/reporting-and-editing-sem-2/27612101 2. Reporting Writing and Editing: https://egyankosh.ac.in/handle/123456789/570 3. Reporting and Editing: https://onlinecourses.swayam2.ac.in/cec22_ge10/preview																
Course Articulation Matrix																
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1		3	3	3	2		3			2	2		3	3		
CO2	2	3	3	3										3		
CO3		2	3	3	3				2				3			
CO4		2	3	2					3	3		3		2		



Program		B.A (Journalism & Mass Communication)													
Year		I					Semester		II						
Course Name		Mass Media and Global Issues													
Code		JMC6022N													
Course Type		General Elective					L	T	P	Credit					
Pre-Requisite		Fundamental understanding of Global Media					4			4					
Course Objectives		To develop among them a broad understanding of Global Relations along with challenges faced along with Media Global activism, and global governance.													
Course Outcomes															
CO1		Students will develop a broad understanding of Global Relations.													
CO2		Students will develop understanding of Global Challenges to be addressed.													
CO3		Students will understand and practice about Media and Global activism.													
CO4		Students will understand Challenges faced by media in global governance structure.													
Module	Course Contents									Contact Hours	Mapped CO				
1	Module I: Global Relations & Concerns : Emergence of the New World Communication and Information Order (NWICO), Role of NAM, MacBride Report. Its recommendations and impact, Attempts by NAM countries to meet the global challenge- Non-Aligned News. Agencies Pool, (NANAP- Non-Aligned News Network.									15	1				
2	Module II: Global Challenges : Challenges in reporting from conflict zones- Personal risks- Trauma and burn out, Parachute Journalism, Death knock syndrome, Changing role of war/foreign correspondents, Global media’s coverage of natural disasters, Comparison between coverage of First World and Third World Countries, Differences in focus between global and regional media, Global media’s coverage of terrorism. Western countries vis-a-vis Third World Countries.									15	2				
3	Module III: Media and Global Activism : Exploration of the role of mass media in facilitating global activism and social change, Case studies on successful media campaigns addressing global issues, Examination of challenges and opportunities in using mass media for activism. Ethical considerations in media activism and its impact on global issues									15	3				
4	Module IV: Media and Global Governance Study of the relationship between mass media and global governance structures (e.g., United Nations, international organizations), Examination of the influence of media on global governance decisions and policies, Role of investigative journalism in exposing global issues and holding governments accountable									15	4				
Suggestive Readings															
1. Tapan Biswal, Human Rights Gender and Environment, Vina Books,2006. 2. Prof. S.D. Muni, Indian and Nepal, Konark Publisher,1992. 3. Madan Gopal, India through the Ages, Publication Division,1990. 4. Prakash Chander, International Politics,2015.															
Online Resources															
1. The Center for Media and Democracy (CMD): https://www.prwatch.org/ 2. Global Issues : https://www.globalissues.org/ 3. Pew Research Center : https://www.pewresearch.org/ 4. United Nations News : https://news.un.org/															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3											3		
CO2		3	3				2			3				3	
CO3		3	2	3			3		2					3	
CO4		3					3		3	3				3	

**B.A (Journalism & Mass
Communication)
SEMESTER III (THREE)**



Program		B.A(Journalism & Mass communication)													
Year		II							Semester			III			
Course Name		Radio Journalism & Production													
Code		JMC6301N													
Course Type		Discipline Specific Core							L	T	P	Credit			
Pre-Requisite		Basic understanding of Radio Production							3			3			
Course Objectives		To understand the advantages and disadvantages of radio as a medium of mass communication and to help students write effectively and identify different modes of broadcasting and types of radio stations.													
Course Outcomes															
CO1	Students will get basic characteristics of radio as a medium of mass communication and its limitations.														
CO2	Students will be able to differentiate types of microphones used in radio production.														
CO3	Students will understand the three phase of radio production i.e. pre-production, production, post production.														
CO4	Students will be able to apply the right kind of music and sound effects for different formats of radio programmes.														
Module	Course Contents													Contact Hours	Mapped CO
1	Radio as a Medium : Characteristics of radio: advantages and disadvantages of radio as medium. History & development of radio. Radio broadcasting in India. Radio signs & codes. Internet broadcasting. Digital audio broadcasting. World Space: the FM revolution. Community Radio, Amateur Radio, Narrowcasting, Podcasting, Webcast, Radio Signal Up linking and Down linking.													15	1,2
2	Writing for Radio : Radio programming. Radio formats: short talks, discussions, features, interviews, commentaries. Radio Drama. Talk & music radio. Special audience programmes: dramas, spots, jingles, Public Service Announcement (PSA).													15	2,3
3	Radio Program Productions : Three phases: Preproduction, Production and Postproduction of a Radio Programme. Studio Recording Set-Up Understanding Recording Equipment in Studio and their creative uses.													15	3,4
Suggestive Readings															
1. H.R. Luthra, Indian Broadcasting, Publications Division, 2016. 2. Robert Mc Liesh, Radio Production, Focal Press, 2015. 3. Radio Prasaran aur Uchcharan Technique, Khurshhed Alam,,2021. 1. Radio Prasaran, Kaushal Sharma,2015															
Online Resources															
1. Adeel Ahmad Amir, Introduction of radio production: https://youtu.be/Bd0O6Oul6jQ 2. AAFT,FM and Am types of radio: https://youtu.be/QcD2zYmGYpM 3. JMC Study Hub, History of Radio in India: https://youtu.be/SYuUWU3D75o 4. CEC,Role and scope of radio: https://youtu.be/nJ_SrOPbz20															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3											3		
CO2		3	3	3	2								2		
CO3			2	3	3									3	
CO4					3				3			3		3	

Program	B.A(Journalism & Mass communication)						
Year	II	Semester		III			
Course Name	Advertising Concepts and Principles						
Code	JMC6302N						
Course Type	Discipline Specific Elective	L	T	P	Credit		
Pre-Requisite	A basic understanding of Advertising & Consumer's Psychology	3			3		
Course Objectives	To develop among students a broad understanding of Advertising and its terms, integrated marketing communication and creative strategy to development describing the salient features and usage of Media Planning.						
Course Outcomes							
CO1	Students will develop a broad understanding of Advertising and its terms.						
CO2	Student will be able to demonstrate the knowledge of integrated marketing communication.						
CO3	Student will be able to use creative strategy to development.						
CO4	Student will be able to understand and practice Media Planning.						

Module	Course Contents	Contact Hours	Mapped CO
1	Introduction & Integrated Marketing Communication: Advertising: definition, origin & development. Growth of advertising in India. Scope of Advertising: Effects on Economy and Industry. Facets of advertising: as an act of commerce, as hidden persuader. Integrated Marketing Communication: Public relations, Salesmanship, Publicity, Sales promotion, Marketing public relations, Direct marketing, Rural marketing. Advertising as marketing tool: The product marketing process, Market segmentation process, Target marketing process, Advertising and product, price, place and promotion element. Advertising as PR tool: PR, Publicity & Corporate Advertising, PR technologies implemented in advertising. Advertising Campaign, various stages of Advertising Campaign.	15	1,2
2	Creative Strategy to Development: Concept of Creativity. Idea generation. The creative brief. Advertising Research: Consumer, Market & Product. Types of copy, how to prepare ad copy. Copy and script writing: Print, Radio, TV, Cyber, Outdoor. Copy and script writing for audio and video. Story board. Production process of print copy: thumbnail, roughs, comprehensive, mechanical. Role of colors, photographs, computer graphics, artwork. Appeals in Advertising. Production process for audio and video copies: pre-production, production and post Production.	15	2,3
3	Media Planning: Media Agencies: definition, need and importance. Media plan: objectives, situation analysis, choice of media, media mix, target audience, strategy, media schedule, plan delivery. Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP. Uses and importance of media planning software, Avenues for retail merchandize: point of purchase, point of sale. Methods of measuring effectiveness of advertising programme: different types of pre-testing concurrent testing and post testing.	15	4

Suggestive Readings

1. Mohan Mahender, Advertising Management: Concepts & Cases, Tata McGraw Hill Publishers.
2. Ogilvy David, Ogilvy on Advertising, Prion Books Ltd, 1995 .
3. White Roderick, Advertising: What it is and How to do it, McGraw Hill Book Company, London, 1999.
4. Bulmore Jeremy, Behind the Scenes in Advertising, NTC Publishers, Henley, 1991.
5. Douglas Torin, The Complete Guide to Advertising, MacMilan, London, 1988

Online Resources

1. Google Ads Certification: Website: https://skillshop.exceedlms.com/student/catalog/list?category_ids=21-google-ads-certification
2. HubSpot Academy: Website: <https://academy.hubspot.com/>
3. Facebook Blueprint: Website: <https://www.facebookblueprint.com/>
4. Udemy: Website: <https://www.udemy.com/>

Course Articulation Matrix

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3											3		
CO2	3	2		3		3			3					2	
CO3			2						3			3		3	
CO4		3						3	2			3		3	



Program		B.A(Journalism & Mass communication)													
Year		II					Semester		III						
Course Name		Television Journalism & Production – I													
Code		JMC6303N													
Course Type		Discipline Specific Elective					L	T	P	Credit					
Pre-Requisite		Basic Understanding of TV Production.					3			3					
Course Objectives		To identify different kinds of camera shots, movements, mounts, angles, lighting and compositions along with basic operations and functions of a video camera for producing content using basic shots, lighting & audio elements.													
Course Outcomes															
CO1		Students will be able to understand the different types of video camera, its parts and functions.													
CO2		Students will be able to work on different types of shots, camera angle and camera movement and composition.													
CO3		Students will be able to use and apply the basic techniques of lighting.													
CO4		Students will be able to understand various audio elements used in video broadcast.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Video Camera & Composition: Introduction to video camera. Parts of Video Camera and their functions. Camera Movement Equipment. Lenses: Functions and types. Latest Camera Equipment. Smart Phone as Camera & its Allied equipment. Basics of Composition, Camera Shots, Angle & Movement. TV Anchoring, Art of facing Camera using Teleprompter, Studio Cues and Commands.										15	1,2			
2	Lights: Lights and its properties. Different types of lights. Artificial & Natural Lighting. Tools used in lighting: Diffuser, Reflectors, Cutters & Gels etc. Basic lighting techniques: Three Point Lighting. Lighting Equipment (Indoor & Outdoor). Use of Backdrops, Lighting for Chroma Setup.										15	3			
3	Sound : Fundamentals of Audio. Synchronous & Asynchronous Sound. Sound Effects, Microphones & Its Types. Sound Mixers Studio Setup and Wiring Management. Different audio equipment for studio and location recording. Audio post production: mix and unmixed tracks.										15	4			
Suggestive Readings															
1. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi, 2004. 2. Herbert Zettl, TV production Handbook, Thomas Wordsworth Publishing, 2012. 3. Gopal Sexena, Television in India, Vikas Publishing House. 4. E. Moris, Broadcasting reforms in India, Oxford University Press, 2000 .															
Online Resources															
1. Studio Binder: https://www.youtube.com/watch?v=heJ9hWNb10g 2. Studio Binder : https://www.youtube.com/watch?v=AyML8xuKfoc&t=452s 3. Parker Walbeck : https://www.youtube.com/watch?v=eZ5hpcn6tIM&t=14s 4. Parker Walbeck: https://www.youtube.com/watch?v=SINviMsi0K0															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2			2								3		
CO2			3		3							3		3	
CO3					3							2		3	
CO4			3	1	3							3		2	



Program	B.A(Journalism & Mass communication)														
Year	II								Semester	III					
Course Name	Radio & TV Production Lab														
Code	JMC6351N														
Course Type	Discipline Specific Elective								L	T	P	Credit			
Pre-Requisite	Interest in learning of Radio and TV Production skills.										6	3			
Course Objectives	To write effectively for Radio Programmes and also produce Television Programmes To distinguish and identify the different modes of broadcasting and types of television production.														
Course Outcomes															
CO1	Students will get basic characteristics of radio and TV as a medium of mass communication and its limitations.														
CO2	Students will be able to differentiate types of microphones used in radio and TV production.														
CO3	Students could participate in the three phase of TV production i.e. pre-production, production, post production.														
CO4	Students will be able to make the appropriate television productions.														
Module	Course Contents										Contact Hours	Mapped CO			
1	Writing for Radio and Television: Preparation of audio brief. Writing exercises. Research and scripting of radio documentary/ feature/ drama. Preparation of a Radio Programme. Writing News Story for Anchoring, Writing PTC, Preparation for recording interviews.										30	1			
2	Radio and TV Program Production: Production of social messages (max 30 seconds). Production of radio documentary/ feature. Preparation of Radio Advertisements. Production of News Bulletin, Production of Television Interview (Studio and Outdoor).										30	2,3			
3	Project Work : The Students are required to submit three project works of radio and television production each in the given formats : Radio Drama, Radio Talk, Public Service Announcement(PSA), News Anchoring , PTC, Television Advertisement, Television Interview.										30	3,4			
Suggestive Readings															
1. H.R. Luthra, Indian Broadcasting, Publications Division, 2016. 2. Robert Mc Liesh, Radio Production, Focal Press, 2015. 3. Radio Prasaran aur Uchcharan Technique, Khurshhed Alam,,2021. 4. Herbert Zettl, TV production Handbook, Thomas Wordsworth Publishing, 2012.															
Online Resources															
1. Adeel Ahmad Amir, Introduction of radio production https://youtu.be/Bd0O6Oul6jQ 2. AAFT, FM and Am types of radio, https://youtu.be/QcD2zYmGYpM 3. Studio Binder: https://www.youtube.com/watch?v=heJ9hWNb10g 4. Studio Binder : https://www.youtube.com/watch?v=AyML8xuKfoc&t=452s															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3											3		
CO2			3	3					2				2		
CO3				3	3				2			3		3	
CO4					3				2			3		3	

Program		B.A(Journalism & Mass communication)													
Year		II					Semester		III						
Course Name		Media Laws & Ethics													
Code		JMC6030N													
Course Type		Generic Elective					L	T	P	Credit					
Pre-Requisite		A basic understanding of media systems and legal concepts.					4			4					
Course Objectives		To define freedom of the press as enshrined in the constitution and develop an understanding of freedom of the press. To acknowledge the students about the powers and functions of the Press Council of India and cover judicial proceedings, parliament and state legislature without attracting penal action													
Course Outcomes															
CO1		Student will be able to define freedom of the press as enshrined in the constitution.													
CO2		Student will be able to understand and follow restrictions for freedom of the press.													
CO3		Student will follow the salient features of the Press Council of India, its powers and functions.													
CO4		Student could cover judicial proceedings, parliament and state legislature without attracting penal action.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Media laws: Concept and Need : Media laws: concept and need. History of media legislation in India. Constitutional freedom of the media and constitutional limitations of the freedom of the media in India. The media and the legislature: powers, privileges and immunities of parliament and its members (also state legislatures), contempt of legislature, The Parliamentary Proceedings (protection of publications) Act, 1977 and article 361-A of the constitution of India. The constitution of India: emergency provisions. Media censorship: Indian experience.										15	1,4			
2	Types of Media Laws : Law of Defamation. The Contempt of Courts Act, 1971. The Copyright Act, 1957. The Official Secret Act, 1923. The Right to Information Act, 2005 with its back ground. Social Media Laws and Rules.										15	2			
3	Media Legislations : The Prasar Bharti (Broadcasting Corporation of India) act, 1990. The Press Council Act, 1978. The Press and Registration of Books Act, 1867. The Working Journalists and other Newspaper Employees (condition of services) and Miscellaneous Provisions Act, 1955. The Cinematography Act, 1952. Press Commission I & II. Law relating to cyber-crimes. IT ACT 2000. Media & Epidemic Act during Covid-19 Pandemic										15	3			
4	Journalistic Code and Ethics : Guidelines to Journalistic ethics prepared by Press Council of India and different associations and unions of Journalists. Guidelines for coverage of parliamentary proceedings by AIR and Doordarshan (Geeta Mukharjee committee recommendations). Guidelines on coverage of elections by Akashwani and Doordarshan, AIR code during elections. The Cable Television Networks (regulation) Act, 1995 and amended 2003. Right to privacy.										15	3,2			
Suggestive Readings															
1. Dr. Jan R. Hakemulder, Dr. Fay AC de Fange, P.P. Singh, Media Ethics and Laws, Anmol Publications Pvt.Ltd, 2010 2. Y.K. D'souza, Principles and Ethics of Journalism and Mass Communication, Commonwealth Publishers, 1998 3. Law of the Press, Acharya Dr. Durga Das Basu, Wadhva and Company, Nagpur, 1986 4. Press Vidhi (Hindi), Prof. Nandkishor Trikha, Vishwavidyalaya Prakashan, Varanasi, 2018. 5. Relevant Sections of IPC from Criminal Law Manual, Universal 6. Constitution of India (Article 19 (1) and 19 (2) 105, 194) The Law Dictionary, Universal															
Online Resources															
1. Press Council of India : (https://presscouncil.nic.in/) 2. Ministry of Information and Broadcasting : (https://mib.gov.in/) 3. MediaNama : (https://www.medianama.com/) 4. Indian Journal of Law and Technology (IJLT) : (https://ijlt.in/)															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3					2						3		
CO2		3					3			3				2	
CO3		3		3						3				3	
CO4				3					3	3		2		3	



Program	B.A(Journalism & Mass communication)															
Year	II										Semester	III				
Course Name	Writing for Electronic Media															
Code	JMC6031N															
Course Type	Generic Elective										L	T	P	Credit		
Pre-Requisite	Basic understanding of News & News Gathering techniques										4			4		
Course Objectives	To develop among students a basic understanding of television as a medium and preparing scripts for news bulletin with the working process of Radio and preparing programmes for Radio.															
Course Outcomes																
CO1	Student will develop an understanding of basics of Electronic Media.															
CO2	Student will be able to prepare script for news bulletin.															
CO3	Student will understand the responsibilities of a media personnel.															
CO4	Student will be able to demonstrate linguistics and communication abilities.															
Module	Course Contents													Contact Hours	Mapped CO	
1	Introduction to Television : Components of TV: Audio and Visual, Television as Medium, Strengths and Limitations of Television, History of Indian Television, Television News with Changing Technology, Introduction to Newsroom													15	1	
2	Writing for Television : Television: Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; Chronology of Television News Content Creation, Stages of Television News, Basic Programme formats: General Bulletin, Special Programme, Importance of Research in TV Programme,Writing a script for entertainment programme and news.													15	2,3,4	
3	Introduction of Radio : Radio: A Sound Medium, Radio as an Intimate Medium, History of Radio in India, Elements of radio: Voice, Music, Sound Effects, Pause. Difference between Language of Print and Radio. Various Formats used in Radio													15	1	
4	Writing for radio : Principles and Elements of scripting, Language & Grammar for Radio Scripts, Script design and different scripts formats, Writing Techniques for Special Audience Programme: dramas, spots, jingles, Public Service Announcement (PSA).													15	2,3,4	
Suggestive Readings																
1. Radio Production, Robert McLeish,2015. 2. P.C. Joshi, Broadcasting in India, concept Publication. 3. William Crawley & David Page (Eds.), Satellites over South Asia, Sage, India, 2000. 4. Geeta Sen, Image and imagination, Mopin Publishing,1996. 5. Gopal Sexena, Television in India, Vikas Publishing House																
Online Resources																
1. EMPC-IGNOU Channel, https://www.youtube.com/c/empcignou 2. The Consortium for Educational Communication Channel https://www.youtube.com/watch?v=RB8a27PIUfl 3. The Consortium for Educational Communication Channel https://www.youtube.com/watch?v=ckigi62Ixcg																
Course Articulation Matrix																
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	3	2											3			
CO2		3	2	2								3		3		
CO3					3						2			2		
CO4			2	3								2		3		

