

Mody University of Science and Technology

Bachelor of Arts (J.M.C)

Effective from Academic Year 2020-2021



Credit Summary

Yr.	Sem.	Credits					Non-Credit Compulsory	Total
		Core Courses	Discipline Specific Elective Courses	Generic Elective Courses	Ability Enhancement Compulsory Courses	Skill Enhancement Courses	SEFS/ Proficiency	
First	Autumn	15	---	6	2	3	1	27
	Spring	15	---	6	4	3	1	29
Second	Autumn	15	---	6	---	6	1	28
	Spring	15	---	6	---	6	1	28
Third	Autumn	13	12	---	---	3	1	29
	Spring	11	12	---	---	3	1	27
Total		84	24	24	6	24	6	168 (162credits + 6 Non- Credits)

B.A. J.M.C
Session 2020-2021 onwards

Programme Level: Undergraduate**No. of Seats:** 15**Duration:** Three Years (Six Semesters)

Affiliation: The proposed programme shall be governed by the Department of Arts, SLAS, MUST, Lakshmangarh.

Programme Educational Objectives: To understand, analyze and critically engage as a professional communicator. And imbibe the culture of research, entrepreneurship and prepare themselves as socially responsible academicians and professionals with global vision.

Programme Outcome: The programme outcomes relating to B.A. J.M.C students:

Programme Learning Outcomes (B.A. J.M.C)

- Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
- Shall acquire the knowledge related to media and its impact.
- Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
- Shall empower themselves by communication, professional and life skills.
- Shall be able to enhance the ability of leadership.
- Shall become socially responsible citizen with global vision
- Shall be equipped with ICTs competencies including digital literacy.
- Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
- Shall have an understanding of acquiring knowledge throughout life.
- Shall acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities.

Programme Specific Outcome:

- To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
- To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.
- To empower learners by communication, professional and life skills.
- To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
- To imbibe the culture of research, innovation, entrepreneurship and incubation.
- To inculcate professional ethics, values of Indian and global culture.
- To prepare socially responsible media academicians, researchers, professionals with global vision.

Disciplinary Knowledge: Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, historical perspectives and other related areas of studies.

Understanding the Role of Press: The press in democratic society, importance of freedom of press and impact of media in general.

Skilled and Industry-ready Professionals: Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M & E industry including advertising, public relations, corporate communication, digital communication, media management.

Influential and effective communication: Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.

Leadership readiness/ Qualities: To make learners fluent in multiple facets of leadership .Creating the ability & enhancing the qualities to be an efficient leader. Cultivate key characteristics in learners to become visionary leader who can inspire the team to greatness.

Critical/ Reflective thinking & language efficiency: Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.

Technologically Efficient Professional: Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.

Ethical Awareness: As a communication learner, one has to understand the importance of ethical values and its application in professional life.

Lifelong Learning: Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.

Research-related Skills: A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.

Cooperation/ Team work: Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

Scope: Candidates who successfully complete BJMC can choose to work for news channels, newspapers, publishing houses, television, radio, internet, PR firm, advertising, corporate communication, content writer etc and earn a healthy remuneration.

Input Qualification: Candidate should have passed 10+2 from a recognized Board with proficiency in English.

Evaluation Procedure:

All the Rules and Regulations as provided in the Ordinances and Regulations of the Mody University shall be followed. No student shall be admitted as a candidate for the examination for any of the Parts/Semesters after the lapse of five years from the date of admission to the Part-I/Semester-I of the Programme.

Year up-gradation of the student will be as per the University ordinance.

B.A. J.M.C
Three -Year Programme
Academic Curriculum (2020-21 onwards)
First Year

Autumn Semester	CourseCode	Course Title	Contact Hours per Week			Credits	ETE Durati on Hours	Weightage (%)		
			L	T	P			CW#	MTE	ETE
	CoreCourses									
	Journalism & Mass Communication									
	JM20.101	Introduction to Communication & Media	3	1	-	4	3 hrs.	25	25	50
	JM20.103	Introduction to Journalism	3	1	-	4	3 hrs.	25	25	50
	JM20.105	Project & Presentation of Print	-	-	4	2	3 hrs.	50	-	50
	JM20.107	News &Contemporary Issues-I	4	1	-	5	3 hrs.	25	25	50
	Generic Elective Course									
	JM20.109	Writing for Media-I	3	1	-	4	3 hrs.	25	25	50
HN20.101 OR JM20.111	Applied/ Communicative Hindi-I	2	-	-	2	3 hrs.	25	25	50	
	Computer Application for Mass Media	-	-	4	2	3 hrs.	25	-	50	
Ability Enhancement Course										
EL20.109	Foundation Course in English	2	-	-	2	3 hrs.	25	25	50	
Skill Enhancement Course										
FL	Foreign Language-I (<i>Any one from the list</i>)	3	-	-	3	3 hrs.	25	25	50	
	Sub Total				23					
SF101	Personal Grooming, Fine Dining*	-	-	2	1	3 hrs.	25	25	50	

Spring Semester	Course Code	Course Title	Contact Hours per Week			Credits	ETE Durati on Hours	Weightage (%)		
			L	T	P			CW [#]	MTE	ETE
	Core Courses									
	Journalism & Mass Communication									
	JM20.102	Theory of Communication	4	1	-	5	3 hrs.	25	25	50
	JM20.104	Reporting & Editing for Print-I	3	1	-	4	3 hrs.	25	25	50
	JM20.106	Design & Graphics lab	-	-	4	2	3 hrs.	50	-	50
	JM20.108	News & Contemporary Issues-II	3	1	-	4	3 hrs.	25	25	50
	Generic Elective Course									
	JM20.110	Writing for media-II	3	1	-	4	3 hrs.	25	25	50
JM20.112 OR HN20.102	Practical-Reporting & Editing for print	-	-	4	2	3 hrs.	50	-	50	
	Applied/ Communicative Hindi II	2	-	-	2	3 hrs.	25	25	50	
Ability Enhancement Course										
EV20.102	Environmental Studies	4	-	-	4	3 hrs.	25	25	50	
Skill Enhancement Course										
FL	Foreign Language-II	3	-	-	3	3 hrs.	25	25	50	
	Sub Total				25					
SF102	Social Grooming, Home & Decor and Business Communication*	-	-	2	1	3 hrs.	25	25	50	

*According to the Generic Elective opted by the student

B.A. J.M.C
Three -Year Programme
Academic Curriculum (2020-21 onwards)
Second Year

Autumn Semester	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW#	MTE	ETE
	Core Courses									
	Journalism & Mass Communication									
	JM20.201	Reporting & Editing for Print-II	3	-	-	3	3 hrs.	25	25	50
	JM20.203	Media Laws & Ethics	3	-	-	3	3 hrs.	25	25	50
	JM20.205	Photo Journalism	3	1	-	4	3 hrs.	25	25	50
	JM20.207	Practical Photography	-	-	4	2	3 hrs.	50	-	50
	JM20.209	Introduction to Broadcast Media	3	-	-	3	3 hrs.	25	25	50
	Generic Elective Course (Any two)									
JM20.211	Film Appreciation	3	-	-	3	3 hrs.	25	25	50	
JM20.213	Media Management	3	-	-	3	3 hrs.	25	25	50	
JM20.215	Multimedia Journalism	3	-	-	3	3 hrs.	25	25	50	
Skill Enhancement Courses										
MUE	Mody University Elective (Any one from the list)	3	-	-	3	3 hrs.	25	25	50	
FL	Foreign Language-III	3	-	-	3	3 hrs.	25	25	50	
	Sub Total				27					
SF201	Personal Grooming, Fine Dining and Home Safety*	-	-	2	1	3 hrs.	25	25	50	

Spring Semester	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW#	MTE	ETE
	Core Courses									
	Journalism & Mass Communication									
	JM20.202	Introduction to TV Journalism & Production	3	1	-	4	3 hrs.	25	25	50
	JM20.204	Advanced Broadcast Media	3	1	-	4	3 hrs.	25	25	50
	JM20.206	Practical: Advanced Broadcast Media	-	-	4	2	3 hrs.	50	-	50
	JM20.208	Development Communication	4	1	-	5	3 hrs.	25	25	50
	Generic Elective Courses (Any two)									
	JM20.210	Documentary Production	3	-	-	3	3 hrs.	25	25	50
JM20.212	International Communication	3	-	-	3	3 hrs.	25	25	50	
JM20.214	Corporate Communication	3	-	-	3	3 hrs.	25	25	50	
Skill Enhancement Courses										
MUE	Mody University Elective (Any one from the list)	3	-	-	3	3 hrs.	25	25	50	
	Sub Total				27					
FL	Foreign Language-IV	3	-	-	3	3 hrs.	25	25	50	
SF202	Social Grooming and Professional Skills*	-	-	2	1	3 hrs.	25	25	50	