Program	B.A. (Journalism & Mass Communication)														
Year	II								Semester	III					
Course Name	Indian Regional Journalism														
Code	JMC6032N														
Course Type	Generic Elective								L	T	P	Credit			
Pre-Requisite	A foundation in Journalism principles and knowledge of Indian Media.								4			4			
Course Objectives	To ensure that the students are exposed to the importance and historical aspects of regional journalism and make them familiar with common news pool facilities along with the revenue generation of Regional newspapers vis-a-vi popular language														
Course Outcomes															
CO1	Students will understand the evolution, growth and role in modern day India of Indian Newspapers														
CO2	Students could follow case studies of Hindi, Urdu, and other regional language newspapers														
CO3	Students will be able to identify the role of language papers in fostering socio-cultural development														
CO4	Students will be able to understand intimacy between readers and language newspapers														
Module	Course Contents										Contact Hours	Mapped CO			
1	History of Regional Newspapers History and development of newspaper in Bengali, Hindi, Urdu, Marathi, Malayalam, Telugu, Tamil and Kannada, Overview and impact of important newspapers in Hindi, Marathi, Tamil, Telugu, Malayalam, Urdu and Kannada.										15	1,2			
2	Growth of Regional Journalism :Use of common facilities like news pool, personnel, inputs and managerial expertise in media groups. How Indian language newspapers have shaped outlook and cultural identities. (Example- Renaissance in Bengal, social reform in Maharashtra and Tamil Nadu), Rise of 'Hindi' newspapers and their dominance in North India.										15	2,3			
3	Regional Journalism and its impact : Comparison of the impact of regional journalism and English journalism. Differences in the reporting, editorial policy and readership between the two. Reason for the growth of regional journalism in times of declining newspaper circulations, The language press and local politics, including rise of communalism, regionalism, and national beliefs. Growth of regional newspapers like 'Dainik Bhaskar', 'Dainik Jagran', 'Malyalam Manorama', 'Dina Thanthi', 'Anand Bazar Patrika'.										15	3,4			
4	Newspapers before and after Independence : Tendency to hunt for higher profits at sacrifice of standards of journalism, Political role of newspapers before and after Independence – 'Mathrubhummi', 'Anand Bazar Patrika', 'Samna', 'Tarun Bharat' The regional press and political patronage. Increasing ownership and dominance of families with political connections over regional newspapers. (Example Lokmat, Sakaal and Saamna), Role of editors in upholding standards of journalism e.g. Ramoji Rao, K.M. Mathew, Kumar Ketkar, Kundan Vyas etc., Era of mass circulated regional newspapers. Necessary precautions against downside of social commitment and objectivity.										15	1,4			
Suggestive Readings															
1. Jeffery Robin: India's Newspaper Revolution, Oxford union publication, 2000 2. Indian Regional Journalism- P K Rabindranath,2012. 3. Regional Media: Emerging Trends and Prospects- Dr. Abhilasha R (Author), Dr. Shourini Banerjee (Author)2022. 4. Regional Language Television In India: Profiles And Perspectives- Mira K Desai,2021.															
Online Resources															
1. News Clickin : https://youtu.be/XHAPcLd9GHY 2. Media education and regional journalism in India: https://www.tandfonline.com/doi/abs/10.1080/01296612.2021.2009230?journalCode=rmea20 3. Odisha State Open University: http://www.osou.ac.in/eresources/Regional%20Language%20Journalism%20%20Problems%20and%20Prospects.pdf															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3		2							3		2		
CO2		3	3				2			2				3	
CO3	3	3		2									2		
CO4		3					3							2	

**B.A (Journalism & Mass
Communication)
SEMESTER IV (FOUR)**

Program		B.A (Journalism & Mass Communication)													
Year		II					Semester		IV						
Course Name		Television Journalism & Production- II													
Code		JMC6401N													
Course Type		Discipline Specific Core					L	T	P	Credit					
Pre-Requisite		Basic understanding of News Gathering.					3			3					
Course Objectives		To explain the salient features of TV as a medium and understand the process of gathering news and reporting for TV and describe the steps involved in editing and production of a video program.													
Course Outcomes															
CO1		Student will understand the nature and language of TV formats and programme.													
CO2		Student will understand the fundamentals of TV reporting and acquiring skills.													
CO3		Student will be able to write Scripts for various news programme.													
CO4		Student will understand the role of Run Order, PCR, Live Board and produce a bulletin.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Basic Understanding of Newsroom: Understanding the medium: Nature and Language of TV. Departments in Newsroom: Input, Output & There Functions. Run Order, Formats and types for TV Programmes. TV News script format. Scripting for Fiction and Non-Fiction. Development from Television Set to Mobile Handset.Various Mobile Journalism (MOJO) & Its Scope										15	1,2			
2	TV News Gathering & Anchoring: Fundamentals of TV reporting: Reporting skills, ethics for TV reporting. Writing and Reporting for TV: Finding the story and Developing the sources. News Gathering for Online Portals. Art Of Interview: types of news interview, conducting a good interview. Anchoring For Various News Programmes.										15	2,3			
3	TV Programme Production & Editing: Stages of production: pre-production, production and post-production. Single Camera and Multi-Camera Production. Use of graphics and special effects. Producing a bulletin using Various Software like OBS. Introduction Of Linear & Non-Linear Editing.Vision Mixing in PCR. Emergence of Virtual PCR on Computer, Software aided Vision Mixing and Switching. Maintaining Consistency and Continuity. Guidelines for Editing.										15	3,4			
Suggestive Readings															
1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi. 2. Janet Trewin, Presenting on TV and Radio, Focal Press, New Delhi. 3. Stuart W. Hyde, TV & Radio Announcing, Kanishka Publishers. 4. Andrew Boyd, Techniques of Radio and Television News Publisher, Focal Press, India. 5. Janet Trewin, Presenting on TV and Radio, Focal Press, India.															
Online Resources															
1. Swayam Prabha: https://www.youtube.com/watch?v=fIVSURYwcKs 2. EMPC-IGNOU: https://www.youtube.com/empc 3. The Consortium for Educational Communication: https://www.youtube.com/watch?v=J-GUpUOj2yw&t=23s 4. IGNOU: https://www.youtube.com/ignou															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2											2		
CO2		3	2	3										3	
CO3					2				3	2		3		3	
CO4					3				3	3		3		3	



Program		B.A (Journalism & Mass Communication)													
Year		II						Semester				IV			
Course Name		Public Relation													
Code		JMC6402N													
Course Type		Discipline Specific Core						L		T		P		Credit	
Pre-Requisite		An interest in the field of Public relation and its functions.						3						3	
Course Objectives		To make students understand public relations, its function and tools, PR agencies with the knowledge about the role of PR in Educational and Research Institutions.													
Course Outcomes															
CO1		Students will be able to understand the concept of public relation and its functions.													
CO2		Students will be able to identify the difference between PR & Corporate Communication.													
CO3		Students will understand the various PR tools.													
CO4		Students will develop the basic understanding of PR role in educational and research Institutions.													
Module	Course Contents													Contact Hours	Mapped CO
1	PR Introduction: Definition Of Public Relations: Its Need, Nature and Scope. Definition, Role and Functions of PR. Concept of Public in PR, Types Of Publics, How PR is Different from Advertising, Publicity and Propaganda. Corporate Communication, Ethics Of PR: IPRA Code. PRSI Theories of PR: Symmetrical & Asymmetrical.													15	1
2	Role Of PR and its Tools & Techniques: Public Relation Officer: Role and Duties. Role of PR in Developing Countries. Role of PR in Educational and Research Institutions. Role of PR in Rural Sector. Role of PR in Defence. Role of PR in Political and Election Campaigns. Tools and Techniques of Corporate Communication. Corporate: Image, Identity. Media Relations: News Release, Press Conference and Press Tours. Internal and External PR: Corporate Film, House Journal, Annual Report, Speech Writing, Minutes and Official Memo.													15	2,3
3	Types Of PR And Agencies: PR in Public Sector, Private Sector, Multi Nationals. Employees Relations; Stockholder Relations; Customer Relations; Community Relations; Supplier Relations; Distributor and Dealers Relations; Investors Relations; NGO’s Working of a PR Agency: PR Campaign. Recent Trends in PR Strategies-Local Govt-State/Central. Case Studies In PR.													15	3,4
Suggestive Readings															
1. Black Sam &Melvin L. Sharpe, Practical Public Relations, Universal Book Stall, New Delhi. 2. JR Henry and A. Rene, Marketing Public Relations, Surjeet Publications, New Delhi. 3. Jefkins Frank, Public Relations Techniques, Butterworth-Heinmann Ltd., Oxford. 4. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall. 5. Kaul J.M., Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.															
Online Resources															
1. Introduction to PR : https://egyankosh.ac.in/bitstream/123456789/7614/1/Unit-1.pdf . 2. Principles & functions of PR : https://egyankosh.ac.in/bitstream/123456789/7675/1/Unit-2.pdf . 3. Two way symmetrical model of PR : https://youtu.be/1u4_XgN7OCQ 4. PR in education and research institute : https://egyankosh.ac.in/bitstream/123456789/7711/1/Unit-6.pdf .															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2											3		
CO2	3	2											3		
CO3		2	3	3	3				2			3		3	
CO4	3	2								3				2	



Program		B.A (Journalism & Mass Communication)													
Year		II										Semester		IV	
Course Name		Introduction to Research													
Code		JMC6403N													
Course Type		Discipline Specific Core										L	T	P	Credit
Pre-Requisite		Basic understanding of academic writing and critical thinking skills.										3			3
Course Objectives		To make student understand the definition and purpose of research and it’s process and familiarize with research methodologies used in various disciplines.													
Course Outcomes															
CO1		The students will be able to define Research .													
CO2		The students will be able to explain the process of Research													
CO3		The students will be able to describe the Research methodology													
CO4		The students will be able to demonstrate the skills needed for media research.													
Module	Course Contents													Contact Hours	Mapped CO
1	Concept of Research: Meaning, Definition and Nature of Research. Importance of Media Research. Areas of Media Research : Source Analysis, Channel Analysis, Message Analysis, Audience Analysis, Feed Back/Forward Analysis.													15	1
2	Tools and Methods of Research : Sources of Date - Primary and Secondary. Questionnaire and Schedules. Observation - Participatory and Non participatory. Interview Method. Techniques of Research - Hypothesis and Variable. Research Design and its types. Sampling - Meaning, Types and Problems. Reliability, Validity and Objectivity.													15	2,3
3	Research with Media: Importance of Research in Media. Application of Research in Print and Electronic Media. Formative, Processual and Summative Research. Ethical issues in Media Research. Research Report Writing.													15	4
Suggestive Readings															
1. "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar 2. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams 3. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell 4. "Research Methods in Education" by Louis Cohen, Lawrence Manion, and Keith Morrison															
Online Resources															
1. Research Methods Knowledge Base : (URL: http://www.socialresearchmethods.net/kb/) 2. Research Methods Tutorial (YouTube Channel): (URL: https://www.youtube.com/c/ResearchMethodsTutorial) 3. ResearchGate : (URL: https://www.researchgate.net/) 4. Khan Academy : (URL: https://www.khanacademy.org/)															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					3							3		
CO2	3					3			3				3		
CO3						3			3				3		
CO4						3		2				3		3	



Program		B.A (Journalism & Mass Communication)													
Year		II					Semester		IV						
Course Name		Public Relation Lab													
Code		JMC6451N													
Course Type		Discipline Specific Core					L	T	P	Credit					
Pre-Requisite		A basic knowledge of various tools used in PR.							6	3					
Course Objectives		To plan an effective PR campaign, writing a press note and press release along with organizing a press conference in the situation of crisis.													
Course Outcomes															
CO1		Students will be able to understand how to plan PR campaign.													
CO2		Students will identify the difference between the writing of Press Note and Press release.													
CO3		Students will be able to make power point presentation.													
CO4		Students will be able to participate in organising a Press Conference.													
Module	Course Contents									Contact Hours	Mapped CO				
1	PR Tools & Techniques: Press Releases, Press Conference, Media Tours, Newsletters, House Journals, Exhibitions, Events, Online Tools. (Lecture along with class activity, Demonstration of various tools like sample of HJ)									30	1				
2	PR Writing: Collect at least five press clippings of any company for its launch of product service, corporate communication. Collect Corporate & Institutional ad of a product/service (five each). Write press note and press release. PR campaign planning and evaluation.									30	2,3				
3	PR Practice: Organize press conference in the situation of crisis. Write speeches, memos and notices. Minute-to-minute planning of an event. Prepare power point presentations. Conduct a Virtual Press Meet or a Webinar using Open Source Web Applications.									30	4				
Suggestive Readings															
1. Kaul,J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash. 2. Nayyar,Deepak.(2006).Public Relations Communication. Jaipur, India: ABD Publishers. 3. Pathak,Ajit.(2008).Public Relations Management. New Delhi, India: Ocean Books Pvt.Ltd. 4. Reddi,C V Narasimha.(2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd.															
Online Resources															
1. Tools & techniques for PR : https://egyankosh.ac.in/bitstream/123456789/72045/1/Unit-10.pdf . 2. PR writing : https://www.masscommunicationtalk.com/press-release-handout-and-press-note.html 3. Effective presentation skills: https://hr.uw.edu/pod/wp-content/uploads/sites/10/2016/07/handout-PPTtipsFINAL.pdf 4. Crisis management : https://www.srvmedia.com/blog/the-one-critical-skill-your-brand-needs-pr-crisis-management/															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3										3		
CO2		2	3	3	3					2				2	
CO3				3	3				2					3	
CO4		2	3	3	2									3	

Program		BAJMC													
Year		II										Semester		IV	
Course Name		International Media Affairs													
Code		JMC6040N													
Course Type		Generic Elective										L	T	P	Credit
Pre-Requisite		A foundational knowledge of international relations and media systems.										4			4
Course Objectives		To enhance the knowledge of students with regard historical perspective of Global Communication and Cultures making them aware of Global Media and its technological Impacts along with contemporary trends in the world.													
Course Outcomes															
CO1		Students will develop understanding of historical perspective of Global Communication.													
CO2		Students will understand about Global Cultures													
CO3		Students will become aware about contemporary trends in the world.													
CO4		Students will understand the Global Media and Technological Impacts													
Module	Course Contents													Contact Hours	Mapped CO
1	Global Communication: Historical Perspective: Globalization: Barrier-Free Economy, Multinationals and Development, Technological Advances, Telecommunication, Globalization of TV Formats. Global Networks: Information Society, Network Service Economy, Movement of Intangibles The Cold War, Vietnam War/USSR Communication.													15	1
2	Struggle for Balance of Information Flows: Cultural Politics: Media Hegemony and Legitimization of Media Driven Global Cultures, Homogenization, The English Language Local/Global, Local/Hybrid, Rise Of Regionalism: Al-Jazeera; Regional Initiatives Hacking; Wikileaks													15	2
3	Contemporary Trends: Media and war Coverage, International Radio-propaganda and persuasion, The Gulf Wars: CNN’s satellite transmission, embedded Journalism, 9/11 and implications for the media. Pandemic and its Global Impact.													15	3
4	Global Media and Technological Impact: Technologies that started the process of globalization, Technological Communication Developments : Fiber Optics, Hi Definition TV, Web Radio, Very Small Aperture Terminal (VSAT), Video phone system, Interactive TV, Digital TV, Direct To Home (DTH), Web Conferencing and Convergence of Technologies													15	4
Suggestive Readings															
1. Ahyar Kamplipur, Global Communication, Wadsworth Publication. 2. Belmont C.A, Technology Communication Behavior, Wadsworth Publication, New Delhi. 3. Zettle Herbert, Video Basics, Wadsworth Publication, New Delhi. 4. Ramesh Babu, Glocalization, SAP Publication House, New Delhi. 5. Jan R. Hakemulder, Ray AC DE Jough & P.P.Singh, Broadcast Journalism, Anmol Publication, New Delhi.															
Online Resources															
1. Coursera: Website: https://www.coursera.org/ 2. edX: Website: https://www.edx.org/ 3. International Center for Journalists (ICFJ): Website: https://www.icfj.org/ 4. United Nations Educational, Scientific and Cultural Organization (UNESCO): Website: https://en.unesco.org/															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	2										3		
CO2		2					2		2				2		
CO3			2			2			3					2	
CO4		3		3	3				3					3	



Program		B.A. (Journalism & Mass Communication)													
Year		II					Semester		IV						
Course Name		Media Literacy													
Code		JMC6041N													
Course Type		Generic Elective					L	T	P	Credit					
Pre-Requisite		An interest in the diverse field of media would be beneficial.					4			4					
Course Objectives		To make students identify cultural context, where and how presented, when created, etc and understand what is left out of a media message, identify its perspectives/voices and differentiate between facts and opinions.													
Course Outcomes															
CO1		Student will be able to identify the cultural context related to media.													
CO2		Student will develop understanding for interpreting a message.													
CO3		Student will be able to identify the various perspectives of a message.													
CO4		Students will be able to differentiate between facts and opinion.													
Module	Course Contents								Contact Hours	Mapped CO					
1	Introduction to Media Literacy: Definition of Media Literacy, Media Literacy: Nature, Scope and Importance, Sub fields: Digital Literacy and Visual literacy								15	1,2					
2	Media Messages: Skills in Media Literacy, Interpreting media messages: Semiotics, Ideology, Media as Text Commercial messages								15	2,3					
3	Media Messages Reception: Process of Message Generation and Communication, Media Vehicles for messages and their types, Nature of media messages, Media Exposure and Filters Media stereotypes								15	3,1					
4	Media Ecosystem in Globalization: Media Ecosystem, Media Empires and Ownership patterns; Globalization of Media, Media markets, Propaganda and Hegemony								15	1,4					
Suggestive Readings															
1. Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009) 2. Hodkinson,P. Media, Culture and Society: An Introduction (Sage, 2010) 3. John.V. The Media of Mass Communication (PHI, 2012) 4. Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004) 5. Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013)															
Online Resources															
1. Impact of media literacy : https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4291508/ 2. Media literacy challenges and issues : https://www.profweb.ca/en/publications/articles/media-literacy-challenges-and-issues-for-21st-century-schools 3. Media literacy : https://theconversation.com/global/topics/media-literacy-35193 4. Media literacy guidelines : https://www.usnews.com/education/k12/articles/what-is-media-literacy-what-parents-need-to-know															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3		3			3					3	3		
CO2		2	3						3					3	
CO3	2			2					3					2	
CO4	2				2						3			2	



Program		B.A (Journalism & Mass Communication)													
Year		II										Semester		IV	
Course Name		Visual Communication													
Code		JMC6042N													
Course Type		Generic Elective										L	T	P	Credit
Pre-Requisite		Basic understanding of design principles and visual aesthetics.										4			4
Course Objectives		To make students understand the necessity of visual communication, elements of design, graphics and layout are practised in visual communication and apply them using the software.													
Course Outcomes															
CO1		The students will be able to describe the theories and principles of visual communication.													
CO2		The students will be able to implement elements of design in visual communication.													
CO3		Students can practice the graphics and layout in visual communication.													
CO4		The students will be able to compose designs and produce logos and posters.													
Module	Course Contents													Contact Hours	Mapped CO
1	Overview of visual communication: Definition of visual communication, needs and importance, communication through visual expression, how design is different from art? approaches to visual communication and applications of visual communication, contemporary developments and trends in visual communication.													15	1,2
2	Elements of Visual Communication: Design basics, definitions and design elements, Lines, shapes, spaces, colours, textures, geometric shapes and forms, design principles: Symmetry. Rhythm, contrast, mass/scale balance, etc. Design and Designer: Their needs, roles, processes and methods. Visual Communication Theory, Sensory and Perceptual Theory, Gestalt Theory, Semiotics, Constructivism, Ecology and Cognitive Theory.													15	1,2
3	Graphics and Layout: Importance of graphic design, principles of good design, different design terms, basics of graphic design, study of design process, idea generation - oral, visual, visual thinking, design execution and presentation, print media design And Layout, Image, Chart, Diagram, Presentation, Alignment, Crop, Aspect Ratio, Pixels, Resolution. An understanding of graphics/image formats, colour and graphics, colour theory, colour harmonies, and colour wheels. Design with typefaces, fonts, and font categories.													15	2,3
4	Publication design: Elements of publication design. Page composition and layout, Types of layouts for books, magazines, brochures and catalogues. Custom designs (information graphics, charts, table boxes, etc.), DTP desktop publishing, audio-visual presentations, PowerPoint presentations, Packaging creation - business cards, letterheads, flyers, brochures, newspaper advertising logo design, corporate identity.													15	2,3
Suggestive Readings															
1. Robin Williams - The non-Designers Design Book, Peach Pit Press 2. P. K. Chandra- Visual Communication and Photo Journalism, Swastik Publishers & Distributers 3. NN Sarkar- Art & Print Production, Oxford University Press 4. Bo Bergstrom- Essentials of Visual Communication, Heritage Publishers															
Online Resources															
1. Canva Design School: https://www.canva.com/learn/ . 2. Adobe Creative Cloud Tutorials https://helpx.adobe.com/creative-cloud/tutorials.html . 3. Smashing Magazine https://www.smashingmagazine.com/category/visual-design/ . 4. Interaction Design Foundation: https://www.interaction-design.org/courses .															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		2										3		
CO2				3	3				2					3	
CO3			2		3				3			3		3	
CO4				2	3				2			3		3	

**B.A (Journalism & Mass
Communication)
SEMESTER V (FIVE)**



Program		B.A (Journalism & Mass Communication)										Semester		V			
Year		III															
Course Name		Development Communication															
Code		JMC6501N															
Course Type		Discipline Specific Core										L	T	P	Credit		
Pre-Requisite		A basic understanding of development communication & development issues.										3			3		
Course Objectives		To develop an understanding amongst students of the concepts of development communication including self-reliance, dependence, cultural identity and modernization for development with an understanding of the role of communication for social change using various media.															
Course Outcomes																	
CO1		Students will be able to develop the understanding of development communication.															
CO2		Students will learn the concept of self-reliance, dependence, cultural identity, modernization for development.															
CO3		Students will be able to identify the role of communication for social change.															
CO4		Students will be able to develop the ability to work and lead service in Folk forms.															
Module		Course Contents												Contact Hours		Mapped CO	
1		Introduction to Development & Development Communication: The nature of development, defining development as a goal, as a process key. Concepts in development: self-reliance, dependence, cultural identify, decentralization, participation, modernization, industrialization. Characteristics of developing countries, Indicators of Developments. Development communication: definitions of development communication, roles of development communication and philosophy of development communication. Differences from general communication, goals of development communication. Differences between communication for development and development communication.												15		1,3	
2		Communication and Social Change: Communication for social change. Social issues: female infanticide & girl child, gender discrimination & women empowerment, health, nutrition & sanitation, poverty & unemployment and primary education. Environment and Development. Theories of development: Social, Political and Economic theory. Indian Models (Ghandian) & Western Models (Daniel Lerner, Everett Rogers and Wilbur Schramm).												15		2,3	
3		Role of Communication: Development communication policy, Agricultural Communication and Rural Development, Nongovernmental (NGOs) organizations problems faced in effective communication, Empowerment through silver screen. Role of a communicator in the process of social change. Folk forms and alternative silver screen for social change. Using folk forms for social change. Taking theatre into the streets.												15		1,4	
Suggestive Readings																	
1. Narula Uma, Development Communication: Theory and Practice, Har Anand. 2. Gupta V.S., Communication and Development Concept, New Delhi. 3. Tewari, I P, Communication Technology and Development, Publication Division, Govt. of India. 4. Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi. 5. Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi.																	
Online Resources																	
1. Development Communication : https://egyankosh.ac.in/bitstream/123456789/57205/3/Unit-6.pdf 2. Theories & Models of Development : https://www.studocu.com/en-gb/document/ulster-university/developmental-psychology/theories-and-models-of-development/5384115 3. Development Communication : https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SVCA5202.pdf 4. Traditional Folk Media : https://egyankosh.ac.in/bitstream/123456789/7263/1/Unit-3.pdf																	
Course Articulation Matrix																	
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3		
CO1	3	2											3				
CO2	3						3			3	2		2				
CO3	3			3						2	3	3		3			
CO4	3	3	2	3						3				3			



Program	B.A. (Journalism & Mass Communication)															
Year	III												Semester		V	
Course Name	New Media Technology															
Code	JMC6502N															
Course Type	Discipline Specific Core												L	T	P	Credit
Pre-Requisite	Basic understanding of computer literacy with digital tools and technologies.												3			3
Course Objectives	To explain students about new media technology for journalistic purpose like creating own Blog along with writing effectively for web and understand the elements and functioning of multimedia and work on Photoshop and sound editing software.															
Course Outcomes																
CO1	Student will understand the advantages, Limitation and risk factors involve in News Media.															
CO2	Student can create own Blog and distinguish between Static and Dynamic Pages.															
CO3	Student will understand the elements and functioning of multimedia.															
CO4	Student will be able to work on Photoshop and sound editing software and write effectively for web.															
Module	Course Contents													Contact Hours	Mapped CO	
1	Introduction :Use of New Communication Medium: Internet and Mobile. Advantages, Limitation and Risk factor involve in it. Use of SMS, MMS, VOIP, Video Conferencing, Email in the context of time, cost and quality. Required technical & other understanding and preparation for media personal. Digital Media: SEO, SEM, TAGs, Organic Vs Inorganic Search. Ad sense QR & Bar Code													15	1	
2	Web Pages & Multimedia: Introduction to Front Pages. Tools, Menus and Interface of FrontPage, Blog, Static Pages and Dynamic Pages. Interactive Web portals, Online Gaming Platform, Online Entertainment Platforms. YouTube Channels, Monetization for Online Content. Introduction to Multimedia. Elements of Multimedia: Text, Images, Audio, Video, Animation. Introduction to Advance Photo Editing Software, Introduction to Advance Sound and Video Editing Software													15	3,4	
3	Content Planning: Planning, Management and Retiring of Content. Writing for web: basic principles. Powers of web Journalism: Information, news and entertainment on web. Preparation and Presentation of web content. Plagiarism & Software to Check it.													15	2,3	
Suggestive Readings																
1. Microsoft front page 98,Tauber Daniel A. Tauber Daniel A. Kienan Brenda, BPB Publications, Delhi. 2. Flash 5 magic with action script, Emberton David J. Hamin J. Scott, Techmedia, New Delhi. 3. Multimedia: an introduction, Casanova John Villamil. 4. Multimedia: illustrated ,Singh Vishnu Priya Singh Meenakshi ,Asian publishers, Delhi. 5. Web design fundamentals Handbook, Daniel Gray, Dreamtech, Delhi. 6. New Media Technology: Pavlik Johnv.																
Online Resources																
1. W3Schools : (www.w3schools.com) 2. Code Academy : (www.codecademy.com) 3. Smashing Magazine : (www.smashingmagazine.com) 4. Google Developers : (developers.google.com)																
Course Articulation Matrix																
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	3	3		2									2			
CO2			3	2	3				3			3		3		
CO3			3	3										3		
CO4				3	3				3			3		3		



Program	B.A. (Journalism & Mass Communication)														
Year	III										Semester			V	
Course Name	Film Production – I														
Code	JMC6503N														
Course Type	Discipline Specific Core										L	T	P	Credit	
Pre-Requisite	A basic knowledge on film making and production.										3			3	
Course Objectives	Students are introduced to the principles, methodology and language of filmmaking added to the technical as well as the artistic aspects of filmmaking.														
Course Outcomes															
CO1	Student will develop broad understanding of Language of cinema.														
CO2	Student will get enhance with the knowledge of Film Production.														
CO3	Student will understand about aesthetics and theories of Film														
CO4	Student will get aware about the lighting techniques for Film.														
Module	Course Contents													Contact Hours	Mapped CO
1	Concepts of Film Making: Understanding Visual Grammar of Shots, Camera Angles, Movements. Mise-En-Scene. Dimensions Of Sound: Sync and Non-Sync, Sound Effects and Silence, Dialogues, Ambient Sound. Narrative and Non-Narrative Films. Narrative Composition: 3 Act Structure, Characterization & Dramatic Structure. Ideation And Visualization. Screen Play. Storyboarding.													15	1
2	Film Production: Three stages of Film Production: Pre-production, Production and Post Production. Lighting. Art Direction. Departments and their role. Role and importance of the director. Division of roles between creative and technical personnel.													15	2
3	Techniques and Types : Sound as a metaphor. Importance of silence. Mise-en-scene and interpretations. Continuity Vs discontinuity. Film space and screen space. Changing dimensions of pace and rhythm. Understanding Various Film Genre. Documentary Films. Types of Documentary Films, Types of Film Analysis. Feminist Film theory. Italian Neo-Realism. Emergence of New Wave in Cinema. The Auteur Theory.													15	3,4
Suggestive Readings															
1. Directing the Documentary; Rabiger, Michael. 2. Movies and Methods V1; Nichols, Bill. 3. Movies and Methods V2; Nichols, Bill. 4. Film Art: An Introduction, D. Bordwell, K. Thomson 1990.															
Online Resources															
1. Film Production Process:https://egyankosh.ac.in/bitstream/123456789/74352/1/Unit-11.pdf 2. Film Production: http://ommolketab.ir/aaf-lib/536cv4dpysxwd1cq6lkb1hsxssp.pdf 3. Film Making Basics: https://www.youtube.com/watch?v=BFwMRVwrKcA 4. Film Production: https://www.brooklyn.cuny.edu/web/aca_visualmedia_film/2012_Production_Handbook_.pdf															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2										3		
CO2	3	3	2	2	2									3	
CO3	3	3	3	3	3							3		3	
CO4		3	3	3	3							2		2	



Program		B.A. (Journalism & Mass Communication)													
Year		III								Semester		V			
Course Name		Advertising Lab													
Code		JMC6551N													
Course Type		Discipline Specific Core (DSC)								L	T	P	Credit		
Pre-Requisite		A basic knowledge of advertising and types.										6	3		
Course Objectives		To make students learn the fundamentals of advertising and its strategies, develop the design and plan an advertisement along with writing a script for radio and TV commercials.													
Course Outcomes															
CO1		Students will enhance the knowledge of advertisement.													
CO2		Students will understand the process of developing an advertisement.													
CO3		Students will develop skill of writing scripts for radio and TV advertisement.													
CO4		Students will formulate and design ad campaign.													
Module	Course Contents													Contact Hours	Mapped CO
1	Analysing an Print Advertisement: Analyse Five 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: Copywriting, Designing, Making posters, handbills.													30	1
2	Designing an Advertisement: Designing an Advertisement Campaign based on market and consumer research on the assigned topic or theme. Idea & Product Packaging, Designing Product Package on Adobe Photoshop, Corel Draw or any open source software. Writing radio spots and jingles. Writing TV commercials, developing script and story board.													30	2,3
3	Module III: Making an Advertisement: Ad Film making, Converting storyboard to TVC, Visual Analysis of an Advertisement, Shooting, Editing and Producing a TV Advertisement. Objective of the Advertising Campaign: Overall and Specific, Market Analysis: SWOT Analysis and Competitor Analysis, Pre-Testing of the Media Material, Audience Feedback and Analysis													30	2,3,4
Suggestive Readings															
1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press. 2. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press. 3. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: 4. Millerson, G., & Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition.															
Online Resources															
1. Steps to make an ad: https://blog.hubspot.com/marketing/how-to-make-an-ad 2. Advertising Techniques: https://www.youtube.com/watch?v=OWz8CzLELLQ 3. Advertising: https://egyankosh.ac.in/bitstream/123456789/14763/1/Unit-18.pdf 4. Advertising and Promotions: https://egyankosh.ac.in/bitstream/123456789/57041/3/Unit-16.pdf															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2						3					3		
CO2		3	3	3	3			2				3		3	
CO3	3	3	3	3	3				3	2		3		2	
CO4	3	3	3	3	3			3		2		3		3	



Program		BAJMC													
Year		III							Semester			V			
Course Name		News Room Management													
Code		JMC6510N													
Course Type		Discipline Specific Elective							L	T	P	Credit			
Pre-Requisite		Basic Understanding of working of TV News Channel.							4			4			
Course Objectives		To make the students understand the working culture of a news channel and learn various technical aspects of PCR-MCR & Studio understanding the process of gathering news and reporting for TV including the stages of video program production.													
Course Outcomes															
CO1		Student will be able to understand working style of News Room.													
CO2		Student will have the knowledge of various departments & their work.													
CO3		Student will develop a comprehensive understanding of the Importance of Coordination.													
CO4		Students will be able to prepare News Programmes.													
Module	Course Contents													Contact Hours	Mapped CO
1	Understanding of Newsroom: Introduction to Newsroom, Working of News Room, Up-linking & Down-linking, Various Departments/Desks in News Channel & their roles. ENG & EFP, Breaking News Management. Functional areas of a Newsroom in a News Channel. Key personnel in Newsroom.													15	1
2	Introduction to Input Department: Assignment Desk, Key personals of Input Desk: Reporters, Correspondents, Bureau Chief & their Role, Stringers, Guest Coordinator & their role, Functioning of Assignment Desk. Feeds from various sources.													15	2
3	Introduction to Output & Technical Team: Output Desk, Key Personals, PCR & MCR, Technical Staff & Their Roles, News Studio: Virtual & Real Sets, Various kinds of Programme & Bulletins. Functions of OB Vans, DSNG, and Transponders.													15	2,3
4.	Working Style of Newsroom: Coordination between Input, Output & Technical team, Routine meetings, Discussion of Day plan & its Execution, Making of Live Bulletin & Recorded Programme: Pre- Production, Production, Post Production													15	1,4
Suggestive Readings															
1. P.C. Joshi, Broadcasting in India, concept Publication. 2. Geeta Sen, Image and imagination, Mopin Publishing. 3. Gopal Sexena, Television in India, Vikas Publishing House. 4. E. Moris, Broadcasting reforms in India, Oxford University Press.															
Online Resources															
1. Television Journalism : E-gyankosh- https://egyankosh.ac.in/handle/123456789/59580 2. Television Program & Production : https://youtu.be/8LAUmctSauc 3. Principles of Video Editing : https://youtu.be/EkLvS4P0HCs															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		1	2	2								3		
CO2				2	2									3	
CO3		2						3					2		
CO4				3	3							3		3	



Program		B.A. (Journalism & Mass Communication)													
Year		III					Semester		V						
Course Name		Gender Studies & Human Rights													
Code		JMC6511N													
Course Type		Discipline Specific Elective					L	T	P	Credit					
Pre-Requisite		An interest in gender studies and human rights is beneficial .					4			4					
Course Objectives	To create awareness, sensitize and make students understand about equality of opportunity in the access to justice according to different parameters such as gender, age, diversity of background etc. Also to create awareness and sensitize towards identity (Linguistic, Cultural, Ethnic, and Religions and issues related to violence														
Course Outcomes															
CO1	Students will understand the concepts of gender stereotypes and sexism as a discrimination.														
CO2	Students will have an understanding of the history of gender and the division of labour based on this.														
CO3	Students will have a better understanding of themselves and the society in which they operate														
CO4	Students will understand the existence of gender in politics, economics, language, family & socialization.														
Module	Course Contents										Contact Hours	Mapped CO			
1	Introduction to Gender Studies: The Relevance and Need for Gender Studies- Gender Studies through the historical lens. Perspectives and Positions of Gender Studies. Role of Education, Media and Civil Society. Gender and Development- Social and Economical. (Women's) Movements and Empowerment.										15	1,2			
2	Studying Violations and Redressal Mechanisms: Investigating Abuse, Harassment and Crime in Domestic and Public Spaces., Legal and Statutory Redressal and Support- Delving deeper into the workings of redressal mechanisms, Discussing about Statutory Bodies.										15	2			
3	Introduction to Human Rights: International Human Rights Conventions and Agencies, Human Rights and India: Myths versus Realities, Essential Rights for Human Development, Significance of Equality. Human Rights of Persons with disabilities and Children with Special Needs. The Role of the Government, voluntary groups and NGOs in affirmative action. Studying the laws arising out violation of Rights related to the equality of opportunity.										15	3,2			
4	Human Rights and the use of Natural Resources: Land and Water- conservation and the future, Human Rights and the Environment, Environment in Relation to Human Rights The Right to Rehabilitation of those displaced, Role of women and the environment, Redressal Mechanism, Legal and Statutory Remediation and Support.										15	4,1			
Suggestive Readings															
1. Yadav, C.P. (ed.) (2007) Encyclopaedia of Women's Problems and their remedies. New Delhi: Anmol Publications. 2. Geetha, V. (2000). Theorising Feminism Gender. Kolkata: Bhatkal& Sen. 3. Bhasin, Kamala. (2000). Understanding Gender. New Delhi: Kalifor Women. 4. Jaswal, P.S. and Nishtha Jaiswal. 2010. Human Rights and the Law. New Delhi: A.P.H Publishing Corporation. 5. Yasin, Adil-UI & Archana Upadhyay (ed)) Human Rights, Akanksha Publishing House, New Delhi,2004															
Online Resources															
1. Human Rights & Gender Studies: https://cbseacademic.nic.in/web_material/Curriculum17/SrSecondary/38%20Human%20Rights%20and%20Gender%20%20Studies.pdf 2. Gender Studies : https://www.lse.ac.uk/study-at-lse/Graduate/degree-programmes-2023/MSc-Gender-Rights-and-Human-Rights 3. Human Rights : https://www.icscareergps.com/blog/insights-by-dr-amrita-dass/human-rights-gender-studies-will-always-be-relevant-in-our-unequal-world/ 4. Human Rights : https://www.un.org/ruleoflaw/thematic-areas/human-rights-and-gender/															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3					3		2			2	2	1	
CO2		3		2						3			2		
CO3	3	3			2		3		2		3			3	
CO4	3	3			3		3						2		