B.A. J.M.C
Three -Year Programme
Academic Curriculum (2020-21 onwards)
Third Year

Autumn Semester	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW#	MTE	ETE
	Core Courses									
	JM20.301	Radio Journalism	3	-	-	3	3 hrs.	25	25	50
	JM20.303	Public Relation & Advertising	3	-	-	3	3 hrs.	25	25	50
	RM20.301	Research Methodology	2	-	-	2	3 hrs.	25	25	50
	JM20.305	Summer Term Project	-	-	-	5				100
	Discipline Specific Elective Course									
	JM20.307	Media, Gender & Human Rights	5	1	-	6	3 hrs.	25	25	50
	JM20.309	Practical: Radioprogramme Production	-	-	6	3	3 hrs.	50	—	50
JM20.311	Practical: PR & Advertising	-	-	6	3	3 hrs.	50	—	50	
Skill Enhancement Course										
FL	Foreign Language-IV	3	-	-	3	3 hrs.	25	25	50	
	Sub Total				25					
GE20.301	Proficiency (Non Credit)**				1					

Spring Semester	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW#	MTE	ETE
	Core Courses									
	JM20.302	Cyber Journalism/New Media	3	-	-	3	3 hrs.	25	25	50
	JM20.304	Global Media & Politics	3	-	-	3	3 hrs.	25	25	50
	JM20.306	Project	-	-	-	5				50
	Discipline Specific Elective Course									
	JM20.308	Communication Research & Method	5	1	-	6	3 hrs.	25	25	50
	JM20.310	Practical- New Media	-	-	6	3	3 hrs.	50	—	50
	JM20.312	Practical- Media Lab	-	-	6	3	3 hrs.	50	—	50
	Skill Enhancement Course									
	FL	Foreign Language-VI	3	-	-	3	3 hrs.	25	25	50
	Sub Total				23					
GE20.302	Proficiency (Non Credit)**				1					

Total Credits: 162

* Non Credit Compulsory Course

** Evaluation of proficiency will be based on the participation in co- curricular / extracurricular activities.

Course Work (CW) would include regularity, evaluation of assignments, class tests etc.

§ Evaluation of Project will be based on Report and viva-voce.

COURSE DESCRIPTION

B. A.J.M.C.

First Year

Autumn Semester

JM20.101	Introduction to communication & media	3-1-0-4 Total Lectures: 39
Prerequisite:	Student should have basic knowledge of communication and its role in masses.	
Objective:	To broaden and deepen the students understanding of the field of communication by introducing them to important aspects and nature of communication. To appraise the students with the use of various modes of communication in carrying out both pure and applied research in this discipline. To help them improve the quality of their communication by making effective use of media.	
Unit 1	Communication & Media: Definition, meaning & concept, Different types of communication: Verbal and written, Scope and Process of Communication, Mass Communication: Concept & Characteristics.	08
Unit 2	History of Mass Media: Mass Media: Meaning & Concept, Introduction to Indian Press, Brief account of the origin and development of newspaper and magazine in India, History of the development of electronic media in India: Radio & TV.	10
Unit 3	Mass media & Mass Culture: Role, objectives functions & achievements of Mass Media, Relation between Mass Media and Mass Culture and their development, Media as fourth pillar of democracy, Mass Media in Rural-Urban divide.	08
Unit 4	Media and Market and Technology: Changing trends of Mass Communication under the process of globalization, Private and Public Media, Media and Market: Nature, Relation & Expansion.	06
Unit 5	Media and Technology: Technology in the development of Media, Communication in the era of Social Media, Impact of social media on flow of information.	07
Course Outcome:		
1	After the completion of course, the students will have a clear understanding of communication and its need, importance and relevance to media.	
2	They will also understand mass media the historical aspect of various media, importance of audiences, viewers measuring systems and skills which enable them to work efficiently	
3	Access the impact of media on society.	
4	Understand the changing phase of media with the advancement of technology.	
Text Books:		
1	Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.	
2	Kamath M V. Professional journalism, Publisher: Vikas Pub House.	
Reference Books:		
1	J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi	
2	Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi	
3	George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication, 2007.	
4	Malti Mehta, Sharma S R (Ed) The development of mass communication, Sarup 2013	

JM20.103	Introduction to Journalism	3-1-0-3 Total Lectures: 39
Prerequisite:	Student should have basic understanding of news media.	
Objective:	To introduce students to the basics of journalism. To inculcate the knowledge of elements of journalism. To acquaint them with important aspects of the process of Journalism. To develop the knowledge of skills of journalism. To enhance understanding of the technical terms and jargons of Journalism.	
Unit 1	Introduction to Journalism:: Concept, nature, scope, function and types Role of Journalism in Society, Journalism and Democracy, Concept of Fourth Estate. Concept of Mass Communication, Mass Communication in India.	08
Unit 2	Different Aspects of Journalism: Journalism: Contemporary Issues in Journalism, Debates in Journalism, Elements of Journalism, Types of Journalism, Alternative Journalism.	09
Unit 3	Process of Journalism: Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism.	08
Unit 4	Skills of journalism: Convergence, Changing technology, online journalism, New trends in journalism. Technical terms of Journalism, Jargons of Journalism, Introduction to regional Journalism ,Journalism and globalization, Journalism and society	08
Unit 5	Newsroom: Collection of data, research, graphics, maps & compilation of News, Desk Copy, Role, functions and responsibilities of Copy editor and others.	06
Course Outcome:		
1	Students would be able to understand the basics of journalism.	
2	Students would be able to inculcate the knowledge of student elements of journalism.	
3	Students would be able to acquaint them with important aspects of the process of journalism	
4	Students would be able to develop the knowledge of skills of journalism.	
5	Students would be able to enhance understanding of the technical terms and jargons of journalism.	
Text Books:		
1	Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997	
2	Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi.	
Reference Books:		
1	Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi.	
2	Aruna Zachariah., Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi	
3	George A. Hough., News Writing, Kanishka Publishers, Delhi	
4	Suhas Chakravarty.,News Reporting & Editing : An Overview, Kanishka Publishers, Delhi.	

JM20.105	Project & Presentation of Print	0-0-4-2 Total Lectures: 39
Prerequisite:	Student must have understanding of news and basic computer skill.	
Objective:	To introduce students about the different aspects of newspaper & magazine. To develop the skill of understand news values. To understand the different steps of making project. To develop the skill of dibate and discussion. To acquaint them with important personalities in different field.	
Unit 1	Themes for the Project:Newspaper & Magazine. Critical and analytical review of issues and trend in Media, Collection of information and data relating to the topic and analysis of the same.	06
Unit 2	Steps of Project Report: Selection of the topic, Suitability of the topic, Relevance of the topic, comparative study of the topic.	06
Unit 3	Presentation: Make a presentation based on project followed by question answer session.	06
Unit 4	Discussion & Debate: Group discussion within the group on current affairs topic and review the analysis and editorial of different news paper.	05
Unit 5	Thumbnail sketches: Make a profile of different prominent personalities in different field.	03
Course Outcome:		
1	Students would be able to understand the story format of print media.	
2	Students would be able to identify news as per their news values.	
3	Students would be able to prepare good presentations with their current impact on audiences.	
4	Students would develop the skill of debate and discussion.	
Assignment & Practical:		
1	Choose the national and international prominent news and collect all cutting of news paper & magazine. 15 news from different field.	
2	Class room PPT presentation of given topic followed by QA and discussion.	
3	Debate on different current topics frequently.	
4	Prepare a project on international & national personalities from different field.	
5	Collect real time data on public opinion on any current event or news.	

JM20.107	News & Contemporary Issues- I	4-1-0-5 Total Lectures: 52
Prerequisite:	Student should have knowledge about the different news category.	
Objective:	To impart the extensive knowledge about the national issues, court proceedings and other related news. To inculcate the extensive knowledge about general awareness and contemporary activities at national and international level issues. To understand the news and basic concept of economics for understanding the economic health of country. To develop the critical understanding of current issues and discuss on them extensively.	
Unit 1	National News: Daily national news, Background to the news items, coverage of social media, Important bills, acts and Constitutional amendments passed by Indian Parliament, Important Supreme Court rulings.	12
Unit 2	International News: Daily international news, Background to the daily news. Thumbnail sketches of chief personalities figuring in current news reports Relevance of these reports to India and the world community or why they are considered to be important, Important actions taken under the UN umbrella, Regions of conflict in the world.	12
Unit 3	Economic News: Concept of economics, economic terms such as GNP, GDP, Per capita income, inflation, deflation and growth rate etc. Daily national economic news.	09
Unit 4	National & International Trade Scenario: Contemporary issues in public and trade sector. Foreign direct investment, foreign exchange rate related issue. International trade and its financial implication in India, issues in labor market-Migration, Unemployment and its impact on Indian economy.	09
Unit 5	Issues for Discussion: Globalization, The environment, US dominated world order – politically, culturally and economically, Parliamentary versus Presidential government, Indian Constitution – does it need a change? Naxalism and Marxism, Clash of civilizations, Should the nuclear club remain exclusive? Criminalization of politics, Reservation, Restructuring the UN	10
Course Outcome:		
1	Students would be able to understand the national issues, court proceedings and other related news.	
2	Students would be able to inculcate the extensive knowledge general awareness and contemporary activities at national and international level issues.	
3	Students would be able to develop the understanding of basic concept of economics for understanding the economic health of country.	
4	Students would be able to impart the extensive knowledge about national and international trade and business issues.	
Text Books:		
1	‘Arihant Current Affairs’(Latest edition)‘Basic General Knowledge’ (Latest edition).By V.V.K.Subburaj.Publication of Sura College Competetion.	
2	‘Basic General Knowledge’ (Latest edition).By V.V.K.Subburaj.Publication of Sura College Competetion.	
Reference Books:		
1	Daily News Paper & Magazin	
2	Prime time TV News Bulletin	
3	‘General knowledge’ (Latest edition): India & World. By Saumya Ranjan Behera. Maxcurious Publication	
4	‘General Knowledge’ (Latest edition) By Manohar s Pandey (Online publication). ‘Manorama’(Latest edition) .	

JM20.109	Writing for media-I	3-1-0-4 Total Lectures: 39
Prerequisite:	Student should have understanding of basic skills of writing.	
Objective:	Understand the techniques, formats and style of news story breakdowns, outlines etc. Perform basic reporting techniques, including conducting interviews and using online databases to gather information. To write a basic news story. To cover various University and Departmental activities and events and prepare news reports. To generate their story ideas and write articles, feature for the Departmental newspaper.	
Unit 1	Essentials of Good Writing: Art of Writing, Kinds of Media Writing: Inform, Describe & Persuade, The ABCD of Media Writing: Accuracy, Brevity, Clarity& Discernment.	06
Unit 2	Writing for Print Media: Basic principles of writing for print, Elements and Importance of News writing, Steps & elements of writing: editorial features & review.	06
Unit 3	Writing for Electronic Media: Basic principles of writing for electronic media: Radio & TV, Elements and Importance of News writing for Radio & TV, Steps & elements of writing for Radio & TV: editorial features & review.	04
Unit 4	Translation in Media: Concept & Definition of Translation, Nature & Norms of Translation, Types of Translation: Word to Word Translation, Literal Translation, Summarized Translation, The need and importance of Translation in Journalism, Guidelines for Translation.	06
Unit 5	Writing Techniques for News Media:- Prepare news from Press Release, Draft Press Release, Convert Print story to Electronic & Vice Versa. Synchronization of Audio & Visuals.	04
Course Outcome:		
1	The students will be able to write a hard news/summary that incorporates at least 3 of the 5 Ws, is 30 words or less.	
2	Upon completion of the course, students will demonstrate the ability to research and evaluate appropriate sources and background materials for a news story.	
3	The students will be able to write a complete hard news story using the inverted pyramid form and feature story.	
4	Students will understand and demonstrate the skill of writing for electronic media.	
Text Books:		
1	K.K. Rattu, Translation through media in New Millennium, Surubhi Publication, Jaipur.	
2	Thomas S. Kane, Oxford Essentials Guide To Writing.	
Reference Books:		
1	Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.	
2	Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.	
3	George.A.,Hough News Writing , Kanishka press	
4	Robert Mc. Lesh, Radio Production , Focal Press.	

HN20.101	व्यावहारिकहिन्दी (Applied/ Communicative Hindi)	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have knowledge of Hindi	
Objective:	To strengthen oral communication skills in Hindi Language. To develop the knowledge of written in Hindi Language. To improve vocabulary in Hindi Language. To enrich the knowledge of synonyms, antonyms, idioms and phrases. To inculcate the knowledge of grammar in Hindi Language	
Unit 1	भाषाकीसंकल्पना- भाषाईभेद-मौखिक, भाषाईभेद-लिखित, भाषाकामानकीकरण-स्थिति एवं चुनौतियाँ, भाषातथासमाजकापारस्परिकअन्तर्संबन्ध।	06
Unit 2	प्रयोजनमूलकहिन्दी-अभिप्राय , आवश्यकता, जनसंचारमाध्यमऔरहिन्दीभाषाक्षेत्रीयप्रभावक्षेत्रीयभाषाईप्रयोग।	06
Unit 3	हिन्दीव्याकरण-शब्दरूपऔरवाक्यरचना, अक्षरवर्णस्वरव्यंजन, उच्चारणअवयव,पर्याय, विलोम, समानार्थी, अनेकार्थीशब्द,हिन्दीकीप्रयोगात्मकतुटियाँ।	04
Unit 4	हिन्दीसाहित्यकासंक्षिप्तइतिहास- हिन्दीसाहित्यकीआधुनिकप्रवृत्तियाँ, हिन्दीकीसाहित्यिकविधाओंकापरिचय , हिन्दीगद्य , हिन्दीपद्य।	06
Unit 5	मुद्रितमाध्यमऔरहिन्दी- रेडियोकीभाषा, टेलीविजनकीभाषा,विज्ञापनकीभाषा, सोशलमीडियाकीभाषा।	04
Course Outcome:		
1	Students would be able to strengthen oral communication skills in Hindi Language.	
2	Student would be able to develop the knowledge of writing in Hindi/ Regional Language.	
3	Students would be able to improve vocabulary in Hindi Language.	
4	Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.	
5	Students would be able to inculcate the knowledge of grammar in Hindi/ Regional Language.	
Practical/Assignment:		
1	Go through the newspaper of a week and point out the mistakes by preparing a list of it in text and headlines.	
2	Translate 2 editorials	
Reference Books:		
1	भाटिया, डॉ. कैलाशचन्द्र, अनुवादकला: सिद्धांतऔरप्रयोग, तक्षशिलाप्रकाशन, नईदिल्ली।	
2	शर्मा, रघुनन्दनप्रसाद, प्रयोजनमूलकहिन्दी: सिद्धांतऔरव्यवहार, विश्वविद्यालयप्रकाशन, वाराणसी।	
3	अय्यर, विश्वनाथ, अनुवादकला, प्रभातप्रकाशन, दिल्ली	
4	कुमारचंद, जनसंचारमाध्यमोंमेंहिन्दी, क्लासिकलपब्लिशिंगकम्पनी, दिल्ली	

JM20.111	Practical-Computer Application for Mass Media	0-0-4-2 Total Lectures: 26
Prerequisite:	Student should have interest in computer and design.	

Objective:	To familiarise students with computers and Microsoft Windows. To train the students in word processing especially typing in Hindi/English. To make the students familiar with basic of computer operations and keyboard.	
Unit 1	Assessing the internet: Going to a specific website and bookmarking, Understanding how to search/Google effectively, Copy and paste Internet content into your documents and email, Demystifying the Cloud, Understanding social media platforms such as Facebook and Twitter, Computer security best practices PageMaker/Quark express.	06
Unit 2	Page designing: Describe DTP software used for design and layout.	06
Unit 3	Exercises and Assignment: Design and create layout using DTP software.	04
Unit 4	Exercises and Assignment: Design a visiting card, postcard, poster, brochure.	06
Unit 5	Exercises and Assignment: Design a magazine. Prepare front page of newspaper.	04
Course Outcome:		
1	Navigate the operating system and start applications. Perform basic functions of file management.	
2	Perform basic functions in a word processor and spreadsheet. Manage print settings and print documents	
3	Students can create poster, card, brochures & newspaper page.	
Practical/Assignment:		
1	Front page design of magazine.	
2	News paper/Tabloid design.	
3	Poster for social media campaign.	
4	Plan overall campaign through all media on any topic.	