Program	B.A. (Journalism & Mass Communication)												Semester	V	
Year	III														
Course Name	Social Media Management														
Code	JMC6512N														
Course Type	Discipline Specific Elective										L	T	P	Credit	
Pre-Requisite	A familiarity with social media platforms with digital marketing concepts.										4			4	
Course Objectives	To develop a broad understanding of the concepts and process of communication through various digital platforms and understand the functions, utilities and management of Social Media effectively.														
Course Outcomes															
CO1	Students will develop broad understanding of the concepts and process of communication from Social Media.														
CO2	Students will be able to understand Social Media better through various digital platforms														
CO3	Students would be to use the functionalities and utilities of Social Media														
CO4	To understand the effective management of Social Media.														
Module	Course Contents											Contact Hours	Mapped CO		
1	Social Media Introduction and Concepts: Definition, Concept and Meaning of Social Media, Terms: social network site, profile, social network, friend, context collapse, social graph, user-generated content, social awareness stream, strong ties, weak ties, computer-mediated communication, Web 2.0, virtual communities, asynchronous, synchronous, one-to-one, one-to-many, bi-directional, uni-directional. Internet and History of Social Media: Diffusion of Innovation in a wired world, Digital Communities: Evolution of Online Communities, Strong and Weak Ties, How ideas travel? Social Sites and Business. Social Media Measurement											15	1		
2	Computer-Mediated Socialization: Reduced social cues, Social Presence Theory, Media Richness Theory, Flaming, Immediacy Cues, Mixed modality, Intonation unit, Conversational Scaffolding, Utterance break; Applications, Common Features, Types of Social Media: Facebook, Twitter, LinkedIn, YouTube, Google+, Pinterest, Instagram, Snapchat etc., Social Media Campaign. Terms: community, shared space, shared practice, speech community, norms, social capital, bonding capital, bridging capital, maintained capital, network support, emotional support, esteem support, informational support, networked individualism, social support, lurkers. Public Relations and Social Media Optimization.											15	2,4		
3	Social Media Functions and Utilities: Data Mining and Social Media: The role of Social Media in marketing Research, Big Data and Social Media, Social Media and Privacy; Relationship between New Media & Social Media and Mass Media; Functions of Social Media and Mass Media, Citizen Journalism and Mass Media; Online Identity: Disembodied identities, identity cues, self-presentation, latent tie, self-presentation, disembodied audiences, cognitive misers, platforms. Setting up Social Media Profiles– Perspective & Design, Optimizing Social Media Platforms											15	2,3		
4	Managing Social Media: Social Media Characteristics and Popularity of Social Media, Search Engine Optimization (SEO), Search Engine Management (SEM), Organizational Reputation Management (ORM), Criticism of Social Media: Authenticity, Virtual Activism- Copyright and Copy left of Content and photos, Disparity, Psychological Impact, Gender, Sexuality and Social Media, Case Studies. Community Management, Content Strategy, Delivery Model											15	1,4		
Suggestive Readings															
1. Social Media: A Critical Introduction by Christian Fuchs Sage Publications, 2014 2. Blogging and Other Social Media: Exploiting the Technology and Protecting the Enterprise By Alex Newson, Deryck Houghton, Justin Patten, Gower Publishing, 2009 3. Social Media in Business and Governance By K.M. Shrivastava, Sterling Publication, 2013															
Online Resources															
1. Hootsuite Academy: Website: https://hootsuite.com/academy 2. Buffer: Website: https://buffer.com/resources 3. Sprout Social Insights: Website: https://sproutsocial.com/insights/ 4. Udemy: Website: https://www.udemy.com/															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2										3		
CO2		3	3		3								3		
CO3			2	3	3				3			3		3	
CO4				2	3			3	3					3	



Program		B.A (Journalism & Mass Communication)													
Year		III											Semester	V	
Course Name		Film Appreciation													
Code		JMC6050N													
Course Type		Generic Elective										L	T	P	Credit
Pre-Requisite		An open mind and willingness to engage critically with films art form.										4			4
Course Objectives		To introduce the students to the origin and development of film language and cinema in India and abroad along with providing knowledge about the operation of film industries and the evolution of cinema.													
Course Outcomes															
CO1		The students will be able to summarize Indian and World Cinema.													
CO2		The students will be able to explain the working of film industries and changes in the world of cinema.													
CO3		The students will be able to determine and categorize various types of films and critically examine them.													
CO4		The student will be able to write a film review.													
Module	Course Contents													Contact Hours	Mapped CO
1	Cinema as art: The Nature of Art, Perspectives on Art, Film Photography and Painting, Film and Novels, Film and Theatre, Film and Environmental Art.													15	1
2	Language of cinema and evolution: Sign: The physiology of perceptual, referential, and connotative meaning movie syntax. Codes, staging, framed images, diachronic shots, sounds, montages, cinematic language, form, movements.													15	2
3	Film theory and criticism: Expressionism and Realism, Realism Theory. Writer, psychoanalyst, ideologue, feminist, contemporary theory, Film reading: Movie criticism/appreciation													15	3,4
4	Films and media chronology: Prehistory and the Birth of Cinema, Silent Films, Birth of Radio and Sound Films, Hollywood's Great Era Study of Indian and World Cinema: Sergei Eisenstein and Soviet cinema, Akira Kurosawa and Japanese cinema, Italian cinema, French cinema, Iranian cinema, Bergman, Hitchcock, Martin Scorsese, and Steven Spielberg. Indian Film Industry:													15	1,2
Suggestive Readings															
1. Monaco James, How to Read a Film, OUP 2. Buckland Warren, Film Theory Rational Reconstructions Routledge 3. Khandekar Kohli Vanita, The Indian Media Business, Response Books, New Delhi, 2003. 4. Lumet Sidney, Making Movies, Vintage Books, New York, 1996. 5. Thoraval Yues, The Cinemas of India, Macmillan, Delhi, 2000.															
Online Resources															
1. One Hundred years of Cinema : https://www.youtube.com/channel/UCbM9iT_PqBCUOQdaREDAP3g 2. Film School Online: https://filmschoolonline.com/courses/film-appreciation/ . 3. Coursera: https://www.coursera.org/ . 4. Khan Academy: Their film appreciation course can be found at https://www.khanacademy.org/humanities/ap-art-history/global-contemporary/a/art-in-the-age-of-revolution .															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		3	3									2		
CO2	3	3	2										3		
CO3		3							3				3		
CO4						3			3			3		3	



Program		B.A(Journalism & Mass communication)													
Year		III							Semester		V				
Course Name		Mobile Journalism													
Code		JMC6051N													
Course Type		Generic Elective							L	T	P	Credit			
Pre-Requisite		Basic knowledge of Mobile Phone with Journalistic Mindset							4			4			
Course Objectives		To make students understand the trends of digital media and give elementary knowledge of MOJO and related apps by training students in mobile journalism including the reporting & production process.													
Course Outcomes															
CO1		Students will understand the basic concept of mobile journalism.													
CO2		Students will enhance their knowledge about mojo and its elements.													
CO3		Students will be able to use their phones for journalism and mass communication purpose.													
CO4		Students will learn to produce shareable visual content , live streaming, interviews & stories.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Introduction of Mobile Journalism (MOJO): Concept of Mobile Journalism, History & development of Mobile Journalism, Mobile Journalism in India, Global adoption and influence of the Mobile, Definition of Mobile Journalism, Characteristics of Mobile Journalism. Principle of Mobile Journalism, Case Studies: Arab Revolution, Anna Hazare Movement.										15	1,2			
2	Scope of Mobile Journalism: Traditional Media & Mobile Journalism, Social Media & Mobile Journalism, Need and importance of Mobile Journalism, challenges of mojo ,Functions of Mobile Journalism, Do and Don't of Mobile Journalism.										15	1,2			
3	Tools and techniques of Mobile Journalism: Mobile Journalism & Smartphone, Basic Equipment, Limitations of Mobile Journalism, Various Smart phones and their uses; Exposure related parameters; Framing composition; Creating Shots; On Shoot Challenges; Video Recording apps for Mobile Journalism; Fundamentals of Video Editing Applications; Editing Video on Smartphone.										15	3			
4	Art of Mobile Journalism: Mobile Journalism Shoot - Checklist & Tips for a Perfect Shot ,Video Shot types and filming angles ,Lighting for Videos; Special effects. Preparation and location scouting ,Framing and composing Video Shots ,Collection of visuals for video News , Organising visual elements into a video story , Production of videos from Photo and script. Use smartphone for news gathering. Shoot videos with smartphone. Live streaming using smartphone. Interviews with the smartphones.										15	3,4			
Suggestive Readings															
1. Mobile Journalism: Concepts, Possibilities and Techniques, Prabhu Jhingran 2. Mobile Journalism a key mass communication tool of fthe future, Dr.Rahul Dass 3. Mobile and Social Media Journalism, Adornato Anthony 4. Fundamentals Of Digital Journalism, Dr kiran thakur															
Online Resources															
1. Mobile Technologies Crash Course. : Narrated by Andrea Giordani,audio book 2. Work and concept of Mojo AAFT : https://www.youtube.com/watch?v=Z_dhYbNipZM 3. The ‘Bible of Mobile Journalism,.’ Robb Montgomery e- book 4. Online journalism - Trends, Characteristics and Future : https://youtu.be/i7S0bpNC69M															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3			2								3		
CO2			3	3	3		2			3				3	
CO3					3							3		3	
CO4			3	3	3							2		3	



Program		B.A (Journalism & Mass Communication)													
Year		III							Semester		V				
Course Name		Desktop Publishing													
Code		JMC6052N													
Course Type		Generic Elective							L	T	P	Credit			
Pre-Requisite		Knowledge of Basic Computer Concepts and its applications.							4			4			
Course Objectives		To impart technical knowledge in desktop publishing using suitable hardware and software tools among students making them learn the applicable software for creating designs.													
Course Outcomes															
CO1		The Students will get to learn to the basic tools of Photoshop, Illustrator, and In-Design.													
CO2		The student will be able to use suitable hardware and software tools.													
CO3		Student will be able to practice the knowledge about the theories and principles of visual communication.													
CO4		The students will be able Create effective designs based on design principles.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Introduction to Desktop Publishing: Definition and core conceptual Principles of Desktop Publishing. Use of DTP in Media. Technical components of Desktop Publishing, Capabilities of DTP, Introduction to Industry based softwares(CorelDraw, InDesign, QuarkXPress, Adobe Photoshop). Technical equipments required for DTP work, Hardware and Operating Systems required for DTP.										15	1			
2	Corel Draw Overview: Corel Draw features, Corel Draw user interface, toolbox, switching from Adobe Illustrator to Corel Draw, Common tasks : Draw and colour, select objects, create basic shapes, Reshape objects, organize objects, apply colour fills and outlines Master text, text tools for artistic and paragraph text, format text, embed objects in text, text around objects wrap text around objects, link text to objects, applying effects, blend distortion strengths, create contour effects, envelopes, lens effects, transparency, depth effects, power clip work with bitmap commands, work with bitmaps, Edit bitmaps, apply effects to bitmaps, Corel Draw - web resources, internet toolbars, set up web pages, export files, create buttons with rollover effects										15	2,4			
3	Adobe InDesign Overview: Adobe InDesign user interface, creating a new document, managing document layers, creating and editing text, working with editing stories, managing text as objects Working with text and graphics, working with graphics, info-graphics framing graphics, trimming and masking graphics, working with layers, working with master pages, working with plug-ins, using text wrapping, Using advanced features, creating PDF documents in Adobe InDesign, Working with data merging, using scripts, using object linking and embedding.										15	3,4			
4	Printing Technology and DTP: All Types of Printers, Mode of Printers (Coloured, Black & White), Monochrome, Vinyl Printing, Offset Printing, Digital Printing. Types of Printing Materials, Inks used. Project Work includes the production of Brochures, Logo designs, Pamphlets, Visiting Cards, Backdrops and Leaflets.										15	1,4			
Suggestive Readings															
1. Robin Williams - The non-Designers Design Book, Peach Pit Press 2. P. K. Chandra- Visual Communication and Photo Journalism, Swastik Publishers & Distributers 3. NN Sarkar- Art & Print Production, Oxford University Press 4. Bo Bergstrom- Essentials of Visual Communication, Heritage Publishers.															
Online Resources															
1. Introduction to Desktop Publishing : https://youtu.be/-1gh5R1CeJI 2. DTP Software : https://youtu.be/vwtm9VkGQWM 3. InDesign for Beginners : https://youtu.be/RXRT3dHu6_o 4. Coral Draw : https://youtu.be/oR9h4W91DY8															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		3	3	2								3		
CO2			3	3					3			3		3	
CO3	3			2					3				2		
CO4			2	3					3			3		3	

**B.A (Journalism & Mass
Communication)
SEMESTER VI (SIX)**



Program	B.A (Journalism & Mass Communication)														
Year	III										Semester		VI		
Course Name	Event Management														
Code	JMC6601N														
Course Type	Discipline Specific Core										L	T	P	Credit	
Pre-Requisite	A basic knowledge of event management and principles.										3			3	
Course Objectives	To define and explain event management and the different steps involved in planning an event and to acknowledge students with the revenue-generating process for an event and the importance of evaluation and assessment.														
Course Outcomes															
CO1	Students will be able to understand the concept event management.														
CO2	Students will become aware about the growing need of an event management.														
CO3	Students will develop a broad understanding of managing an event.														
CO4	Students will be able to practice the nuances and methods of Market Research.														
Module	Course Contents													Contact Hours	Mapped CO
1	Need and Event Management: Events and Event Management: 5Cs of Event Management, Definitions types of Events & Event Management. Understanding Events: Events as a communication tool, Events as a marketing tool. The Need: Growing importance of events like exhibitions, seminars and conventions worldwide. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.													15	1,2
2	Creating an Event: Conceptualization and Planning, The Nature of Planning, Project Planning, Planning the Setting, Location and Site, Operations Plan, Business Plan, Developing Strategic Plan. Organization: Setting up an Event Organization structure, The Committee Systems, Committee and Meeting Management. Programming and Service Management: Programme Planning, Elements of Style, Developing a Program Portfolio, Programme Life Cycle, Scheduling. Planning an Online/Virtual Event, Organizing Webinars, Online Meetings on Software like Zoom, Google Meet, Teams, Stream Yard etc.													15	3,4
3	Human Resource and Evaluation/Assessment: Human Resource Management: Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation. Generating Revenue: Fund Raising, Grants, Merchandizing and Licensing, Sponsorship. Financial and Risk Management, Cash Flow Management. Market Research: Why People Attend Events, Consumer Research on Events, Visitor Surveys, Sampling Method, Attendance Counts and Estimates, Market Area Surveys. Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques an Application, Evaluation of Costs and Benefits.													15	3,4
Suggestive Readings															
1. Bruce E Skinner, Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002. 2. Anton Shene & Bryn Parry, Successful Event Management, Thomson Learning, 2004. 3. Event Management By Lynn Van Der Wagen & Brenda R Carlos,2004. 4. Event management, a professional approach By Ashutosh Chaturvedi,2009.															
Online Resources															
1. Event Management: https://egyankosh.ac.in/handle/123456789/57044 2. Basics of Event Management: https://www.egyankosh.ac.in/handle/123456789/69654 3. Event Planning: https://www.egyankosh.ac.in/handle/123456789/69855 4. Scope of Event Management: https://egyankosh.ac.in/handle/123456789/69658															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3						3						3	
CO2	3	3		2	3			3	2					3	
CO3	3	1	3	3	2									3	
CO4	2	3	3	3	3			2						3	

Program	B.A (Journalism & Mass Communication)														
Year	III										Semester		VI		
Course Name	Corporate Communication														
Code	JMC6602														
Course Type	Discipline Specific Core										L	T	P	Credit	
Pre-Requisite	A basic knowledge of concepts of Corporate Industry & Communication										3			3	
Course Objectives	To develop among them a broad understanding of Corporate Communication and its importance in Media giving them a brief understanding of the concept of corporate advertising and corporate communication management.														
Course Outcomes															
CO1	Students will be able to understand the corporate communication.														
CO2	Students will be able to describe the importance of corporate communication in media.														
CO3	Students will understand the concept of corporate marketing.														
CO4	Students will be able to follow the concept of corporate communication management.														
Module	Course Contents												Contact Hours	Mapped CO	
1	Corporate Communication: Meaning, and Function. Need of Corporate Communication. History of Corporate Communication in India. Elements of Corporate Communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy.												15	1,3	
2	Media Characteristics & Corporate Advertising: Media Characteristics. Changing Media Scene. Reach and Accessibility. Lessons for corporate communication professionals. PR Vs Corporate Communication. Third Party Endorsement. Growing influence of corporate communication in Media. Credibility of Corporate News. Corporate Advertising. Important concepts in corporate communication: Image management, direct marketing, network marketing. Issue management. Celebrity endorsement. DTP. Crisis and Risk Management.												15	2,3	
3	Corporate Writings: Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report. Types of leaflets, formal and informal invitations, Designing of leaflets. Sponsorships. Brand Promotion Events. CSR: Meaning, Importance, CSR ratings of Indian Companies and Designing a CSR project.												15	2,4	
Suggestive Readings															
1. Argenti, Paul, A & Forman, Janis, The power of Corporate Communication,2002. 2. Lynn Van Der Wagem, Joseph Fernandez, Event Management: Corporate Communication. 3. Paul A. Argenti, Corporate Communication 6th Edition, McGraw Hill Education,2012 4. Nagendra V Chowdhary , Corporate Communication Concepts and Cases. 5. L. Padmaja, Public Relation and Corporate Communication, Astha Prakashan.															
Online Resources															
1. E-gyankosh : https://egyankosh.ac.in/bitstream/123456789/26800/1/Unit-33.pdf 2. Business Management & Marketing : https://swotandpestleanalysis.com/what-is-corporate-advertising-importance-uses-examples/ 3. Media Bistro : https://www.mediabistro.com/be-inspired/career-transition/ask-mb-what-is-corporate-writing-and-why-is-it-such-a-great-gig/ 4. E-gyankosh: https://egyankosh.ac.in/bitstream/123456789/8107/1/Unit-8.pdf															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	3									3		
CO2		3	3	1										3	
CO3			2	3		3							3		
CO4	3													3	



Program		B.A (Journalism & Mass Communication)													
Year		III										Semester		VI	
Course Name		Film Production - II													
Code		JMC6603N													
Course Type		Discipline Specific Core										L	T	P	Credit
Pre-Requisite		A basic knowledge of film making and techniques.										3			3
Course Objectives		To make students know about the finer details and aesthetics of cinema understanding the filmmaking process in detail along with visual techniques.													
Course Outcomes															
CO1		Students will understand about Film Promotions													
CO2		Students will be able to follow the process of the Film Production													
CO3		Students will get aware about Funding and Marketing of film													
CO4		Students will develop a broad understanding of Editing Techniques.													
Module	Course Contents													Contact Hours	Mapped CO
1	Editing Techniques: Advance Video Editing Fundamentals: Digital & Analog Editing Systems, Linear & Non-Linear Editing: Online And Offline Editing, Technical Vs Creative Editor. Types Of Editing Methodology - Parallel Cutting & Inter-Cutting Creative, Intellectual Editing & Montage Theory, Musical Theory, Thematic Editing, Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video Etc., Editing Techniques and skills based on multiple genre (Fiction & Non-Fiction) & (Episodic and Non-Episodic). Basics Operations of Adobe Premiere Pro & Apples' Final Cut Pro													15	1,2,4
2	Documentaries Film: Producing A Documentary Films, Types of Documentary Films, Scripting of a Documentary Film, Post-Production Techniques of Documentaries, Narration And Voice-Over Style, Emergence of Documentary Films on OTT Platforms. Difference between Conventional and Contemporary filming patterns. Importance of Research In Documentary Film.													15	2,4
3	Funding Marketing and Promotions: Packaging Of Final Film Product, Distribution, Marketing And Promotion Strategies, Marketing as per Online Streaming Platforms, Funding Agencies And Financial Issues, Screenings At Exhibitions & Film Festival. Establishment Of The Film Bodies - Producer & Distributors, Film Associations And Guilds, Changing Audience Perceptions And Latest Trends, Release Strategies: Multi Theatre Or Single Theatre Release, OTT Platform Release, Structure Of The Film Industry													15	3,2
Suggestive Readings															
1. Directing The Documentary; Rabiger, Michael, 2014 2. Movies and Methods V1; Nichols, Bill,1976 3. Movies and Methods V2; Nichols, Bill,1992 4. Film Art: An Introduction, D. Bordwell, K. Thomson 1990															
Online Resources															
1. Editing Techniques in Film: https://lisacookfilm.files.wordpress.com/2010/06/editing-key.pdf 2. Technique of Film Making: http://ommolketab.ir/aaf-lib/xb2wqua4y1hx37tlpj9m6gsa8d535v.pdf 3. Film Production Process: https://egyankosh.ac.in/bitstream/123456789/74352/1/Unit-11.pdf 4. Film Production: http://ommolketab.ir/aaf-lib/536cv4dpysxwd1cqe6lkvjb1hsxssp.pdf															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	3	2	3							3		3	
CO2	3	3		3	3							3		3	
CO3	3	2	3	3				3						3	
CO4	2	3	3	1	3			3				3	3		