EL20.109	Foundation Course in English	2-0-0-2 Total Lectures: 26
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Objective:	Student will be given knowledge of functional grammar in order to develop effective reading and writing skills.	
Unit 1	Sentence Structure: Elements of a sentence (Subject, verb, object, complement and adjunct) Articles: Definite and Indefinite & omission of articles	5
Unit 2	Transformation of Sentence Structure: Active and Passive Voice (statement, negative, interrogative and imperative), Direct and indirect narration (statement, negative, interrogative and imperative)	5
Unit 3	Correct Usage of Language: Tenses (Present, Past and Future), Phrasal verbs, Modals (can, could, will, would, shall, should, may, might, must, ought to, need) Common Errors in Effective Communication: How to avoid common sentence – structural errors, vocabulary and pronunciation	6
Unit 4	Writing Skills: Theme (Paragraph) writing, Letter (formal letters) and application writing, report writing, résumé writing	6
Unit 5	Reading Comprehension: Efficient reading and note taking	4
Course Outcome: The student will be able to:		
1	Learn the essentials of English Grammar.	
2	Apply the rules of grammar to use flawless English in speech and writing.	
3	Analyze, identify and rectify the common errors in speech and writing.	
4	Student can read with ease and fluently, enrich vocabulary and enjoy reading and writing.	
5	Evaluate a piece of writing keeping in mind all the rules of grammar studied.	
6	Read and comprehend English	
Text Books:		
1	Wren & Martin: English Grammar & Composition, S.Chand& Co, Delhi (Latest edition)	
2	Hornby A.S.: A Guide to patterns and usage, Oxford University Press, Delhi, 1954.	
Reference Books:		
1	Murphy and Reynold: Essentials of English grammar, Cambridge University Press, 4th printing 2007.	
2	Leech Geoffery: English Grammar for today, Longman, Delhi, 1973.	
3	Quirk &Greenbaum: University English Grammar, Longman Publications, 1973.	
4	Sharma, R.C. & Krishna Mohan: Business Correspondence & Report writing; Tata McGraw Hill, New Delhi (Latest edition).	

Spring Semester

JM20.102	Theory of Communication	4-1-0-5 Total Lectures: 52
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Prerequisite:	Student should have understanding of basic communication process.	
Objective:	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others. Students will understand the research methods associated with the study of human communication and its evolution, and apply at least one of those approaches to the analysis and evaluation of human communication.	
Unit 1	Communication: Definition, meaning, concept, elements, process, functions and scope, Types and forms of communication, Barriers to communication, 7 C's of communication.	08
Unit 2	Communication theory: Need & importance, Two Step and Multi Step Theory, Hypodermic needle theory.	08
Unit 3	Communication model: Need & importance, SMCR Model, Shannon and Weaver Model, Harold D. Lasswel's Model, Charles E Osgood's, Wilbur Shramm's.	08
Unit 4	Sociological Theory of Communication: Cultivation Theory, Agenda-Setting Theory, The Uses and Gratification Theory, Dependency Theory.	13
Unit 5	Normative Theory of Communication: Authoritarian Theory, Free Press Theory, Social Responsibility Theory, Communist Media Theory, Development Communication Theory, Democratic Participant Theory & Mass Society Theory, Political Economic Media Theory.	15
Course Outcome:		
1	Students will be able to understand and apply knowledge of human communication.	
2	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.	
3	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline	
Text Books:		
1	De Fleur, M ,Theories of Mass Communication, 2nd Edition, New York; David Mc Kay	
2	McQuail's Mass Communication Theory, 6 th Edition, SAGE Publication, New Delhi	
Reference Books:		
1	Taylor, Rosegrant, Meyrs Communicating, Prentice Hal	
2	Allan and Barbara Pease, The Definitive Book of Body Language, Munjal Publishing House	
3	D.M. Silviera, Personal Growth Companion, Classic Publishing.	
4	Dan LaugheyKey ,Themes in Media Theories, Rawat Publication.	

JM20.104	Reporting & Editing for Print-I	3-0-0-3 Total Lectures: 39
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Prerequisite:	Students should have interest in field work or public interaction.	
Objective:	To understand the working pattern of various print media platforms To familiarize the students with the basics of writing and reporting of print media. To create understanding of various print media content. To develop the knowledge of news agency. To inculcate the knowledge of editing.	
Unit 1	BasicsofReporting: BasicsofReporting:principles ofreporting,functions andresponsibilities.Writingnews: Lead-typesoflead,body.Reporting: Newspapers,NewsAgenciesandMagazines. Techniques of re writing news agency copy, reporting technique	08
Unit 2	Reporters: Qualitiesand Responsibilities.Reporting fordifferentbeats. Reporting forNewspapers–Reporting theexpected &unexpected.Reporting Skills- Nose forNews, Observation (listening &seeing) Taking notes finding, checking, verifying, analyzing& interpreting information.	08
Unit 3	Types of Reporting: Reporting- crime,courts,society,culture,education, politics,sports,commerceandbusinessandlifestyle. Extracting Storiesfrom outsidources:Citizens, Pressreleases,Institutional sources, Ministers & Govt. Departments etc. Pitfalls and problems in reporting.	08
Unit 4	Editing: Natureandneed forediting,Principlesofediting.Functionsof editorial desk. Copy editing. Preparation ofcopyforpress, stylesheet. Editingsymbols, proofreadingsymbols andtheir significance.	08
Unit 5	Newspaper & Magazine: Difference between writing for a Newspaper and Magazines. Various types of Magazines and their writing styles (lifestyle, developmental magazines, etc.) Writing a Travelogue. Writing for a Magazine	07
Course Outcome:		
1	Students would able to understand the working pattern of various print media platform.	
2	Students would be able to familiarize themselves with the basics of writing of print media.	
4	Students would be able to create understanding of various print media content and reporting skill.	
5	Students would be able to develop the knowledge of news agency.	
6	Students would be able to inculcate the knowledge of book editing.	
Text Books:		
1	Kamat, M. V.(1980). <i>TheProfessional Journalism</i> . New Delhi:Vikas Publishing	
2	PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi..	
Reference Books:		
1	Hough, G. (1995). <i>NewsWriting</i> . New Delhi:KanishkaPublishers	
2	Robey, L Cora. (1992). <i>New Handbook ofBasic Writing Skills</i> . Orlando:HarcourtCollege Publication.	
3	Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Pressur’s Handboo Richard Keeble, Routledge Publication.	
4	Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers	

JM 20.106	Design & Graphics lab	0-0-4-2 Total Lectures: 26
Prerequisite:	Student should have interest in design and basic knowledge of computer.	

Objective:	To make the students proficient about the aesthetics of design. To make the students understand the layout of Newspapers. To provide hands on training on software - Adobe Photoshop and QuarkXpress.	
Unit 1	Principles of Design & Graphics: Basics of Design and Graphics, Element of principles of design. Typography: physical form, aesthetics and classifications. Color: physical forms, psychology, color scheme and production.	06
Unit 2	Layout: Components of layout and layout planning, advertisement layout, broadcast and tabloid layout, magazine and book layout	06
Unit 3	Exercises and Assignment: To work with different textures, color schemes and other elements on different topics/themes.To work on various types of signo-graphic, calligraphic and typographic letterforms.	04
Unit 4	Visual and Design: Visuals: Physical forms, functions and editing, poster design, logo design, brochure design.	06
Unit 5	Exercises/ Assignment: Design a logo. Design flash cards. Design and develop a booklet (story/rhymes/play/comic or any other) Visit a printing press. Designing layout of newspaper on QuarkXpress software.Editing of captured images with the help of Photoshop.Rewriting and editing of news stories as per news value and requirement of design.	04
Course Outcome:		
1	Students will be ready to become newspaper designers.	
2	Students will become proficient in photo editing.	
3	Students will understand the elements and designing of newspaper.	
4	Students will be able to design logo, poster and brochures.	
Text Books:		
1	N.N. Sarkar, Art and Production, Sagar Publishers, new Delhi 2001	
2	N.N. Sarkar, Designing Print Communication, Sagar Publishers, new Delhi 1998	
3	A.K. Dhar, Printing and Publishing	

JM20.108	News & Contemporary Issues-II	3-1-0-4
Prerequisite:	Student should have understanding of different news segments.	
		Total Lectures: 39