Program		B.A (Journalism & Mass Communication)													
Year		III					Semester		VI						
Course Name		Film Production Lab													
Code		JMC6651N													
Course Type		Discipline Specific Core					L	T	P	Credit					
Pre-Requisite		Basic Understanding of Film Making							6	3					
Course Objectives	To make students understand various aspects of Film making effective script writing and direction with the technical and non-technical aspects of cinema needed to produce a Documentary Ad Film or short film.														
Course Outcomes															
CO1		Students will be able to practice the methods of shooting													
CO2		Students will understand basic disciplines of film making and its production process													
CO3		Students will be able to write scripts for Films.													
CO4		Students will be able to apply production and post-production technique effectively													
Module	Course Contents											Contact Hours	Mapped CO		
1	Production of a Short Film: Introduction to short film, Conceptualization, Idea Generation, Idea to Script, Framing, Lighting & Visualization, Storyboard, Shots & Angle, Basic Editing Skills, Students have to make a FICTION Short film of 10-15 Minutes.											30	1,2,3,4		
2	Production of an Ad film: Understanding Ad Films & TVC, Understanding Target Audience, Identifying Marketing goals, Drafting script, Story boarding, Converting story board to TVC, Editing and post production, Students have to make a Ad film 20-30 sec.											30	1,2,3,4		
3	Production of a Documentary Film: Conceptualization of a theme, Developing Idea, Research, Making Outline, Writing Script and Screenplay, Treatments and Shooting. Students have to make a NON – FICTION, Students have to make Documentary film of 10 -15 Minutes.											30	1,2,3,4		
Suggestive Readings															
1. The Basics of Film making: Screenwriting, Producing, Directing, Cinematography, Audio, & Editing, Blain Brown 2020															
2. Movies and Methods V1; Nichols, Bill, 1976.															
3. Movies and Methods V2; Nichols, Bill, 1992															
4. Film Art: An Introduction, D. Bordwell, K. Thomson 1990															
Online Resources															
1. E-gyankosh - https://egyankosh.ac.in/handle/123456789/72933															
2. Studio Binder youtube channel - https://www.youtube.com/watch?v=ZL-jE4wqEwE&list=PLEzQZpmbzckX9umb1yTf-KGNT92u3W66I															
3. Swayam Prabha- https://www.youtube.com/watch?v=q3e37x7WhU0															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3				3								3		
CO2				3						2				3	
CO3		2							3					3	
CO4	3						1						3		

Program		B.A (Journalism & Mass Communication)													
Year		III					Semester			VI					
Course Name		Fashion Communication													
Code		JMC6610N													
Course Type		Discipline Specific Elective					L	T	P	Credit					
Pre-Requisite		A strong interest in fashion and effective communication skills					4			4					
Course Objectives		To develop an industry awareness of Fashion Communication and associated industries in students along with instigating the required abilities to respond to professional opportunities while acquiring appropriate ICT skills.													
Course Outcomes															
CO1		Student will gain knowledge with regard to specializing fields of Communication in society.													
CO2		Student will develop an industry awareness of Fashion Communication and associated industries.													
CO3		Student will develop abilities to respond to professional opportunities													
CO4		Student will acquire appropriate ICT skills for Fashion Communication													
Module	Course Contents										Contact Hours	Mapped CO			
1	Introduction to Fashion: Design Briefs, Introduction to the History of Fashion, Fashion Research & Trends, Market Levels, Design Process, Research Development, Product Development. Introduction to Fashion Communication, How fashion is communicated in the fashion industry Research for fashion Communication, Media analysis, Consumer awareness, Basic Photography, Writing Skills IT Skills/Page Layout (IN DESIGN), Contextual Study Of Fashion: Historical and contemporary expression of the body in fashion. Use of the body image in the fashion industries, Use of text and visual information in a variety or art and design contexts.										15	1,4			
2	Fashion Writing: Primary & Secondary Research, Writing skills, Writing for different media, Customer awareness, Newspaper, magazine and on-line journalism (Fashion Blogs), Evaluative Report: Write an objective and rigorous report which provides the commercial imperative for own design practice. Undertaking comprehensive and effective research to underpin the evaluative report.										15	2,4			
3	Art and Design Theory: Past and Current Design Theories, Contemporary art and design practice, Communication style for design theories and output, Fashion Photography: Contemporary Fashion Photography, knowledge of contemporary practitioners, Fashion Shoot organization, model and location scouting, narrative, styling and production, E-commerce driven practices , Visual Media and Fashion: Fashion & Film, Advertising Animation for Fashion, Digital fashion, Music & fashion, Typography and Graphics: Fashion Brand Identity, Image Styles and Image Manipulation, Print Production, Logo, Logotype Design, Layout, Type Design, Typeface Choices.										15	3,2			
4	Client Based Project: Fashion Event promotion and concepts, Fashion Show production, Events Organization, Live fashion events, Invitation design & production, Pitching fashion communication ideas, Fashion Business in Practice: Skills in working collaboratively in a team Promotional concept for a fashion brand Fashion packaging and promotion Fashion Advertising The production of 'Look Books' (creating books or media that communicates looks or the clothes of the designers), Personal Design Project Fashion (Styling/Image Making): Fashion Illustration, Fashion Styling, ICT skills for fashion image making Traditional and digital drawing skills.										15	3,4			
Suggestive Readings															
1. Fashioning the City: Paris Fashion and the Media, Agnes Rocamora, I.B. Tauris, 2009 2. Paris Fashion, A Cultural History, Valerie Steele, Berg, 1998 3. Fashion Statements, On Style, Appearance and Reality, Ron Scapp and Brian Seitz, 2010 4. Fashion (Oxford History of Art) 1st Edition by Chris Breward,2003.															
Online Resources															
1. Business of Fashion : (https://www.businessoffashion.com/) 2. Fashion Institute of Technology (FIT) Library : (https://www.fitnyc.edu/library/index.php) 3. WGSN : (https://www.wgsn.com/) 4. Fashion United : (https://fashionunited.com/)															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2								3				3	
CO2		3	3				2	3						3	
CO3								3	3		2	3	3		
CO4		1			3				3			3	3		



Program		B.A (Journalism & Mass Communication)															
Year		III								Semester				VI			
Course Name		Media Management															
Code		JMC6611N															
Course Type		Discipline Specific Elective								L		T		P		Credit	
Pre-Requisite		Basic knowledge of management of Media Industry.								4						4	
Course Objectives		To make students understand management's principles, and functions in the context of media organizations and gain a comprehensive understanding of the structure and functions of media organizations along with the significance of revenue generation across various platforms.															
Course Outcomes																	
CO1		The student will be able to describe the principles and functions of management															
CO2		The student will be able to describe leadership styles and behavioural patterns															
CO3		The student will be able to describe the structure and functions of media organizations															
CO4		The student will learn the importance of revenue generation for media organizations in print, radio, TV & online															
Module		Course Contents												Contact Hours		Mapped CO	
1		Structure and Functions Media Organisation: Meaning, Structure and Importance , Ownership Patterns of Media Organisations , Cross Media Ownership and Conglomerates: Case Studies of, Times Group and Reliance Communication , FDI in Indian Media and Entertainment Industry , Structure and Functions of the Reference Department -Apex Bodies: (RNI, DAVP, INS, ABC)												15		1,2	
2		Functions and Principles of Media Management: Definition, Need and Principles , Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination , Management: Responsibility, Authority and Accountability , Leadership: Importance, Needs and Types .												15		2,3	
3		Managing Media Organisations and Start Ups: Establishing a Media Organization or Start Up: Steps Involved , Human Resource Management: Roles and Responsibilities , Methods of Revenue Generation by Media Organizations and Start Ups , Managing Cost and Revenue Relationship .												15		3	
4		Audience Engagement and Marketing: Audience Analysis and Segmentation. Media Marketing Strategies. Digital Marketing and Social Media. Branding and Identity. Audience Measurement and Analytics: Measuring audience engagement and analyzing data for marketing optimization.												15		4	
Suggestive Readings																	
1. Media Management: A Casebook Approach by George Sylvie, Jan LeBlanc Wicks, and Glenda Cantrell																	
2. Strategic Management in the Media: Theory to Practice by Lucy Küng,2008.																	
3. Media Management: A Multidisciplinary Approach by C. Ann Hollifield, Gregory G. Pitts, and Jan LeBlanc Wicks																	
4. The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World by Jeff Ulin,2009.																	
Online Resources																	
1. International Journal on Media Management : (https://www.tandfonline.com/toc/hmmd20/current)																	
2. Nielsen Media : (https://www.nielsen.com/)																	
3. American Press Institute : (https://www.americanpressinstitute.org/)																	
4. Media Management Association : (https://mediamanagementassociation.org/)																	
Course Articulation Matrix																	
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3		
CO1	3			2									3				
CO2								2	3		3		3				
CO3		3	3						3					3			
CO4				1				3			3	3		3			



Program		B.A (Journalism & Mass Communication)													
Year		III					Semester		VI						
Course Name		Media Entrepreneurship													
Code		JMC6612N													
Course Type		Discipline Specific Elective					L	T	P	Credit					
Pre-Requisite		Basic understanding of media industry and business fundamentals.					4			4					
Course Objectives	To develop the necessary skills and mindset in students for identifying and capitalizing on media business opportunities and tools to create comprehensive business plans for media ventures. Additionally, an understanding of the operational and financial management practices specific to media entrepreneurship and fostering an awareness of emerging trends and innovative strategies.														
Course Outcomes															
CO1	Students will be able to identify media business opportunities and generate creative ideas for media ventures.														
CO2	Students will develop the ability to create comprehensive business plans for media start-ups, including market analysis and financial projections.														
CO3	Students will acquire skills in operational and financial management specific to media entrepreneurship, optimizing efficiency and sustainability.														
CO4	Students will gain an understanding of emerging trends and innovative approaches in media entrepreneurship, preparing them to navigate the dynamic media landscape.														
Module	Course Contents									Contact Hours	Mapped CO				
1	Introduction to Media Entrepreneurship: Understanding the basics of media entrepreneurship and its relevance in the media industry. Identifying media business opportunities and developing creative ideas. Conducting market research to validate media business ideas. Developing a business model and value proposition.									15	1				
2	Planning and Launching a Media Venture: Creating a comprehensive business plan for a media start-up. Building a strong brand identity and marketing strategy. Understanding legal and regulatory considerations for media entrepreneurship. Exploring funding options and developing financial projections.									15	2,3				
3	Managing and Growing a Media Venture: Implementing effective operational and project management practices. Leveraging digital platforms and technologies for audience engagement and growth. Developing revenue models and monetization strategies for media products and services. Scaling and expanding media ventures into new markets.									15	2,3				
4	Innovation and Future Trends in Media Entrepreneurship: Embracing innovation and adapting to the evolving media landscape. Exploring emerging trends and technologies in media entrepreneurship. Fostering an entrepreneurial mindset and resilience in media ventures. Navigating challenges and seizing opportunities in the media industry.									15	1,4				
Suggestive Readings															
1. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries2011. 2. Media Entrepreneurship: Creativity and Innovation in the Industry by Michelle Ferrier and Elizabeth M. Perse 3. Media Innovation and Entrepreneurship by Michelle Ferrier and Elizabeth M. Perse 4. Entrepreneurial Journalism: How to Build What's Next for News by Mark Briggs,2011.															
Online Resources															
1. MediaShift : (https://www.mediashift.org/) 2. Entrepreneur : (https://www.entrepreneur.com/) 3. Medium : (https://medium.com/) 4. The Kauffman Foundation : (https://www.kauffman.org/)															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		3		2								3		
CO2				3		3			3			3		3	
CO3									3	2			3	3	
CO4		3			1	3		3			3			3	

Program		B.A (Journalism & Mass Communication)													
Year		III			Semester		VI								
Course Name		Science Communication													
Code		JMC6060N													
Course Type		Generic Elective			L	T	P	Credit							
Pre-Requisite		Basic knowledge of science and related fields.			4			4							
Course Objectives		To make students understand the importance of science beat in Journalism studies and make them aware of recent scientific writing patterns, science policies and government organizations supporting it.													
Course Outcomes															
CO1		Students will be able to understand the importance of science beat in Journalism studies.													
CO2		Students will be aware about recent scientific writing patterns and will be able to write science-based news stories.													
CO3		Students will have knowledge on science policies and government organisations supporting it.													
CO4		Students can demonstrate about the science communication tools and techniques .													
Module	Course Contents							Contact Hours	Mapped CO						
1	Science Communication and Technology: Science for Science Communicators - Professional Science Communication - History of Science and Technology - History of Science in Indian Wisdom Beginning with the Indus Valley Civilization and Traditional Wisdom Around the World - Forms of Scientific Knowledge - Emergence of Modern Science - Key Scientist: Their Life and Achievements – Recent Nobel Laureates in Science – History of Indian Science Journalism, Gender, Science and Technology.							15	1						
2	The Role of Science Communication: The Need for Science Communication - Importance and Benefits of Science Communication - Public Understanding of Science (PUS) - Dissemination of Science: Programs, Organizations, Individuals, Scientific Methods, Scientific Nature, Scientific Information Sources, Books, Scientific Reports, Scientific Journals, Special Syndicates, Brochures, Tabloids, Wall Magazines, Lectures, Seminars, Press Releases , Databases, Encyclopaedias on science, etc. A comparative study of scientific sections and inserts in Indian/foreign newspapers and scientific journals.							15	1,2						
3	Science and technology policy and construction Science and Technology Policy Statement - Technology Statement, Policy Resolution , Building Science and Technology in India, Science Policy Resolution, Indian Patents Act 1958, 1970, Intellectual Property Rights (IPR), Science Communication Organization: NCSTC, NCSM, NISCAIR, Vigyan Prasar. Potential, Awards, Education Science Promotion Organizations, Employment Opportunities, CSIR Institutes, Other Scientific Institutions, Press, NGOs, Business Process Outsourcing, Knowledge Process Outsourcing, Excellence Awards and Honours in Science Writing/Dissemination of Science, Science Communication in India and Abroad, Free Lance Scientific Writers, Bhatnagar Award , Kalinga Award Winner Profiles.							15	1,3						
4	Science Communication tools and techniques : Definitions, written and oral communication, digital media, science journalism, theatre, street theatre, advertising, writing research articles, journalism, use of folk tales, traditional means of scientific communication, scientific tools. The role of science communication in agriculture, health, nutrition, environmental hazards, weather forecasting and climate change .							15	1,4						
Suggestive Readings															
1. Jane Gregory and Steve Miller, Science in Public: Communication, Culture, and Credibility, Plenum, New York, 1998. 2. James G, Paradis and Muriel L. Zimmerman, The MIT Guide to Science and Engineering Communication. MIT Press, UK, 2002. 3. O.P. Jaggi: A Concise History of Science including Science in India,2009. 4. R. Sundara, Popular Science in Mass Media.															
Online Resources															
1. Knight Science Journalism Program at MIT: https://ksj.mit.edu/resources/ . 2. The Open Notebook: https://www.theopennotebook.com/ . 3. The World Federation of Science Journalists (WFSJ): https://wfsj.org/ 4. The National Association of Science Writers (NASW): https://www.nasw.org/															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3			2								3		
CO2		3		3					2				3		
CO3					3					3			3		
CO4			1						3			3		3	



Program		B.A (Journalism & Mass Communication)													
Year		III								Semester		VI			
Course Name		Digital Video Editing													
Code		JMC6061N													
Course Type		Generic Elective								L	T	P	Credit		
Pre-Requisite		A basic understanding of computer operations and video aesthetics								4			4		
Course Objectives		To develop in students an understanding of digital video editing tools, techniques, and software to customize, organize, and enhance video footage. Moreover, foster creative storytelling skills through effective video editing techniques, colour correction, and visual effects.													
Course Outcomes															
CO1	Students would be able to use digital video editing software to edit, arrange, and enhance video footage effectively.														
CO2	Students would be able to create meaningful videos with seamless transitions, audio synchronization, and visual effects.														
CO3	Students would be able to utilize storytelling principles and narrative structure to create engaging and coherent video projects.														
CO4	Students would be able to showcase technical proficiency in audio editing, colour correction, and visual effects through the final edited videos.														
Module	Course Contents											Contact Hours	Mapped CO		
1	Introduction to Digital Video Editing: Overview of digital video editing software and tools. Understanding the interface and basic functionalities of video editing software. Importing, organizing, and managing video footage and assets. Basic editing techniques, such as trimming, splitting, and rearranging clips.											15	1,2		
2	Visual Storytelling and Narrative Structure: Principles of visual storytelling and narrative structure in video editing. Analysing and deconstructing editing techniques in films and other visual media. Creating a coherent and engaging narrative flow through editing. Exploring different styles and approaches to video editing for various genres and purposes.											15	2,3		
3	Advanced Editing Techniques: Advanced editing tools and techniques, including transitions, keyframing, and effects. Audio editing and mixing for video projects. Colour correction and grading to enhance visual aesthetics. Time manipulation techniques, such as slow motion, time-lapse, and speed ramps.											15	2,3		
4	Advanced Projects and Special Effects: Planning and executing advanced video editing projects. Integration of advanced post-production techniques, such as green screen compositing and visual effects. Introduction to motion graphics and titling for video projects. Collaboration and teamwork in video editing projects.											15	3,4		
Suggestive Readings															
1. "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch,2001. 2. "The Technique of Film Editing" by Karel Reisz and Gavin Millar,2009. 3. "Adobe Premiere Pro Classroom in a Book" by Adobe Creative Team,2021. 4. "Color Correction Handbook: Professional Techniques for Video and Cinema" by Alexis Van Hurkman,2013.															
Online Resources															
1. Adobe Premiere Pro Help & Tutorials : (helpx.adobe.com/premiere-pro.html) 2. Film Riot : (www.youtube.com/user/filmriot) 3. Lynda.com : (www.lynda.com) 4. Premium Beat's Blog : (www.premiumbeat.com/blog)															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1			3	3	3									3	
CO2					2				3			3		3	
CO3					3	3			3			2		3	
CO4					2				1			3		3	



Program		B.A (Journalism & Mass Communication)													
Year		III										Semester		VI	
Course Name		Podcasting and Webcasting													
Code		JMC6062N													
Course Type		Generic Elective										L	T	P	Credit
Pre-Requisite		A basic understanding of audio-video podcasting and webcasting.										4			4
Course Objectives		To explain to students about podcasting, and new media technology and understand the language and write the text for social media and the elements and functioning of webcasting.													
Course Outcomes															
CO1		Students will be able to understand the components of new media technology.													
CO2		Students will be able to perform specific tasks related to podcasting techniques.													
CO3		Student will be able to write in the language used for social media.													
CO4		Students will be able to handle themselves in a professional media environment during webcast productions													
Module	Course Contents													Contact Hours	Mapped CO
1	Introduction to Audio Podcasting: Scope of Audio Podcast, Web Radio, Content for podcast, Spotify, Audible, YouTube Web Streaming, Live Audio Podcast, Podcast Setup for Audio.													15	1,2
2	Video Podcast: Scope of Video Podcast, YouTube Channel content & Management, Video Podcast Setup (Camera, Lights, Editing application), Video Streaming, Multi Camera Streaming													15	2,4
3	Introduction to Web Media: Digital media and communication, ICT. Writing for various web platforms. OTT. Current trends: News and Analysis platforms. Basics of Web designing. Digital Media: SEO, SEM, TAGs, Organic Vs Inorganic Search. Ad sense QR & Bar Code													15	1,2
4	Writing For Web: Writing for web: basic principles. Powers of web Journalism: Information, news and entertainment on web. Preparation and Presentation of web content. Plagiarism & Software to Check it. Introduction to Front Pages. Tools, Menus and Interface of FrontPage, Blog, Static Pages and Dynamic Pages. Interactive Web portals, Online Gaming Platform, Online Entertainment Platforms.													15	3,4
Suggestive Readings															
1. Multimedia: an introduction, Casanova John Villamil.1997. 2. Multimedia: Illustrated, Singh Vishnu Priya Singh Meenakshi, Asian publishers, Delhi. 3. Web design fundamentals Handbook, Daniel Gray, Dreamtech, Delhi,2003. 4. New Media Technology: Pavlik Johnv,1995.															
Online Resources															
1. Gear cast-Podcasting and webcasting: Tools and Techniques : https://www.fullcompass.com/gearcast/podcasting-and-webcasting-tools-and-techniques 2. WsCube Tech : https://youtu.be/GdYD1HHf15A 3. Searching and Webcasting techniques : https://youtu.be/QyH5WvLECAE 4. Don Web Solutions : https://youtu.be/MU1aEoedJrc															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2						1				3		
CO2	3		3	3										3	
CO3		3	2		3									3	
CO4		3			3				3					3	

**B.A (Journalism & Mass
Communication)
SEMESTER VII (SEVEN)**



Program	B.A (Journalism & Mass Communication)														
Year	IV							Semester	VII						
Course Name	Communication Research														
Code	JMC6701N														
Course Type	Discipline Specific Core							L	T	P	Credit				
Pre-Requisite	Basic Interest in Academic Writing and Research.							3			3				
Course Objectives	To understand the nature & importance of communication research and value the ethics of research by acknowledging qualitative and quantitative research methods and learn how to plan and develop a research project.														
Course Outcomes															
CO1	Students will be able to understand the importance of Communication Research.														
CO2	Students will be able to enhance their knowledge for the ethical conduct of research.														
CO3	Students will be able to design and implement qualitative and quantitative communication research.														
CO4	Students will be able to design and execute a research project using the methods learned in the class.														
Module	Course Contents									Contact Hours	Mapped CO				
1	Introduction to Research: Research definitions and characteristics; Communication and other branches of social sciences; Nature and scope of communication research; Major landmarks of communication research; Communication research in India. Research areas: source, message, channel, receivers and effects; Content analysis; Types of research: Qualitative and Quantitative research; Pure research and Applied research; Descriptive research, Exploratory research, Correlation research, Explanatory research; Historical research, Ex-post facto research, Experimental research.									15	1,2				
2	Research Process: Steps in research process; Arriving at a research problem; an idea/topic; concretising the idea and finalizing research problem; Considerations in problem selection: Interest, relevance, significance, and cost and time factors. Review of literature; Formulating study objectives, research questions, hypothesis – research hypothesis and null hypothesis/alternative hypothesis; Research proposal. Variables and their types. Population and samples; Sampling methods: Probability and probability sampling procedures. Measures of central tendencies: Mode, Median, Mean; Measures of variability: Range, Mean, Standard deviation.									15	2,3				
3	Data collection : Data collection methods for qualitative studies: In-depth analysis of documents; Observation of events, groups/communities; in-depth interviews; textual analysis/ qualitative content analysis. Research process- Data collection methods for quantitative studies: Observations, Interviews and surveys; Quantitative data collection tools: Observation schedules, Interview schedules, Questionnaires; Types of questions; Consideration in framing questions. Reporting the findings.									15	3,4				
4	Report writing: Thesis, Chapterisation of thesis; Research reports; Research papers for publications; Footnotes, endnotes; Reference styles –, APA, MLA Chicago; Harvard. Ethics in media research.									15	4				
Suggestive Readings															
1. Kothari C.R., (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International. 2. Young Pauline V., (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice –Hall of India. 3. Berger Arthur Asa, (2000). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. New Delhi: Sage. 4. Gunter Barrie, (2000). Media Research Methods. New Delhi: Sage.															
Online Resources															
1. Introduction to Communication Research : https://youtu.be/LaBrr3AUIds 2. Communication Research : https://youtu.be/bEEVGFqvV4s 3. Sampling Methods : https://youtu.be/qNqrHO3woyE 4. Research Process : https://youtu.be/rz30rRfManE 5. Data Collection : https://youtu.be/E2gGF1rburw															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3			2								3		
CO2	3			3			2			3				3	
CO3						3			3					3	
CO4				1		3						3		3	



Program		B.A. (Journalism & Mass Communication)													
Year		IV										Semester		VII	
Course Name		Social Media Research													
Code		JMC6710N													
Course Type		Discipline Specific Elective										L	T	P	Credit
Pre-Requisite		Understanding of social media platforms and basic research methodologies										4			4
Course Objectives		To introduce the students to the nature and theoretical framework of Social media communication and research and make them familiar with research studies related to social media and different methods being used.													
Course Outcomes															
CO1		Students will have good understanding of Social media communication													
CO2		Students will be able to demonstrate different perspectives of research in Social media													
CO3		Students will be able to pursue and present dimensions of social media research.													
CO4		Students will be able to analyse the content of different forms of social media													
Module	Course Contents													Contact Hours	Mapped CO
1	Introduction to Various Social Media Platforms: Facebook, Twitter, LinkedIn, Blogs, Instagram, YouTube, Pinterest etc. Theoretical Framework for Social Media Research, Social Media Research Designs, Survey, Panel Study, Cross Section Research, Methods and Tools of Social Media Research, Secondary Analysis of Data													15	1,2
2	Social media research tools: Twitter Analytics, Facebook Analytics, Instagram Business Tools, YouTube Analytics. Qualitative Analysis of different social media tools through NVIVO.													15	2,3
3	SEO, SMO and SEM: Concept of Rhetoric and Social Media, Concept, Difference and Functioning, Web Scrapping, Concept of Social Media Advertising, Political Campaign on Social Media, Political Debates, Content Analysis of Social Media and Word Cloud Analysis													15	3,4
4	Search Engines: Concept, Types; Crawler based and Human power directories, Different search engines available, Search Engine as a Tool of research.													15	1,4
Suggestive Readings															
1. Social Media Metrics: How to Measure and Optimize Your Marketing Investment, David Meerman Scott · Jim Sterne															
2. Social Media Analytics, Ganis/Kohirkar															
3. Qualitative Research Using Social Media 1st Edition 2022 Softbound by BOUVIER, Routledge															
4. Social Media in Libraries, Hardbound by Sandhya Aggarwal, Ess Ess Publications															
Online Resources															
1. How to Research Social Media : https://www.voxco.com/blog/how,to,research,social,media/															
2. Impact of Social media : https://www.apa.org/members/content/social,media,research															
3. Advanced Social media research : https://link.springer.com/article/10.1007/s10796,017,9810,y															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					3					3		1		
CO2			3			2								2	
CO3	3					2		3				3	2		
CO4			1			3					3			1	



Program	B.A. (Journalism & Mass Communication)														
Year	II										Semester		IV		
Course Name	Political Communication Research														
Code	JMC6711N														
Course Type	Discipline Specific Elective										L	T	P	Credit	
Pre-Requisite	Basic understanding of political science and research methods.										4			4	
Course Objectives	To introduce the students to the nature and theoretical framework of political communication and research making them familiar with research studies related to politics and media and the different methods being used.														
Course Outcomes															
CO1	Students will have good understanding of political communication														
CO2	Students will be able to demonstrate different perspectives of research in political communication														
CO3	Students will be able to pursue and present political communication research.														
CO4	Students will be able to do media coverage analysis of politics														
Module	Course Contents													Contact Hours	Mapped CO
1	Introduction and Theoretical Framework : Theoretical Framework for Political Communication Research, Political Communication Research Designs, Survey, Panel Study, Cross Section Research, Methods and Tools of Political Communication Research, Secondary Analysis of Data													15	1,2
2	Analysis and Political Communication : Media Coverage Analysis of Politics, Meta Analysis of Political Communication, Discourse Analysis of Political Communication, Time Series Analysis, Multistage Stage Analysis, Analysis of Political Campaign, priming, framing, Agenda Setting Research, Diffusion of Innovation, Gate, Keeping Research, Spiral of Silence, Public Sphere													15	2,3
3	Research in Political Message: Concept of Rhetoric and Politics, Concept of Political Advertising, Political Campaign, Political Debates, Content Analysis and Image Bite Analysis													15	1,3
4	Psephology and Elections Studies: Introduction to Psephology, elections and electorate: meaning and nature, Determinants of voting behaviour and recent trends, Psephology in India, Digital Media and Political Communication Research, Social Network Analysis, Emerging Conceptual Framework for Political Communication Research.													15	2,4
Suggestive Readings															
1. Handbook Of Political Communication Research (Series Routledge Communication Series) 2. The Dynamics of Political Communication Media Politics: A Citizen's Guide (Third Edition), W.W. Norton, Shanto Iyengar 3. Political Communication in China: Convergence or Divergence Between the Media and Political System?, Routledge, Wenfang Tan & Shanto Iyengar (Eds.) 4. Do the Media Govern?: Politicians, Voters, and Reporters in America, SAGE Publications, Shanto Iyengar & Richard Reeves (Eds.)															
Online Resources															
1. Political Communication : https://iamcr.org/s,wg/section/pol 2. Research in political communication : https://www.mastersincommunications.com/research/political,communication/ 3. Political communication analysis : https://en.wikipedia.org/wiki/Political_communication 4. Political Communication studies : https://f1000research.com/political_communications															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					2						3	1		
CO2		3				3		3						2	
CO3	2		1			2	3						2		
CO4	3					3				3				1	



Program		B.A. (Journalism & Mass Communication)													
Year		IV							Semester		VII				
Course Name		Research in Marketing and Advertising													
Code		JMC6712N													
Course Type		Discipline Specific Elective							L	T	P	Credit			
Pre-Requisite		Understanding of marketing principles and consumer behaviour							4			4			
Course Objectives		To impart to students the basic knowledge and skills for conducting marketing research making them aware of advertising research and its scope along with the current scenario of advertising research.													
Course Outcomes															
CO1		Students will have good knowledge of marketing research.													
CO2		Students will be able to use different methods for marketing research.													
CO3		Students will enhance their understanding about advertising research.													
CO4		Students will be able to plan and execute advertising and marketing research.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Introduction to Marketing Research: Meaning and Definition of Marketing Research , Brief History of Marketing Research. Scope and Utility of Marketing Research. Ethics in Marketing Research. Marketing Research Agencies										15	1			
2	Marketing Research Stages/ Planning and Research: Approaches and Types of Marketing Research. Stages of Planning in Marketing Research. Scheduling in Marketing Research, Tools and Techniques. Role and Importance of Consumer Behaviour in Marketing Research. Processing and Execution of Marketing Research Techniques and Strategies										15	2,3			
3	Introduction to Advertising Research: Meaning, Definition, Characteristics of Advertising Research . Scope and Utility of Advertising Research. Phases in Advertising Research Process. Creative Tactics, Coordination and Budgeting, Implementation and Execution of Advertising Campaign. Applying Research to Advertising Strategy										15	3,4			
4	Advertising Research in Current Scenario: Media in Advertising and Virtual Communication. Globalization and Challenges in Advertising. New Media Technology and Advertising Trends . Brand Equity and Brand Management. Advertising research & public relations										15	1,4			
Suggestive Readings															
1. "Marketing Management" by Philip Kotler and Kevin Lane Keller 2. "Influence: The Psychology of Persuasion" by Robert Cialdini 3. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger 4. "The Art of SEO" by Eric Enge, Stephan Spencer, and Jessie Stricchiola															
Online Resources															
1. HubSpot Academy (https://academy.hubspot.com/) 2. Google Analytics Academy (https://analytics.google.com/analytics/academy/) 3. Moz Blog (https://moz.com/blog .) 4. Nielsen (https://www.nielsen.com/us/en/insights/)															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3												3		
CO2	2		3			3			3				3		
CO3	3					2							3		
CO4			3	3		3			3					3	



Program		B.A. (Journalism & Mass Communication)													
Year		VI							Semester		VII				
Course Name		Research Paper Writing													
Code		JMC6070N													
Course Type		Generic Elective							L	T	P	Credit			
Pre-Requisite		Proficiency in academic writing with knowledge of research methodologies.							4			04			
Course Objectives		To make students understand the importance of writing a research paper for different journals with accuracy with the help of good research design concepts and understand the importance of citations and literature review in writing a research paper													
Course Outcomes															
CO1		Students will be able to identify hypotheses and methods used in writing research paper.													
CO2		Students will be able to understand nuances of writing research paper from abstract till end.													
CO3		Students will be able to analyze both qualitative and quantitative data to write research paper.													
CO4		Students will understand research methods, concepts, theories, and process in writing.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Research Proposals: Different Sections of Research Proposals: Title, Abstract, Introduction, Background, Overall Purpose, Problem, Questions, Hypotheses, Methodology, Significance of Research, Ethics, Proposed Timetable, References, Appendix										15	1			
2	Main Components of a Master Dissertation/ Research Paper: IMRAD Model (Traditional Dissertation), Introduction, Method, Results – Discussion Simple Traditional Dissertation,, Introduction, Review of the Literature, Materials and Methods, Results, Discussion and Conclusion, University Model, Front Page, Dedication, Acknowledgments, Abstract, List of Figures, List of Tables, Table of Contents, General Introduction, Chapter One: Reviewing the Relevant Literature, Chapter Two: Reviewing the Relevant Literature, Chapter Three: Fieldwork, Chapter Four: Findings and Discussion, General Conclusion, References/ Works, cited, Appendices.										15	2,3			
3	Research Paper Writing: Abstracts, Typical Structure of Abstracts, Overview of the study; What is the general purpose?, Aim of the study; What is the particular aim? Reason for the study: Why was the study carried out? Methodology: How was the study carried out? Findings: What did the study reveal? Types of Abstracts, Abstract of a Report of an Empirical Study, Abstract for a Literature Review, Abstract for a Theory oriented Paper, Abstract for a Methodological Paper, Abstract for a case study. Introduction, Background of the Study: Significance/ Aim of the Study, Previous Studies, Statement of the Problem: Explore the importance of the problem, Research Questions, Hypotheses Formulation. Referencing Styles/ Citations/End Note/ Indexing/Appendices/Bibliography										15	3,4			
4	Research Methods and Analysis: Choice of the Method, Population and Sampling, The population, Data Gathering Tools, Definition of Terms, The Findings (Results), Presenting the Results, Representing the procedures, Restating the Hypotheses, How they have been verified, Research Findings, Validity of the method, Generalization of Results. Discussion, Evaluation and Interpretation of the Results Implication, Drawing the inferences and conclusions, Emphasizing any theoretical or practical consequences of the results, State the similarities, and differences between the findings achieved and the findings of other researchers, Sources of potential bias and other threats to internal validity, The imprecision of measures, Acknowledgement of the limitations of the research, Addressing alternative explanations of the results, End the Discussion section with a reasoned and justifiable commentary on the importance of your findings, List the Proposed Recommendations.										15	1,4			
Suggestive Readings															
1. American Psychological Association [APA]. (2006). Publication manual of American Psychological Association. 6 th ed. Washington, DC: The Author. 2. Paltridge, B., & Starfield, S. (2007). Thesis and dissertation writing in a second language: A handbook for supervisors. New York: Routledge. 3. Naoua, M. (2016). An evaluation of English language testing in the Baccalaureate examination. Unpublished PhD Thesis. University of Constantine, Algeria.															
Online Resources															
1. How to write a research paper : https://www.scribbr.com/category/research,paper/ 2. Main Components : https://www.grammarly.com/blog/how,to,write,a,research,paper/ 3. Research Paper writing : https://www.aresearchguide.com/1steps.html 4. Research methods : https://www.butte.edu/departments/cas/tipsheets/research/research_paper.html															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					3	3						1		
CO2			3			2						3		2	
CO3	2			3		1		3					1		
CO4	3					3								2	

Program		B.A. (Journalism & Mass Communication)													
Year		IV										Semester		VII	
Course Name		Article Writing													
Code		JMC6071N													
Course Type		Generic Elective										L	T	P	Credit
Pre-Requisite		Strong writing skills and a passion for creative expression are beneficial.										4			4
Course Objectives		To impart students the concept of article writing and different formats to the graduates for improving research with different forms of media and writing for them.													
Course Outcomes															
CO1		Students will have good understanding of Article writing from research perspective													
CO2		Students will be able to demonstrate different perspectives in write research article in Social media													
CO3		Students will be able to pursue and present their research article in the leading journals													
CO4		Students will be able expose themselves at global platforms through researched articles.													
Module	Course Contents												Contact Hours	Mapped CO	
1	Introduction to Article Writing: Determine the authors, Start writing before the experiments are complete, Decide it is time to publish, Draft a title & abstract, (Re)examine the list of authors												15	1,2	
2	Formats in Article Writing : Determine the basic format, Full-length research articles, Short (or brief) communications, Rapid communications, Journal Selection-Language, Focus, Indexing, Availability, Reputation, Format, Figures, Charges,												15	2,3	
3	Details on Article Writing : Construct the tables, figures, and legends, Outline the paper, first draft, Revise the manuscript, Check the references, final title and abstract, Reread the journal's Instructions to Authors												15	3,4	
4	Checklist of Article Writing: Final illustrations, feedback on your manuscript, revise your manuscript again, manuscript submission, reviewers' comments, Proof Checking , Publishing of Article												15	4,1	
Suggestive Readings															
1. Research Methodology- C R Kothari 2. Writing Science: How to Write Papers That Get Cited and Proposals That Get Funded, by Joshua Schimel 3. A Manual for Writers of Research Papers, Theses, and Dissertations, by Kate L. Turabian et al. 4. Writing Your Journal Article in Twelve Weeks, by Wendy Laura Belcher 5. How to Write and Publish a Scientific Paper, by Barbara Gastel, Robert A. Day															
Online Resources															
1. Writing a journal article : https://authorservices.taylorandfrancis.com/publishing-your-research/writing-your-paper/writing-a-journal-article/ 2. Steps for writing a research article : https://graduate.unl.edu/connections/twenty-steps-writing-research-article 3. How to write an article for publication : https://pharmaceutical-journal.com/article/ld/how-to-write-a-research-article-to-submit-for-publication 4. Article writing : https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3474301/															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					3		3					1		
CO2	1		3			2					3			2	
CO3		3				3							2		
CO4	3			3		2						3		1	