Objective:	To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level. To develop the extensive knowledge about general awareness and contemporary activities at local, regional, national and international level about socio-political issues. To inculcate the extensive knowledge about contemporary activities at local, regional, national and international level about trade and business issues. To develop the skill of discussion and debate on different current issues.	
Unit 1	National & International News: Daily national & international news, Background to the news items. International news and its impact on India. India foreign policy etc.	08
Unit 2	Social Issues: Understanding society, social issues, change & development, social issues relating the problem of women, children, youth, Dalits, Tribal, LGBT community & other marginalized sections. Critical contemporary debates around the social issues, Media coverage of these issues etc.	08
Unit 3	Economic News: Regional economic groupings of the world and their functioning, The European Union and its expansion.	07
Unit 4	Trade & Market:- The World Bank, The Asian Development Bank, World Economic Forum, Profile of the Indian economy (industry, agriculture, infrastructure, growth rates, world ranking, role of planning, budgets and government policies), The world's top 10 economies.	07
Unit 5	Issues for Discussion: Current political, social & economic issues. Environment & Global warming, Rise of Asian countries & India. Role of ASEAN & BRICS etc.	09
Course Outcome:		
1	Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level.	
2	Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio- political issues	
3	Students would be able to inculcate the extensive knowledge about general knowledge, and contemporary activities at local, regional, national and international level about business and economic issues.	
4	Students would be able to develop the extensive knowledge about national and international level about media related issues and debate with different views and opinions.	
Text Books:		
1	'Arihant Current Affairs'(Latest edition)'Basic General Knowledge' (Latest edition).By V.V.K.Subburaj.Publication of Sura College Competetion.	
2	'Basic General Knowledge' (Latest edition).By V.V.K.Subburaj.Publication of Sura College Competetion.	
Reference Books:		
1	Daily News Paper &Magazine and prime time news on TV	
2	Yojna & Kurukshetra magazine by Niti aayog.	
3	Frontline & outlook magazine.	
4	'General knowledge' (Latest edition): India & World. By Saumya Ranjan Behera. Maxcurious Publication	

JM20.110	Writing For Media -II	3-1-0-4
Prerequisite:	Student should have interest in writing and understanding of news.	
		Total Lectures: 39

Objective:	Understand the techniques, formats and style of news story breakdowns, outlines etc. Perform basic reporting techniques, including conducting interviews and using online databases to gather information. To write a opinion and views for news paper and magazines. To prepare feature/ special stories for university newsletter and other online media. To prepare their own news capsule in audio visual format.	
Unit 1	Writing News for Newspaper: Hard News vs. Soft News, 5W's & 1H Formula, Basic components of a news story- Brevity, Dateline, Credit Line, Byline.	08
Unit 2	Newspaper Writing: News writing vs. Opinion writing, Reading and reviewing Newspapers and Magazine.	09
Unit 3	Feature Writing: Human interest, Backgrounder, Sports, Entertainment feature writing. Editorial, Article writing	08
Unit 4	Writing for Electronic Media: Format of TV news writing. Writing for Radio & TV-Interviews, news, discussion.	08
Unit 5	Format of Electronic Media: Format of news Bulletin, Audio-Visual combination & synchronization.	06
Course Outcome:		
1	The students will be able to write a hard news/summary and crime or political story	
2	Upon completion of the course, students will demonstrate the ability to research and evaluate appropriate sources and background materials for a news story.	
3	The students will be able to write different feature stories and opinion.	
4	Students will demonstrate the skill of preparing capsule for electronic media.	
Text Books:		
1	Bruce D. Itule and Douglas A. Anderson. <i>News writing and reporting for today's media</i> ; McGraw Hill Publication, 2000	
2	George Rodmann. <i>Mass Media in a Changing World</i> ; Mcgraw Hill Publication,2000	
Reference Books:		
1	Richard Keeble. <i>The Newspaper's Handbook</i> ; Routledge Publication,2006.	
2	Jitendra Gupt and Priyadarshan Patrakarita Mein Anuvaad, Radha Krishna Prakashan, N.Delhi.	
3	Laxmikant Pandey, Translation, Objects and Methods.	
4	M.L. Stein, Susan Paterno& R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing,2006.	

JM20.112	Practical-Reporting & Editing for print	0-0-4-2 Total Lectures: 26
Prerequisite:	Student should have interest in writing and story telling.	

Objective:	Understand the techniques, formats and style of story breakdowns, outlines, treatments, and story plotting. Identify current trends and major practitioners of the writing craft. To train the students in reflecting critically on the conventions of storytelling.	
Unit 1	Introduction to dramatic storytelling / generating ideas: Specific techniques for generating ideas. The drafting process: Techniques for approaching the first draft	06
Unit 2	Characterization: Techniques for creating effective characters. The art and craft of dialogue: Dialogue writing exercise (dialogue as dramatic action) Dialogue writing exercise (subtext) Dialogue writing exercise.	06
Unit 3	Story Plot structure: Discussion on anatomy of a well-crafted scene. Analysis of key scenes from viewed films or stories.	04
Unit 4	Rewriting & Editing: Techniques for evaluating your draft. The rewriting process – tips and techniques. Edit the story with the help of editing symbols.	06
Unit 5	Exercises and Assignment: Story creation- feature, drama, crime, social awareness etc.	04
Course Outcome:		
1	Students will be able to write with the rigorous discipline of the committed writer.	
2	Students will be enabled to work on both self-assigned and commissioned stories.	
3	Students will understand the role of writers and others in the industry, and how to present story ideas to industry gatekeepers.	
Text Books:		
1	Kamat, M. V.(1980). <i>The Professional Journalism</i> . New Delhi:Vikas Publishing.	
2	PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.	
Reference Books:		
1	Hough, G. (1995). <i>News Writing</i> . New Delhi:Kanishka Publishers	
2	Robey, L Cora. (1992). <i>New Handbook of Basic Writing Skills</i> . Orlando:Harcourt College Publication.	
3	Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Pressur's Handboo Richard Keeble, Routledge Publication.	
4	Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers.	

HN20.102	व्यावहारिक हिन्दी II- प्रयोगात्मक (Applied/ Communicative Hindi II- Practical)	0-0-4-2 Total Lectures: 26
Prerequisite:	Student should have understanding of Hindi writing and language.	

Objective:	विद्यार्थियोंमेंहिन्दीव्याकरणऔरलेखनकीक्षमताविकसितकरना। सरकारीदैनिककामकाजमेंप्रयुक्तहोनेवालीशब्दावलीसेपरिचितकरवाना। प्रशासनिकहिन्दीकेविविधरूपोंकापहचानकरवाना।	
Unit 1	कार्यालयनिर्गतपत्र, ज्ञापन, परिपत्र, आदेश, सूचनाएंएवंनिविदालेखन।	08
Unit 2	हिन्दीमेंविज्ञापनलेखन।	09
Unit 3	हिन्दीमेंटाइपिंगअभ्यास।	08
Unit 4	हिन्दीमेंप्रेसविज्ञप्तिबनाना।	08
Unit 5	हिन्दीमेंरचनात्मकलेखनअभ्यास।	06
Course Outcome:		
1	विद्यार्थियोंकोप्रशासनिकप्रवाचाचारकीजानकारीमिलेगी।	
2	प्रशासनिकहिन्दीकेविविधरूपोंकीपहचानएवंप्रयोगमेंदक्षताहासिलहोगी।	
3	हिन्दीमेंरचनात्मकलेखनकरनेमेंसक्षमहोंगे।	
4	अंग्रेजीसेहिन्दीमेंअनुवादकरनेमेंसक्षमहोंगे।	
Assignment:		
1	हिन्दीमेंअलगअलगपांचविषयोंपरप्रेसरिलिज।	
2	हिन्दीमेंपांचफीचरकहानी।	
3	अंग्रेजीसमाचारकाहिन्दीमेंअनुवाद।	

EV20.102	Environmental Studies	4-0-0-4 Total Lectures: 52
Objective:	To develop the conciseness among the students for Environmental Conservation and Sustainability and to connect the students directly with nature and nature conservation for becoming a responsible citizen of India.	
Unit 1	Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance;	9

	Concept of sustainability and sustainable development.	
Unit 2	Ecosystems: What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).	10
Unit 3	Natural Resources: Renewable and Non-renewable Resources: Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Heating of earth and circulation of air; air mass formation and precipitation. Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.	08
Unit 4	Biodiversity and Conservation: Levels of biological diversity :genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	08
Unit 5	Environmental Pollution: Environmental pollution : types, causes, effects and controls; Air, water, soil, chemical and noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measures of urban and industrial waste. Pollution case studies.	8
Unit 6	Environmental Policies & Practices. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws : Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; International agreements; Montreal and Kyoto protocols and conservation on Biological Diversity (CBD). The Chemical Weapons Convention (CWC). Nature reserves, tribal population and rights, and human, wildlife conflicts in Indian context.	7
Unit 7	Human Communities and the Environment: Human Communities and the Environment. Human population and growth: Impacts on environment, human health and welfares. Carbon foot-print. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquakes, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnios of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).	6
Unit 8	Field work: Visit to an area to document environmental assets; river/forest/flora/fauna, etc. Visit to a local polluted site – Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems-pond, river, etc.	5
Course Outcome:		
	After completion of the course, students would be able to understand the environment and ecological process to sustain the life on earth. Students will also be able to apply the earned knowledge in conservation of nature and prevention of environmental pollution.	
Text Books:		
	1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt. 2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press. 3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge. 4. Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press. 5. Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation	