Program		B.A. (Journalism & Mass Communication)													
Year		IV							Semester		VII				
Course Name		Review Writing													
Code		JMC6072N													
Course Type		Generic Elective							L	T	P	Credit			
Pre-Requisite		A strong grasp of critical analysis and writing skills is beneficial.							4			4			
Course Objectives	To introduce students with the concept of review writing and different formats to the graduates for improving research and reviewing with different forms of media and write review for them.														
Course Outcomes															
CO1	Students will have good understanding of Review writing from research perspective														
CO2	Students will be able to demonstrate different perspectives in write reviewing article for different media														
CO3	Students will be able to pursue and present their review article in the leading journals, books, etc.														
CO4	Students will be able to expose themselves at global platforms through their reviewed articles.														
Module	Course Contents										Contact Hours	Mapped CO			
1	Introduction to Review Article Writing: Article Review, Types of Review, Journal Article Review, Research Article Review, Science Article Review										15	1			
2	Formatting an Article Review: Format one should cite your articles (MLA, APA, ASA, Chicago, etc.), Length of Review, include a summary, critique, or personal opinion, call attention to a theme or central idea, background information										15	2,3			
3	Pre-Writing Process: Summarize the article, Define the positive points, Find the gaps, Identify unanswered questions,										15	3,4			
4	Outline and Template: Pre-title page, Optional corresponding author details, running head, Summary page, Title page, Introduction, Body, Works Cited/References, Optional Suggested Reading Page, Tables and Figure Legends, Steps to Review Article- Write the Title, Cite the Article, Article Identification, Introduction, Summarize the Article, Critique It, Craft a Conclusion										15	1,4			
Suggestive Readings															
1. Research Methodology- C R Kothari 2. Writing Science: How to Write Papers That Get Cited and Proposals That Get Funded, by Joshua Schimel 3. A Manual for Writers of Research Papers, Theses, and Dissertations, by Kate L. Turabian et al. 4. Writing Your Journal Article in Twelve Weeks, by Wendy Laura Belcher 5. How to Write and Publish a Scientific Paper, by Barbara Gastel, Robert A. Day															
Online Resources															
1. Writing a journal article : https://authorservices.taylorandfrancis.com/publishing-your-research/writing-your-paper/writing-a-journal-article/ 2. Steps for writing a research article : https://graduate.unl.edu/connections/twenty-steps-writing-research-article 3. How to write an article for publication : https://pharmaceutical-journal.com/article/ld/how-to-write-a-research-article-to-submit-for-publication 4. Article writing : https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3474301/															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					3		3					1		
CO2	1		3			2					3			2	
CO3		3				2							2		
CO4	3			3		3						3		1	

**B.A (Journalism & Mass
Communication)
SEMESTER VIII (EIGHT)**



Program	B.A. (Journalism & Mass Communication)														
Year	IV											Semester		VIII	
Course Name	Applied Research														
Code	JMC6801N														
Course Type	Discipline Specific Core											L	T	P	Credit
Pre-Requisite	A foundational understanding of research methods and data analysis.											3			3
Course Objectives	To brief students about the importance of Literature Review and Research Questions in research along with knowledge of different research designs and sampling methods making them familiar with research in different areas and the process of measurement techniques and data collection.														
Course Outcomes															
CO1	Students will have good understanding of importance of Research Questions and Hypotheses														
CO2	Students will be able to demonstrate different perspectives of research design and sampling														
CO3	Students will be able to pursue and use different measurement techniques and data collection														
CO4	Students will be able to apply research methods for doing different kinds of research														
Module	Course Contents													Contact Hours	Mapped CO
1	Introduction: Definitions, Learning Objectives, Needs Assessment, Literature Review, Theory, Research question, Hypotheses, Ethics, IRB, HIPAA. Characteristics of Scientific Method, Steps in Research Process, Academic and Private Research, Variables, Operational Definition, Internal and External Validity.													15	1,2
2	Research Design and Sampling: Observational: Exploratory/Descriptive/Analytic Cross-sectional studies Longitudinal studies Case-Control, Experimental: Randomization, Threats to Validity, RCTs, Repeated Measures, Quasi-experimental designs, Population, Sample, Recruitment, Response Rate.													15	2,3
3	Measurement and Data Collection : Metrics Scales vs Indexes Reliability and Validity, Types of data (archival, observation, survey, assay) Recruitment, Response bias, Attrition, Analysis.													15	3,4
4	Interpretation and Data Analysis: Descriptive and Inferential Statistics, SPSS, NVIVO, Data Interpretation, Data Distribution, Frequency Distribution, Dispersion, Normal Curve, Measures of Associated Predicted Scores, Pre/Post and Longitudinal Data Analysis, Change Scores Repeated Measures, Moderation and Mediation.													15	4
Suggestive Readings															
1. Advanced Research Methods: A Practical Guide for Social Research Projects : Dawson, Catherine															
2. Research Methodology- CR Kothari															
3. Mass Media Research: An Introduction, 10Th Edition by Wimmer, Cengage Learning															
4. Qualitative Research: A Guide to Design and Implementation, 4th Edition-Sharan B. Merriam · Elizabeth J. Tisdell															
Online Resources															
1. Research Methodology : https://www.indeed.com/career-advice/career-development/research-methodology															
2. Applied research : https://www.questionpro.com/blog/applied-research/															
3. Applied research basics : https://ca.indeed.com/career-advice/career-development/basic-vs-applied-research															
4. Data collection : https://www.simplilearn.com/what-is-data-collection-article															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					1			3		3		1		
CO2	2				3	3			3					2	
CO3	3					2				3			2		
CO4	2		3			3						3		1	



Program		B.A. (Journalism & Mass Communication)													
Year		IV							Semester		VIII				
Course Name		Research in Print and Electronic Media													
Code		JMC6810N													
Course Type		Discipline Specific Elective							L	T	P	Credit			
Pre-Requisite		Foundational understanding of media studies and research methods							4			4			
Course Objectives	To acknowledge the students with the importance of print media research along with electronic media theory and concepts which will enable them to carry out print and electronic research using research design concepts.														
Course Outcomes															
CO1	Students will be able to identify theories, hypotheses, and methods used in print research.														
CO2	Students will be able to analyze data in both print and electronic media														
CO3	Students will be able to apply different methods in electronic media research														
CO4	Students will communicate concepts, theories, and methods in writing for print and														
Module	Course Contents										Contact Hours	Mapped CO			
1	Introduction to Print Media Research: Print Media in India, Historical Aspects of Print Media, Emergence of Print Media, Relevance of Print Media in Research, Print Media and its relevance in data collection, Analysis of Newspapers, Analysis of Magazines, Analysis of Books, Comparative analysis of articles in different newspapers										30	1,2			
2	Print Media: Research, Analysis and Data Collection: Presentation of News in Different forms of Media, Research on Print Media Content, Distribution and Circulation of Print Media, Impact of Print Media on Society, Role and influence of Print Media in Society, Patterns in Print Media Content and Distribution, Research Methods in Print Media- Surveys, Interviews, Content Analysis, Data Analysis										30	2,3			
3	Electronic Media Research: Radio as a popular mass media since 1930, Role of advertising in Electronic Media, Analysis of Listeners-Who, Why, How Many? Psychographics, Ratings and Non-ratings research, Nielsen Media Research, Diaries & Electronic Meters (Portable People Meters), Telephone Calls (Not Used Anymore) as Data Collection Methods, Arbitron. Related Rating Concepts – Metro Survey Area, Designated Market Area, Total Survey Area, Reading a Ratings Book- Name of market, Geography, Demographic, Source, Daypart, Type of Data, Time of Survey										30	3,4			
4	Research Types- Electronic Media: Non Ratings Research- Likes/Dislikes of Audience, Analysis of Different Types of Programming, Demographic and Lifestyle information about audience. Different Types of TV Program Production, Audience Specific Program, Analysis of content and language use in a program, Testing Products in initial stage- Initial Idea, Plan, Rough Cut, Post Production. Primary Research Methods- Auditorium Media Test (AMT), Callout Research, Online Music Test (OMT). Other Types of Research- Market Studies, Format Studies, Format Search Studies, Program Element Importance, Station Image, Personality Studies, Advertiser Analysis, Account Executive Research, Sales Research, Diversification Analysis, Qualitative Research, TV Programming Research.										30	1,4			
Suggestive Readings															
1. Research Design: Qualitative, Quantitative and Mixed Methods Approaches- John W. Creswell and J. David Creswell 2. Qualitative Research: A Guide to Design and Implementation-Sharan B. Merriam · Elizabeth J. Tisdell 3. Research Methodology- C R Kothari 4. Qualitative Inquiry And Research Design: Choosing Among Five Approaches- Creswell and Poth’s															
Online Resources															
1. What is print media? : https://www.quora.com/What-is-print-media-research 2. Research in print media : https://quizlet.com/22740247/research-in-print-media-flash-cards/ 3. Electronic media research : file:///C:/Users/HP/Downloads/125974257%20(1).pdf 4. Media research in journalism : https://manavrachna.edu.in/blog/media-research-journalism/															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3				3					3		2		
CO2		1	3			2			3					1	
CO3	3	2		3		3							1		
CO4		3	3			1			3					2	



Program		B.A. (Journalism & Mass Communication)															
Year		IV										Semester		VIII			
Course Name		Research in Film Studies															
Code		JMC6811N															
Course Type		Discipline Specific Elective										L	T	P	Credit		
Pre-Requisite		Basic understanding of Film Studies and research..										4			4		
Course Objectives		To develop in students a comprehensive understanding of key concepts and terminology in film studies and the influence of cultural, social, and technological factors on film production and reception. Moreover, students shall apply various methodologies and techniques to analyse and interpret films and explore the role of film in shaping cultural and societal norms and develop ethical considerations.															
Course Outcomes																	
CO1		Students will gain a foundation in film studies in context to Research															
CO2		Students will develop analytical skills to critically analyse films for Research Purposes.															
CO3		Students will understand different research methodologies in film studies															
CO4		Students will acquire a broader perspective on the impact of film on society and culture															
Module		Course Contents												Contact Hours		Mapped CO	
1		Introduction to Film Studies: Introduction to key concepts and terminology in film studies, Exploring different film genres and their characteristics, Analyzing the impact of cultural, social, and technological factors on film production and reception, Film analysis: understanding the process and methodologies, Representations in film: analyzing gender, race, and identity, Examining the role of film in shaping cultural and societal norms, Ethical considerations in film studies research												15		1	
2		Film Genres and Movements: Understanding the conventions and tropes associated with different film genres, Analyzing iconic films within each genre and their cultural impact, Introduction to film movements: French New Wave, German Expressionism, Italian Neorealism, etc., Analyzing the impact of globalization and digital technology on genre filmmaking, Reflection on the role of genre in shaping audience expectations and reception.												15		2,4	
3		Foundations of Research in Film Studies: Introduction to research in film studies: significance and objectives, Formulating research questions and hypotheses in film studies, Research design: choosing appropriate methodologies for film studies research, Data collection techniques in film studies research, Archival research and historical film studies, Visual analysis and semiotics in film studies research, Case study research: analyzing specific films or film movements												15		2,3	
4		Advanced Topics in Film Studies Research: Film reception studies: exploring audience reactions and interpretations, Audience research methods in film studies: surveys, focus groups, and observation, Film theory and critical approaches in research, Global cinema: researching transnational film production and distribution, The impact of digital technology on film production, distribution, and consumption, Contemporary issues in film studies research												15		1,4	
Suggestive Readings																	
1. "Film Art: An Introduction" by David Bordwell and Kristin Thompson. 2. "Film Theory and Criticism: Introductory Readings" edited by Leo Braudy and Marshall Cohen. 3. "Understanding Movies" by Louis Giannetti. 4. "The Oxford Guide to Film Studies" edited by John Hill and Pamela Church Gibson.																	
Online Resources																	
1. Film Studies For Free (blog): https://filmstudiesforfree.blogspot.com/ 2. The Criterion Channel: https://www.criterionchannel.com/ 3. Sight & Sound Magazine: https://www.bfi.org.uk/sight-and-sound-magazine 4. Film Studies Online (resource hub): https://filmstudies.online/																	
Course Articulation Matrix																	
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3		
CO1	3	3				3							3				
CO2						2	3		3	3			3				
CO3						3			1			3		3			
CO4		3				3	3			3				3			



Program		B.A. (Journalism & Mass Communication)													
Year		IV										Semester		VIII	
Course Name		Audience and Opinion Research													
Code		JMC6812N													
Course Type		Discipline Specific Elective										L	T	P	Credit
Pre-Requisite		Basic understanding of media and communication studies.										4			4
Course Objectives		To provide students with the knowledge of applied and theoretical audience and opinion research and develop an understanding of audience measurement with an in-depth understanding of mass media and public opinion.													
Course Outcomes															
CO1		Students will able to identify different areas of audience and opinion research.													
CO2		Students will able to understand audience measurement and its techniques.													
CO3		Students will be able to conduct survey or opinion polls.													
CO4		Students will prepare a portfolio/research report.													
Module	Course Contents													Contact Hours	Mapped CO
1	Introduction to Audience Research: Introduction, Concept of Audience Research , Early Audience Researches, Applied Versus Theoretical, Audience Research Theories, Rating Analysis Research.													15	1,4
2	Measuring Audiences: Audience Research Units, Media Industry, Audience Measurement (TV, Radio, Print), TAM, TRP, Audience Ratings, New Media Audience Measurement, Concept of Interactivity and Fragmentation													15	2,4
3	Online Audience Research: Introduction- Metrics, Technology - User and Network-Centric Metering, Server-Side Metering and Cookies, Research Using Mobile Phones and Similar Devices, Online Quantitative Research for Traditional Media - TV,													15	3,4
4	Public Opinion Research: Concept and Scope of Public Opinion Research, Early Public Opinion Researches, Public Opinion, Mass Media and Democracy 4.4 Political Opinion in Programming, Political Opinion in Social Policy													15	1,3
Suggestive Readings															
1. "Audience Research Methodologies: Between Innovation and Consolidation" by Susanne Eichner and Jacob Johanssen															
2. "Audience Analysis" by Denis McQuail															
3. "Audience Evolution: New Technologies and the Transformation of Media Audiences" by Philip M. Napoli															
4. "Audience Ratings: Radio, Television, and Cable" by Hugh Malcolm Beville Jr.															
Online Resources															
1. Nielsen: (https://www.nielsen.com)															
2. Pew Research Centre (https://www.pewresearch.org)															
3. International Journal of Market Research: (https://www.ijmr.com)															
4. American Association for Public Opinion Research (AAPOR):. (https://www.aapor.org)															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					3			2				3		
CO2					3	2			2				3		
CO3			3			3			3			3		3	
CO4	1				3	2			3					3	



Program	B.A. (Journalism & Mass Communication)														
Year	IV										Semester		VIII		
Course Name	Computer aided Research														
Code	JMC6080N														
Course Type	Generic Elective										L	T	P	Credit	
Pre-Requisite	Understanding of ICT, Multimedia for Research Purposes										4			4	
Course Objectives	To make students learn the basic knowledge of computers and Infographics and develop an understanding of various office automation tools used in Research. Additionally, they will be able to analyse, synthesize and utilize working on the computer, making them aware of internet technology & research tools.														
Course Outcomes															
CO1	Students will be able to use modern research softwares and tools.														
CO2	Students will be able to understand various office automation tools.														
CO3	Students will be able how to analyze, synthesize, and utilize working on computers.														
CO4	Students will be able to understand the tools for collecting high-quality data using ICT's														
Module	Course Contents												Contact Hours	Mapped CO	
1	Computer Fundamentals: Basic Components & Functioning of Computer. Introduction to Operating System. Function & feature of Operating System (Accessories, Control Panel, Desktop, understanding file and folder proprieties).												15	1,3	
2	Application of Statistics in Research: Basics of statistics, measuring central tendency- mean, median, mode. Parametric & non-parametric data. Cross tabulation, Correlation, Regression.												15	1,3	
3	Office Automation Tools: Introduction to MS Office Suit. Introduction to Word Processing, Tool and Menu. Document editing, working with tables, images and word art, header footer, inserting page number/date and time. MS Excel Interface, Tools & Menus. MS Power Point Interface, Tools and Menus Creating Slides. SPSS.												15	1,2	
4	Internet Technologies and research tools: Social media research tools –twitter analytics, Facebook analytic, Instagram business tools, and YouTube analytics. SEO, SMO and SEM: Concept, Difference and Functioning, Web Scraping. Search Engines- Concept, Types; Crawler based and Human power directories, Different search engines available, Search Engine as a Tool of research. Visual Elements of Infographic- Infographic Colours, Infographic Fonts.												15	3,4	
Suggestive Readings															
1. Computer Fundamentals by Anita Goel. 2. How to use MS Excel by Joseph Manzo publisher Saylor Foundation. 3. Digital Tools for Qualitative Research by by Trena M. Paulus. 4. Computer Application by Soumya Ranjan Behera.															
Online Resources															
1. Application of ICT : https://youtu.be/MtlBULpXt-w 2. What is an Infographic: https://icons8.com/articles/what-is-an-infographic/ 3. Infographic elements: https://designshack.net/articles/graphics/5-key-infographic-elements/ 4. Important points and tools in Infographics: https://youtu.be/xKWtOKo7Aqc 5. Application of ICT in research: https://www.scholarify.in/application-of-ict-in-research/															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1		3	3		3								3		
CO2	3	2			2								3		
CO3				3	3				3					3	
CO4			3		1				3			3		3	



Program		B.A. (Journalism & Mass Communication)													
Year		IV										Semester		VIII	
Course Name		Media Culture & Society													
Code		JMC6081													
Course Type		Generic Elective										L	T	P	Credit
Pre-Requisite		Understanding of media concepts and communication studies										4			4
Course Objectives		To develop an understanding among students of the transformation in the media industry and content through the lens of evolving global culture. Moreover, they can apply critical thinking skills to analyze and frame media representations in everyday communication and their impact on society.													
Course Outcomes															
CO1	Students will gain an understanding of the transformation in media industry due to evolving global culture.														
CO2	Student will be able to explain the power of media to students from a structuralist and culturalist perspectives														
CO3	Students will be able to frame media representations in everyday communication														
CO4	Students will be able to contextualize globalization by theorizing media and society.														
Module	Course Contents													Contact Hours	Mapped CO
1	Overview: The Evolving global culture, media content, media industry- Media and Ideology: Dominant ideology versus cultural contradictions, societal norms, hegemony- Connections and conflicts, Power and inequality, social integration and identity, social change and development, space and time, the mass society.													15	1,3
2	Power of the media: Theory and empiricism, Structuralist and Culturalist studies, Political economy, Frankfurt school and the critique of the ‘culture industry’ Marxism, functionalism; social constructionism; technology determinism- Approaches to media analysis- Marxist, Semiotics, Sociology, Psychoanalysis - Mass culture versus folk culture.													15	1,2
3	Theorizing media and society: Globalization, Global Village, Cultural Imperialism, Framing, Public Sphere, Propaganda, Dependency, Structural Imperialism, Catharsis, Cultivation-Mainstreaming and Synchronization ; Frankfurt School (Adorno, Horkheimer & Habermas); Liberalism, Political Realism, Constructivism, Postmodernism, Feminism, Trans-Formationalism and Eclecticism.													15	3,4
4	Media effects: The debate- Framing media representations in everyday communication - Media violence: Television Aggression and Internet Gaming.													15	1,4
Suggestive Readings															
1. Bharati, Sachin (2008). <i>Mass Communication and Society</i> , Aavishkar Publishers, Distributors: Jaipur.															
1. Chakravarthy, Paula & Sarikakis, Katharine (2007). <i>Media Policy and Globalization</i> , Rawat Publications: Jaipur.															
2. Holt, Jennifer & Perren, Alisa (2009). <i>Media Industries: History, Theory and Method</i> , Wiley Blackwell: UK.															
3. Reich, Brian & Solomon, Dan (2008). <i>Media Rules</i> , John Willey & Sons Inc: Canada.															
4. Schramm, Wilbur (2006). <i>Communication in Modern Society</i> , Surjeet Publications: New Delhi.															
Online Resources															
1. Khan Academy - Media and Society: (https://www.khanacademy.org/)															
2. Open Culture - Media and Cultural Studies: (https://www.openculture.com/communication_culture_media)															
3. MIT Open Course Ware - Media Studies and Communication: (https://ocw.mit.edu/courses/media-arts-and-sciences/)															
4. Coursera - Media and Society Courses (https://www.coursera.org/courses?query=media%20and%20society)															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	3						3				3		
CO2		2							1	3			3		
CO3		3		3				3				3		3	
CO4		3							3	3		3		3	