	Biology. Sunderland: Sinauer Associates, 2006. 6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37. 7. McCully, P.1996. Rivers no more: the environmental effects of dams(pp. 29-64). Zed Books. McNeil, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
Reference Books:	
	1. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons. 2. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent. 3. Warren, C.E. 1971. Biology and Water Pollution Control. WB Saunders. 4. Wilson, E.O. 2006. The Creation: An appeal to save life on earth. New York: Norton. 5. World Commission on environment and Development. 1987. Our Common Future. Oxford University Press. 6. www.nacwc.nic.in 22.www.opcw.org

**Second Year
Autumn Semester**

JM20.201	Reporting & Editing for Print-II	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have understanding of news and its structure.	
Objective:	To develop an understanding among the student about the set up of a daily newspaper and	

	reporting and editing jobs performed in it. To tell them in particular about Newsroom operations and it's functioning in the Local/ National context. To apprise the students with the role of design in the process of communication. Typography, image, space, colour, and form will be integrated as the term progresses.	
Unit 1	Covering News: Reporter- role, functions and qualities; General assignment reporting/ working on a beat; news agency reporting, Covering Speeches, Meetings and Press Conferences; Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports.	08
Unit 2	Interviewing /Types of News Leads Interviewing: Doing the research, Setting-up the interview, Conducting the interview, News Leads/intros, Structure of the News Story– Inverted Pyramid style, Lead: importance, Types of lead, Body of the story, Features, Types of features and Human interest stories, Difference between articles and features.	10
Unit 3	The Newspaper Newsroom: Organizational setup of a Newspaper, Editorial Department, Introduction to editing, Principles of editing, Headlines, importance, Functions of headlines, Typography and Style, Language, Types of headline, Style sheet, Importance of pictures, Selection of News Pictures.	08
Unit 4	Editorial Page: Structure, Purpose, Edits, Middles, Letters to the Editor, Special Articles, Op. Ed Page; Role of Sub/Copy-Editor, News Editor and Editor, Chief of Bureau and Correspondents.	06
Unit 5	Special Assignment : special stories for special or additional addition of newspaper. Structure and necessity of special edition. Difference of regular and special edition.	07
Course Outcome:		
1	After the completion of course, the students will learn the essential skills of reporting, feature writing, subbing, interviewing, researching, designing and layout.	
2	They will also be able to demonstrate the ability to research and evaluate appropriate sources and background materials for a news story and write a complete hard news story using various writing styles.	
3	The students will be sensitized to the art and craft of editing and inculcate the qualities required to be a competent and responsible Sub-editor.	
Text Books:		
1	Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications	
2	Kamat, M. V.(1980). <i>The Professional Journalism</i> . New Delhi: Vikas Publishing	
Reference Books:		
1	The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication	
2	News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication	
3	Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press	
4	News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003	

JM20.203	Media Laws & Ethics	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have interest in law and fundamental rights.	
Objective:	To enhance the knowledge of the students regarding press laws vis-à-vis media.	

	To develop knowledge and understanding of the principle and concepts of media ethics. To apply relevant ethical frameworks to case studies from the media.	
Unit 1	Introduction of Indian Constitution: Indian Constitution and freedom of press, reasonable restrictions, privileges, laws of defamation, contempt of legislature, and court, censorship, need for a free press in a democracy.	10
Unit 2	Media Ethics: What is Media Ethics? Why Media Ethics? Media's ethical problems including privacy, right to reply, sting operations, media ownership, paid news, Accountability and Independence of Media – Self Regulation.	07
Unit 3	Acts and Laws: The Press Council Act, Functions of Press Commission, Copyright Act 1957, Official Secrets Act 1923, Right to Information Act 2005, 66A of IT Act, Press Registration of Books Act, 1867, Cable Television Act and Rules, Cinematography Act, Cyber Laws etc.	08
Unit 4	Official Secrets: Official secrets – sedition – Drugs and Magic Remedies (Objectionable) Advertisements Act, 1954, obscenity, copyright, monopolies and restrictive trade practices, Press Council, ombudsman, right to information, right to reply, codes of ethics, confidentiality of sources of information.	08
Unit 5	Press Commission: Formation and Recommendations; Mc Bride Commission; Press Council of India (Working, Composition and Powers); Press Committees: Sengupta Committee, Verghese Committee, Joshi Committee, Chanda Committee; Prasar Bharati Act: Constitution of Prasar Bharti Board and its constitution.	06
Course Outcome:		
1	Students will gain knowledge of Laws and Ethics related to media.	
2	Ability to solve problems of competing values, both news values and social values, when making writing and publishing decisions.	
4	Ability to collect and analyze news, information and documents in a way that complies within law but also maintains the boundaries of press freedom and responsibility.	
Text Books:		
1	Rayudu, C. S. and Nageshwar Rao, S. B. (2014). <i>Mass Media Laws & Regulations Himalaya Publishing House</i> . Bombay: Himalaya Publishing House.	
2	Ravindran, R. K. (1997). <i>Press in the Indian Constitution</i> . New Delhi: Indian Publishers Distributors.	
Reference Books:		
1	Thakurta, P. G. <i>Media Ethics-Making and Breaking News</i> . New Delhi: Oxford University	
2	Hakemuldar, J. R., Juge, F. A. C. D. and Singh, P. P. (1998) <i>Principles & Ethics of Journalism</i> . New Delhi: Anmol Publications.	
3	Raminder Kaur, William Mazzarella, <i>Censorship in South Asia: Cultural Regulation from Sedition to Seduction</i>	
4	Thakurta, Paranjy Guha, <i>Media Ethics</i> , Oxford University Press, 2009	

JM20.205	Photo Journalism	3-1-0-4 Total Lectures: 39
Prerequisite:	Student should have interest in photography.	
Objective:	Impart basic concepts and importance of Photography.	

	Prepare photo journalist. Encourage self employment. Encourage creative skills. Develop interest in photo journalism.	
Unit 1	Introduction to Photography: Introduction to Photography, Brief History of photography, what is photography. The role & importance of photography. Principles of Photographic composition. Various types of photography: Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night Photography.	08
Unit 2	Camera: Basic Parts of film & digital camera:- Lens, Aperture, Shutter, View finder, Memory. Camera formats. Photographic lenses – prime & zoom lens, angle of view. Aperture, Depth of focus, Depth of field and how they work. Lens perspective, film speed, flashgun, light meter, Exposure Control – relationship between shutter speed and aperture.	08
Unit 3	Light for Camera: Principles of Light, Various equipment's of lighting, Sources of light: Natural & artificial, different types of lighting used in videography. Nature and physical properties of light direction and angle of light: front, side and back. Lighting contrast and its control by fill in lights: One, two & three point lighting. Key, fill and back light, use of filter and reflectors.	08
Unit 4	Editing: Photograph Editing Techniques - Cropping, Enlarging & reducing Clipping/Grouping, Colour composition, Filter, length, focus, Shots	08
Unit 5	Branches of Photography: Need and importance. Advertising photography, Modeling & portfolio, Wildlife Photography, Photography and Ethics.	07
Course Outcome:		
1	Student would learn the concepts and importance of photography.	
2	Learner would be able to understand photo coverage and photo Journalism.	
3	Student would be ready to join any media organization as photo Journalist.	
4	To understand the importance of photo features.	
5	student would know the different branches of photography and may be self-employed.	
Text Books:		
1	Sharma, O.P. <i>Practical Photography</i> . (2003). New Delhi: Hind Pocket Book	
2	Langford, M. (2000). <i>Basic Photography</i> . New Delhi: Focal Press	
Reference Books:		
1	Folts, J.A. and Lovell, R. P. <i>Handbook of Photography</i> .	
2	Practical Photography Digital Camera School : The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London)	

JM20.207	Practical Photography	0-0-4-2 Total Lectures: 26
Prerequisite:	Student should have basic understanding of photography.	
Objective:	Learn the handling of Digital SLR Camera. To understand the composition and Shoot in different lighting conditions.	

	Demonstrate the skill to make a photo feature on a specific topic. Develop creative skills. Understand photography and develop interest in photo journalism.	
Unit 1	Digital portfolio with print, photoshop & photo editing.	06
Unit 2	Nature photography, natural light and shadow	06
Unit 3	Candid photography	04
Unit 4	Product photography	06
Unit 5	Architecture photography.	04
Course Outcome:		
1	At the end of this subject the students will be able to understand the basics and techniques of Camera operation, and photography.	
2	They will also be able to understand the usefulness of photo journalism in the various platforms of media and communication.	
3	Students will be able to work as free-lance photojournalist.	
4	Students would be able to peruse their hobby and do some out of box photography.	
Assignment:		
1	Outdoor Shoot: Using Digital SLR and Mobile camera/developing an idea and practice.	
2	Making a Photo feature on a specific topic by using self-clicked photographs from Digital Camera.	
3	Studio Photo Shoot: Shooting exercise in artificial lights.	
4	Effective ways of taking pictures of different types. Landscape, Portraits and Photo Feature: Selection and framing the Subject, Landscape (scenic, people, birds/animals, monuments), Portraits, Silhouette, Freezing movement, Montage.	

JM20.209	Introduction to Broadcast Media	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have interest in electronic media or TV.	
Objective:	To learn how is radio different from other media. To teach and demonstrate the ability to effectively apply oral presentation techniques in	

	various communication settings Apply the principles of intrapersonal communication in collaborative production work.	
Unit 1	Visual Language: Perception; Composition; Classification of Shots; Video Camera: Parts of a Video Camera; Working of a Video Camera.	06
Unit 2	Visual: Characteristics of Television as a Medium, Still Image, Television image, Digital image, Edited image, Changing ecology of images today, Visual perspective, Visual grammar, Camera movement, Types of shots, Concept of continuity, Imaginary line.	08
Unit 3	Camera: Structure of camera, Single & 3 CCD, Camera Basics; Viewfinder, Camera Lens systems and control, White balance, Handling the Camera; Contrast ratio, aspect ratio, Exposure and Zebra, Shutter Speed, Focus; Selective Focus, Follow Focus, Rack Focus, Depth-of-field. Camera Features and their Effects: Optical Zoom, Digital Zoom, Neutral Density Filter, Image Distortion, Shooting Frame Rate.	10
Unit 4	Production Format: Single camera shoot, Multi camera shoot, Elements of a TV news story; Gathering, Writing, Reporting, Elements of a TV news bulletins, Basics of editing; Basic software and its techniques, Basics of Recording and editing sounds.	06
Unit 5	Role of Radio & TV in social change, education & entertainment; T.V Channel Structure and Working, Functioning of a TV Studio, Packaging Design and Capsule. Video production team, Role of producer, director; cameraman, floor manager, editor etc., Radio Production team. Production Process: Pre-Production, Production and Post Production.	09
Course Outcome:		
1	Students will be sensitized about the development of concepts for documentaries and television programs, scripting, directing, camera handling, programming and editing.	
2	Students will understand the basic concepts and terminology specific to the media of radio and television.	
4	Students will have practical knowledge to conduct research in radio and TV communication.	
Text Books:		
1	P.C. Chatterjee, Broadcasting in India, New Delhi, Sage Publication.	
2	Martin Conboy, Broadcast Technology and Journalism, Sage Publication	
Reference Books:		
1	Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)	
2	Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)	
3	The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)	
4	Jane Chapman, Marie Kinsey, Broadcast Journalism-A critical Introduction, Routledge, 2009	

JM20.211	Film Appreciation	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have interest in cinema.	
Objective:	To learn how to read and analyze film as you would a novel, a poem or a short story. To familiarize the students with certain theoretical ideas presented by major film	

	theorists. To explore the major aesthetic trends in the history of cinema.	
Unit 1	Language of Cinema I: Focus on Visual Language, Shot scene, Deep focus, Continuity editing, Montage, Watching films and understanding the concept practically.	08
Unit 2	Language of Cinema II: Focus on sound and color, Diegetic and Non Diegetic sound, Off scree sound, sync sound, use of color as a stylistic element, Difference between story plot, screenplay, watching relevant film.	08
Unit 3	Alternative Vision: Third cinema and non-fiction cinema, Introduction to Feminist film theory, special focus on Satyajit Ray and Guru Dutt, watching relevant film.	08
Unit 4	Globalization: Globalization and Indian Cinema, The multiplex era, Film culture, watching relevant film.	06
Unit 5	Hindi Cinema: Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New- Wave; Globalisation and Indian Cinema; Film Culture.	09
Course Outcome:		
1	Students will be able to recognize formal elements; they acquire and apply tools (terminology, methods) to carry out rigorous formal analysis of film.	
2	Students will understand how film has changed over time as an aesthetic form, as an industry, and as a social institution.	
3	IT will construct focused knowledge in one area and reflect on its relation to Film Studies as a field of interdisciplinary inquiries about cinema.	
Text Books/ Recommended Screening:		
1	Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism) Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir).	
2	Rear Window by Alfred Hitchcock (Language of Cinema). PatherPanchaliby Satyajit Ray. The hour of the Furnaces by Fernando Solanas Nishantby ShyamBenegal/Aakrosh by GovindNihalani (Indian New wave). Pyaasaby Guru Dutt.	
Screening/Reference Book:		
1	Andre Bazin, "The Ontology of the Photographic Image" from his book What is Cinema Vol.I	
2	Battelship, Potempkinby Sergei Eisenstin (Language of Cinema)	
3	Man with a Movie Camera by Dziga Vertov/ Germany Year Zero directed by oberto Rosselini	
4	Berekeley, Los Angeles and London: University of California Press: 1967, 9-16	

JM20.213	Media Management	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have basic interest to understand the media & the world.	
Objective:	To learn the process of infusing management theories and principles in media business. To understand the managerial work involved in the ever-growing media industry and to	

	initiate team spirit, development for creative work among students. To learn about media economics, strategic management and marketing.	
Unit 1	Media Management: An Introduction:- Media as an industry and profession Journalists becoming managers, Ownership patterns of mass media: Print and Broadcast Media, Organizational structure: Different Departments, General Management, Control and co-ordination, Hierarchy.	08
Unit 2	Contemporary Practices in Media Management:- Media ventures: Growth of Indian Print Media Business, Growth of Indian TV Industry, Resurgence of Radio Industry, The Indian Film Industry-Problems, process and prospects of Indian Media Business Media Industry: Changing commercial equations vis-à-vis market and audience	08
Unit 3	Media and Globalization:- Foreign equity in Indian media, The concept of global media, Global Media Giants and their selected holdings, Globalization of media and its impact.	06
Unit 4	Media & Digitization: - Rise of Social & digital media, its impact on society & traditional media. Management of social media, Opinion formulation, setting market trends etc.	08
Unit 5	Media Economics, Strategies, Management and Marketing : Understanding Media Economics- Economic thought; Theoretical foundations, issue and concerns of media economics; Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces.	09
Course Outcome:		
1	After the completion of this course the students will be able to understand the management matrix applied in media industry.	
2	To understand the trends, strength and revenue resources and its administrations.	
3	Students will be conversant about the structure of news media organizations.	
Text Books:		
1	Rayadu CS, Media and Communication Management, Himalaya Publishing House	
2	George Rodmann. <i>Mass Media in a Changing World</i> ; Mcgraw Hill Publication,2007.	
Reference Books:		
1	Richard Keeble. <i>The Newspaper's Handbook</i> ; Routledge Publication,2006.	
2	Rucker & Williams, Newspaper Organization and Management, Books On Demand Sindhwan, Newspaper Economics and Management, Ankur Publishing House	
3	Mocavati& Pringle, Electronic media Management, Focal Press	
4	Bruce D. Itule and Douglas A. Anderson. <i>News writing and reporting for today's media</i> ; McGraw Hill Publication, 2000.	

JM20.215	Multimedia Journalism	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have basic knowledge of internet media.	
Objective:	Explain the uses of cyber media for journalistic purpose. Understand the applications of the uses of online tools for communication.	