Program		B.A. (Journalism & Mass Communication)													
Year		IV					Semester		VIII						
Course Name		Sports Journalism													
Code		JMC6082N													
Course Type		Generic Elective					L	T	P	Credit					
Pre-Requisite		Basic knowledge of journalism principles and interest in sports					4			4					
Course Objectives	To develop among students a comprehensive understanding of sports journalism by defining its purpose, scope, and role in the media industry and techniques of sports reporting and writing. This way, they can recognize the significance of sports management and regulatory organizations in maintaining fair play, ethics, and integrity in sports.														
Course Outcomes															
CO1	Student will be able to define Sports Journalism														
CO2	Student will be able to explain types and techniques of sports reporting and writing														
CO3	Student will be able to describe the importance of sports management and regulatory organisations														
CO4	Student will be able to utilize knowledge gained to promote physical and mental wellbeing through sports														
Module	Course Contents										Contact Hours	Mapped CO			
1	Sports Journalism: Defining Sports Journalism. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games . Sports Authority of India (SAI), its importance in the promotion and management of sports . News Sources for Sports Journalism.										15	1			
2	Sports Reporting and Writing: News Values and Ethics for Sports Reporting and Writing. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story . Sports Photography: Equipment, Editing, Publishing and Uploading . Editing and Use of Info-graphics, Layout of Sports News .										15	2			
3	Sports Management and Organisations: Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues .Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media . Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL). The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)										15	3			
4	Emerging Trends and Opportunities in Sports : Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles . New Trends in Sports Journalism: E-magazines and Blogs . Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports . Future of Sports Journalism and Career Opportunities										15	4			
Suggestive Readings															
1. Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas. 2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press. 3. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics. 4. SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall. 5. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.															
Online Resources															
1. Sports Illustrated: https://www.si.com/ 2. Poynter's News University: https://www.poynter.org/newsu/ 3. Sports Media World: https://sportsmediaworld.com/ 4. Coursera: https://www.coursera.org/ - Courses specifically focused on sports journalism, such as "Sports Journalism: How to Cover the Games" and "Journalism Skills for Engaged Citizens."															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3							1				3		
CO2		3		3		3							3		
CO3								3	2					3	
CO4						2			3		3	3		3	

Co-Curricular Courses
offered by
Department of Mass Communication



Program		B.A (Journalism & Mass communication)													
Year		II							Semester		III				
Course Name		Art of Communication													
Code		NHSCC1302													
Course Type		Co-curricular Course							L	T	P	Credit			
Pre-Requisite		Basic understanding of communication formats							3			3			
Course Objectives		To make the student an effective communicator by fostering content development skills for mass media and to enumerate about effective communication and its rules.													
Course Outcomes															
CO1		Students will develop a basic knowledge of communication concept and its categories.													
CO2		Students will be able to culture their voice to grab audience attention and maintain their interest.													
CO3		Students will be able to demonstrate effective usage of non-verbal communication.													
CO4		Students will be able to participate in TV, Radio production and stage art.													
Module	Course Contents													Contact Hours	Mapped CO
1	Communication Art : Introduction, History, Concept of art of communication, Major categories, Radio, Television, Stage and Public, Need and importance, Scope, Future prospects.													15	1
2	Basic of Communication: Know your audience, Develop a structure of communication, Rule of KISS, 4 Ps (Projection, peace, pitch & pause), Physical, vocal & phycological aspect of speech.													15	2,3
3	Ways of Communication: Screening of short videos of television presentation, stage presentation, effective public speaking, radio presentation. Know the difference among. Practice of content development, scripting, and Presentation of radio, tv and stage.													15	2,3
Suggestive Readings															
1. The Art of Communicating, Thich Nhat Hanh 2. Communication Skills, Sanjay Kumar 3. Techniques of effective communication: A situation-based communication guide: Sumon Mal 4. Handbook on Public Speaking, Presentation & Communication Skills : Principles & Practices to create high impact presentations & meaningful conversations: Shailesh Patil															
Online Resources															
1. The Art of Influence: Persuading Others Begins With You, Narrated by Chris Widener, Audiobook 2. Guide that Develops and Improves Your Way of Speaking Effectively Narrated by Craig Hannawa, Audiobook. 3. How to improve communication, skills https://youtu.be/hE6I9apUvrk 4. Stage fear, public speaking, personality development, communication skills, presentation https://youtu.be/Ba73OFfeqR0															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2											3		
CO2			2	2				3			3			3	
CO3											2	3		3	
CO4			3	3	3						3	3		3	



Program		B.A (Journalism & Mass communication)													
Year		II							Semester		IV				
Course Name		Holistic Health & Happiness													
Code		NHSCC1403													
Course Type		Co-curricular Course (CC)							L	T	P	Credit			
Pre-Requisite		A basic knowledge of physical and mental happiness.							3			3			
Course Objectives		To enhance the level of understanding of the students about holistic health and the importance of thoughts in affecting the body. Students will know about the level of holistic health and happiness and spiritual wellbeing.													
Course Outcomes															
CO1		Students will be able to develop skills of managing health at different levels													
CO2		They would be able to take a personal and planetary perspective on health and well-being.													
CO3		Students will be able to build a foundation based on self-responsibility, increased awareness													
CO4		Students will be able to practice the strategies of managing negative thoughts and emotional intelligence.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Basic Introduction : Concept, Dimensions of health: Physical, Mental, Social, Spiritual, And Environmental Energy Wheels in body: The Seven Chakras, Impact of thoughts on body: Strategies for Holistic Health and Spiritual Life Style. Happiness in Positive Psychology, Hedonic and Eudemonic happiness.										15	1,2			
2	Excellence in Relationship: Relationships and Happiness, Stages of Relationships in family life cycle. Managing thoughts and emotions: Positive Thinking and its benefits. Emotional Intelligence (EI), Goleman's Model of EI, Strategies for enhancing EI.										15	2,3,4			
3	Enhancing Positive Change: Strengths to bear on opportunities and challenge. Stages of change, The change processes. Self- help strategies for positive change. Causes of Happiness: Heritability, Personality and Environmental basis. Stress free living: Causes, Symptoms and types of Stress Management of stress and anger. Benefits of meditation, power of soul connectedness										15	3.4			
Suggestive Readings															
1. CarrAlarr Q004: Positive psychology. Routledge. 2. Snyder C. R. & Shane, J.Iapez(2007): Positive Psychology, Sage. 3. Baumgardeners, S & Crothers, M. (2015): Positive Psychology, Pearson. 4. Haid.J. (2006). The Happiness Hypothesis: finding Modern Truth in Ancient Wisdom, Basic Books Group, New York															
Online Resources															
1. Positive Psychology Progress: https://greatergood.berkeley.edu/images/uploads/Seligman-PosPsychProgress.pdf 2. Positive Psychology: https://www.researchgate.net/publication/11946304_Positive_Psychology_An_Introduction 3. Positive Psychology Progress http://www-personal.umich.edu/~presto/Downloads/DC/10-7_Seligman2002.pdf															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO11	PO11	PO11	PSO1	PSO2	PSO3
CO1	3						3	2		3	2	1		3	
CO2	3								2		3	3		3	
CO3	3						3			3	3	3		3	
CO4							3			3	3			3	



**Vocational Courses
offered by
Department of Mass Communication**



Program	B.A. (Journalism & Mass Communication)															
Year	I										Semester		I			
Course Name	Digital Culture															
Code	NHSVC1102															
Course Type	Vocational Course										L	T	P	Credit		
Pre-Requisite	Basic Foundation of Digital Communication										2			2		
Course Objectives	Students will get knowledge about digital technologies and the way it shapes society. They will understand the use of digital technologies in transforming social lives of students and the contemporary culture.															
Course Outcomes																
CO1	To make student understand about the key concepts and debates that shape digital culture.															
CO2	Analyse and correct essential concepts through online debate and multimedia output.															
CO3	To make student analyse the social and cultural implications of digital technology															
CO4	To engage in an in-depth analysis of digital technologies and cultures.															
Module	Course Contents													Contact Hours	Mapped CO	
1	Introduction to Digital Culture : Digital Divide, Technology and Society, The Digital & the Everyday, Language and Communication Online, Privacy, Anonymity and Surveillance, New social organisations in Digital Divide, Media and Digital Technologies.													15	1,2	
2	Digital Reflections : Virtual Worlds, Race, Class, and Gender in Digital Culture, Digital Identities, Communities & Norms, Micro-celebrity and Branding, Politics in Digital Era, Culture in Digital Era Convergence and Globalisation.													15	3,4	
Suggestive Readings																
1. Digital culture and social media on education by Dr. Deepa Varghese																
2. The New Digital Age: Reshaping the future of people, nations and business by III Schmidt, Eric & Jared Cohen																
3. Building digital culture by Daniel Rowles & Thomas Brown																
Online Resources																
1. A brief on Digital Culture: https://digitalsociology.org.uk/digital-culture/																
2. Digital Culture and Social Media: https://press.rebus.community/mscy/chapter/chapter-2-digital-culture/																
3. Digital Culture and Students: https://files.eric.ed.gov/fulltext/EJ1299959.pdf																
Course Articulation Matrix																
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO110	PO11	PO12	PSO1	PSO2	PSO3	
CO1	3										3			3		
CO2				3	2	3								2		
CO3					3		2		3	2	2	3		3		
CO4					3									3		



Program		B.A. (Journalism & Mass Communication)													
Year		I						Semester			II				
Course Name		Blog & Vlog													
Code		NHSVC1203													
Course Type		Vocational Course						L	T	P	Credit				
Pre-Requisite		Basic knowledge of blogs and video blogs.						2			2				
Course Objectives		To impart to students the basic knowledge of blogs and techniques in vlogs making them acquainted with different types of blogs and vlogs and the basics of visualization and its importance.													
Course Outcomes															
CO1		Students will effectively write blog articles and posts though learning skills													
CO2		They will create a captivating videos													
CO3		Students will become a conversational and an efficient writer													
CO4		They will develop creativity and express through different forms of media.													
Module	Course Contents													Contact Hours	Mapped CO
1	Blog Writing : The Concept of Blog Writing and its relevance . Role and Functions of Blog Writers .Scope and Types of Blog Writing, Principles and processes of Blog writing. Introduction to plagiarism, Rules on plagiarism. Tools and techniques of Plagiarism. Editing and Proof Reading.													15	1,2
2	Vlog Creation: Infographics- Importance and relevance , Images, Screenshots. Videos, Memes, GIFs, Product Demonstrations, Trends in Vlogging- Reels and short videos. Transition. Relation between social media and Vlogs. Introduction: Simple advice and tactics for beginners as Vloggers Different types of Vlogs, Case studies on different Vloggers, Different Vlogging Platforms. Editing Vlogs and online softwares, Promotion, How Vlogging can generate revenue.													15	3,4
Suggestive Readings															
1. Starting a successful blog by Dr. Amrita Basu 2. The Vloggers handbook by Shane Birley 3. The New Digital Age by III Schmidt, Eric and Jared Cohen															
Online Resources															
1. How to write blog? A step by step guide: https://blog.hubspot.com/marketing/how-to-start-a-blog 2. A details on Blogging: https://www.wix.com/blog 3. How to start a vlog? : https://www.adobe.com/express/learn/blog/how-to-start-a-vlog 4. Vlogs for Beginners: https://www.movavi.com/learning-portal/vlog-ideas-for-beginners.html															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3													2	
CO2			3	2	2									3	
CO3	3		2	3					3					3	
CO4			3	3	3							3		3	



Program		B.A. (Journalism & Mass Communication)													
Year		II					Semester		III						
Course Name		Fake News & Misinformation													
Code		NHSVC1304													
Course Type		Vocational Course					L	T	P	Credit					
Pre-Requisite		Basic foundation in critical thinking and media literacy skills.					2			2					
Course Objectives		To develop among students a comprehensive understanding of fake news and misinformation and foster critical thinking and media literacy skills examining the ethical and legal implications and fact checking of fake news and misinformation													
Course Outcomes															
CO1		Students will demonstrate an understanding of the concept of fake news and misinformation.													
CO2		Students will be able to identify the mechanisms through which fake news spreads and amplifies.													
CO3		Students will develop critical thinking skills to apply and use fact-checking and verification techniques.													
CO4		They will be able to analyse the ethical and legal considerations surrounding fake news and misinformation.													
Module	Course Contents										Contact Hours	Mapped CO			
1	Understanding Fake News and Misinformation- Introduction to Fake News and Misinformation: Definitions, types, and historical context. Impact of Fake News: Societal consequences, erosion of trust, and polarization. Spread and Amplification: Mechanisms and platforms for spreading fake news. Misinformation in Elections: Role of fake news in electoral processes, voter behaviour, and election interference. International Perspectives: Global perspectives on fake news, case studies from different countries, and cultural contexts.										15	1,2			
2	Combating Fake News and Misinformation- Fact-Checking and Verification: Importance of fact-checking organizations, tools, and initiatives: FactCheck.org, Snopes, PolitiFact, Google Fact Check Explorer, Media Bias/Fact Check, Tin Eye, News Guard. Legal and Ethical Considerations: Freedom of speech, responsibilities of media organizations and platforms, and potential regulation. Combating Disinformation: Strategies and initiatives to counter fake news, including media literacy campaigns, public awareness programs, and collaborations. Future Trends and Research Directions: Emerging trends, technological advancements, and potential research areas to address the evolving landscape of fake news										15	3,4			
Suggestive Readings															
1. “The Misinformation Age: How False Beliefs Spread” Author: Cailin O'Connor and James Owen Weatherall 2. “Network Propaganda: Manipulation, Disinformation, and Radicalization in American Politics” Authors: Yochai Benkler, Robert Faris, and Hal Roberts 3. “The Death of Expertise: The Campaign Against Established Knowledge and Why It Matters” Author: Tom Nichols 4. “Fake News: Understanding Media and Misinformation in the Digital Age” Author: Melissa Zimdars															
Online Resources															
1. News Literacy Project (website: https://newslit.org/) 2. FactCheck.org (website: https://www.factcheck.org/) 3. Stanford History Education Group (SHEG)-Civic Online Reasoning (website: https://sheg.stanford.edu/civic-online-reasoning)															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2											3		
CO2				3		3			3				3		
CO3						3		2	3					3	
CO4					3		3		3				3		



Program		B.A. (Journalism & Mass Communication)													
Year		II							Semester		IV				
Course Name		Media Convergence													
Code		NHSVC1405													
Course Type		Vocational Course							L	T	P	Credit			
Pre-Requisite		A basic knowledge of Media Industry							2			2			
Course Objectives		Students will become aware of new media-related technological trends and convergence. Moreover, they will learn to address practical issues in media management or related aspects.													
Course Outcomes															
CO1		To employ analytical frameworks in order to investigate the convergent new media phenomena.													
CO2		To comprehend the influences of social, political, legal, economic and culture on Media.													
CO3		To discover how to do research on the convergent new media phenomena using analytical lenses.													
CO4		To train students to conduct rigorous communication research regarding new media convergence.													
Module	Course Contents													Contact Hours	Mapped CO
1	Introduction : Introduction to Journalism, Types of Journalism: Immersive, Investigative, Embedded, Advocacy, Gonzo etc. Concept and significance of Convergence, Process and effects of Convergence, Models of media convergence—Convergence Continuum, Lawson Borders model, Flynn & Gordon model, Case studies of convergence—Tampa news centre, Vinnova model, Global and Indian scenario. Network Society, Understanding New Media concept—Social and digital; Digital storytelling, Wiki Journalism, Need for multi-media/multi-skilled journalists, Blogging & journalism, Case Study-Social networking site													15	1,2
2	Age of Information and Convergence: Age of Information Journalism- Existential journalism, Regulatory challenges to media convergence, Convergence in Cinema and Broadcasting, Concept of Web 2.0, Communication Convergence Bill, Media industry, ownership & control, Media conglomerates, mergers and Consolidation, Role and effects of Social Media as alternative media, Issues of Credibility, Privacy and Security													15	3,4
Suggestive Readings															
1. Convergent Journalism: An Introduction by Stephen Quinn and Vincent Filak 2. Convergence Journalism: Writing and Reporting across the News Media by Janet Kolodzy 3. Understanding Media Convergence by August E Grant 4. Convergence Culture: Where old and new media collide by Henry Jenkins															
Online Resources															
1. Media Convergence: https://www.scribd.com/presentation/416046999/5-Media-Convergence 2. Media Convergence and Trends: https://leverageedu.com/blog/media-convergence/ 3. Media Convergence: https://www.academia.edu/17805151/Media_convergence															
Course Articulation Matrix															
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO110	PO11	PO12	PSO1	PSO2	PSO3
CO1			3	3	3									3	
CO2					3									3	
CO3			3	2	3									3	
CO4								3			2	2		3	



Program		B.A. (Journalism & Mass Communication)													
Year		III						Semester			V				
Course Name		MICE-Event Management													
Code		NHSVC1506													
Course Type		Vocational Course						L	T	P	Credit				
Pre-Requisite		Basic understanding of organizing events						2			2				
Course Objectives		Students will develop a comprehensive understanding of the MICE industry and its significance in business, tourism, and local economies. Students will also acquire practical skills in planning, organizing, and executing events along with evaluation skills.													
Course Outcome															
CO1		Students will be able to demonstrate a understanding of the MICE industry and its significance.													
CO2		Students will develop the skills necessary to plan and execute successful MICE events.													
CO3		They will be able to identify the specific requirements of different event types.													
CO4		Students will gain knowledge and practical skills in event design and experience creation.													
Module	Course Contents												Contact Hours	Mapped CO	
1	Introduction to MICE (Event Management)- Introduction to MICE (Meetings, Incentives, Conferences, and Exhibitions/Events). Evolution and growth of the MICE industry. Importance and impact of MICE events on business tourism and local economies. Types of MICE Events-Meetings: Purpose, planning, and logistics. Incentive events: Objectives, designing incentive programs, and motivational strategies. Conferences: Planning, speaker selection, program development, and logistics. Exhibitions/Events: Exhibitor management, attendee engagement, and event marketing. Venue Selection and Management. Ensuring safety and security at MICE events.												15	1,2,4	
2	Event Planning and Execution- Budgeting and financial management. Event marketing and promotion strategies: Event registration, attendee management, and on-site logistics. Event Design and Experience: Creating engaging event experiences and innovative formats. Sponsorship and Partnership Management. Risk Management and Crisis Communication: Identifying potential risks and developing risk management plans. Social responsibility and ethical considerations in MICE events. Post-Event Evaluation and ROI Analysis: Post-event surveys, feedback collection, and analysis. Reporting and recommendations for future event improvements												15	3,4	
Suggestive Readings															
1. “Professional Meeting Management: A Guide to Meetings, Conventions, and Events” by Julia Rutherford Silvers 2. “Event Management: Principles and Practices” by Razaq Raj and Mairead Boland 3. “Meetings, Expositions, Events & Conventions: An Introduction to the Industry” by George G. Fenich 4. “The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events” by Judy Allen															
Online Resources															
1. International Congress and Convention Association (ICCA) website (https://www.iccaworld.org/) 2. Professional Convention Management Association (PCMA) website (https://www.pcma.org/) 3. Event MB (https://www.eventmanagerblog.com/)															
Course Articulation Matrix															
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3		2										3		
CO2			3	3					2					3	
CO3					3	2		3	2					3	
CO4						2			3		3	3		3	