	To train the students about design aesthetics for web news production.	
Unit 1	Web Journalism: Definition, origin, development and contemporary relevance; differences from traditional journalistic practices Audiences of Web Journalism, web broadcasting, search engine optimization.	08
Unit 2	Writing for the Web: Online editions of newspapers, Online reporting-tools for newsgathering, principles, limitations and new trends; Editing of web content; Management and economics of online editions; online advertisements and their types.	10
Unit 3	Promotional writing for the Web: Sales latter, create funnel through writing. Direct or indirect promotion of products or issues. Awareness drive among masses.	06
Unit 4	Characteristics of the Web: Interactivity, sociability, multimedia content, autonomy, playfulness, privacy, personalization, digitization and convergence Themes and issues in Web Journalism: Security issues on the Internet- social, political, legal and ethical issues related IT and CT.	07
Unit 5	Design aesthetics: Graphic design- meaning, nature- art/ craft, Design elements Design Process, Principles, stages of designing, typography, layout, design identity.	08
Course Outcome:		
1	The students will understand the difference between traditional journalistic practices and web news production.	
2	The students will be able to create effective stories for online media.	
3	The students will become proficient editing and managing the web content.	
Text Books:		
1	Ambrose, G., & Harris, P. (2009). Basics design 08: design thinking (Vol. 8). Ava Publishing.	
2	Samara, Timothy. (2008). Publication Design Workbook: A Real-World Design Guide. Delhi: Orient Longman.	
Reference Books:		
1	Wood, Allan. (2010). The Graphic Designer’s Digital Toolkit, London: Focal Press.	
2	Ambrose, G., & Harris, P. (2006). The visual dictionary of graphic design. AVA Publishing.	

Spring Semester

JM20.202	Introduction to TV Journalism & Production	3-1-0-4 Total Lectures: 39
Prerequisite:	Student should have interest in TV news and its making.	
Objective:	To learn the basics of TV reporting writing and getting the visuals. To understand the basics of TV programme packaging and production. To demonstrate the ability to effectively apply the synchronization of audio visual	

	medium. Apply the principles of intrapersonal communication in collaborative production work.	
Unit 1	Reporting for TV: Nature and Language of TV, TV News script format, Fundamentals of TV reporting: Reporting skills, Ethics for TV reporting and sting operations. Writing and Reporting for TV: Finding the story and developing the sources, gathering the facts (getting right visuals, facts and figures)	08
Unit 2	Packaging for TV: Types of TV Programs, Concept of Breaking News, Scripting for Fiction/Non Fiction Formats. Talk Show, Panel discussion, Recorded Programs. Interview – types of news interview, art of conducting a good interview, Packaging, Anchoring.	08
Unit 3	TV Programme Production: Stages of production – pre-production, production and post-production. The production personnel, Single camera and Multi-camera production, use of graphics and special effects, basics of editing.	08
Unit 4	TV Programme Editing: Types of editing – linear and non-linear editing, online and offline editing. Editing on different software. Process of visualization and its importance. Visual grammar and language.	08
Unit 5	TV Programme Packaging: Format Of packaging – fiction, non-fiction. Ingredients of news packaging – graphics, Aston, ambience, music, voice over, sound and visual correction.	07
Course Outcome:		
1	Students will be sensitized about the development of concepts for documentaries and television programs, scripting, directing, camera handling, programming and editing.	
2	Students will understand the basic concepts and terminology specific to the media of television.	
4	Students will have practical knowledge of TV production.	
5	Students will demonstrate the skill of producing fiction and non-fiction programmes.	
6	Students will understand the impact of audio visual media on masses.	
Text Books:		
1	Bhat, S.C. (1993). <i>Broadcast Journalism: Basic Principles</i> . Delhi: Haranand Publications.	
2	Zettl, H. (2011). <i>Handbook of Television Production</i> . Cengage Learning.	
Reference Books:		
1	De Fleur, M. (1982). <i>Theories of Mass Communication</i> . New York: David McKay.	
2	Jan, R. H., Ray A. C. de Jonge and Singh, P. P. <i>Broadcast Journalism</i> . New Delhi: Anmol Publication.	
3	Donald, R. and Spann, T. (2000). <i>Fundamentals of Television Production</i> . New Delhi: Surjeet Publication.	
4	Burrows, T. D. and Gross, L. S. <i>Video Production</i> . New York: McGraw Hill.	

JM20.204	Advanced Broadcast Media	3-1-0-4 Total Lectures: 39
Prerequisite:	Student must have basic understanding of TV production.	
Objective:	To learn the basics of broadcasting technology and its evolution. To understand the basics of TV transmission technology. To demonstrate the appropriate use of lighting in shooting.	

	To understand the advance level of TV programme packaging and production. To demonstrate the skill of post-production.	
Unit 1	Video and Broadcast Technology: Analogue and Digital technology, Frame and field, Scanning process, Interlaced and progressive scanning, composite video signal, component video signal, Resolution, Aspect ratio, CCU, color bars, Vector scope, Waveform monitor, broadcast monitor, broadcast standards – NTSC, PAL, SECAM, HDTV, Telecine.	08
Unit 2	Transmission Technologies: Terrestrial transmission, Satellite and cable broadcasting, up linking and downlinking, conditional access system, DTH, IPTV.	06
Unit 3	Introduction to Lighting: Why do we need light, mandatory light, creative light, characteristics of light, quality, quantity, colour temperature, three point lighting, natural lighting, sunlight and the realities, cyclorama, soft and hard light sources.	08
Unit 4	Production: Production personnel and their role and responsibilities in Radio and TV. Motion picture production. Three phases preparation of budget for various types of radio and TV programme, preparation of script breakdown, artiste, location/ setting, preparation of shooting schedule.	10
Unit 5	Post Production: Linear and non-linear editing, matching tone, cut in, cut away, jump out, compression and expression of time, cross cutting, circular and non- linear cutting, axial cut.	07
Course Outcome:		
1	Students will be sensitized about the development of broadcast technology.	
2	Students will understand the basic TV transmission technology.	
4	Students will have proper skill of lighting.	
5	Students will demonstrate the skill of producing fiction and non-fiction programmes.	
6	Students will create their own audio visual programme.	
Text Books:		
1	Television Production Handbook, Herbert Zettl, Akash Press 2007, Delhi	
2	Radio in New Avatar- AM to FM, Ambrish Saxena, Kanishka Publication, New Delhi	
Reference Books:		
1	Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)	
2	Robert B Musburger and Gorham Kindmen, Introduction to Media Production, (Elsevier, Focal Press)	
3	Mc Leash, Robert, Radio Production (US: Taylor & Francis)	
4	Facilitating Community Radio in India:- Profiles of NGO's and their Community Radio Initiatives Other Voices. F. Vinod Pavarala, Kanchan K Malik, Sage 2007, New Delhi	

JM20.206	Practical: Advanced Broadcast Media	0-0-4-2 Total Lectures: 26
Prerequisite:	Student must have interest in production of TV program.	
Objective:	To create own script from any scratch idea. Student will be able to prepare script on their own idea. Student will understand the skill of production.	

	Student will be able to create their own programme.	
Unit 1	Pre - Production: TV News Bulletin, Developing Run Down Sheet. Preparing a Package – Script writing, Chroma set up, Lighting setup and editing setup.	06
Unit 2	Script Design, Script formatting, Shooting script, script elements, writing dialogues, point of view, use of sound in script, screenplay and storyboard.	06
Unit 3	Production Phase: Preparing Talk show, Talk show formats, techniques of talk show, content development for talk show, camera set up, multi camera set up, Framing, Movement, lighting set up and editing.	04
Unit 4	Assignment:- Students will be given at least one script and one practical exercise to be performed.	06
Unit 5	Assignment:- Students will be given to host one talk show in single camera and multi camera set up.	04
Course Outcome:		
1	Students will learn the formation of idea in creative form.	
2	Student will demonstrate the writing skill.	
4	Student will create their own audio visual programme.	
Assignment:		
1	Prepare on feature story along with anchor link.	
2	Prepare a 10 minute news capsule.	
3	Prepare a special story on any interest area like – lighting, editing, camera, sound, gfx	

JM20.208	Development Communication	4-1-0-5 Total Lectures: 52
Prerequisite:	Student should have interest in development of any country.	
Objective:	To understand role and use of media in development communication To understand various aspects of society, its place in the world, its major development issues and how communication can help to bridge the gap.	

	To highlight the linkages between development and communication.	
Unit 1	Concept of Growth & Development: Measurement of development- PQLI and HDI, UN millennium development goal. Models:- Participatory Model, Mechanistic Model, Nehruvian Model, Gandhian Model of development. Basic minimum needs and priority areas in Development.	12
Unit 2	Indicators and approaches of development: Economic & Social Indicators of Development: living standard, GDP, HRD index etc, Social and Economic Barriers to Development Communication: literacy, Living standard, Traditions etc, Communication as an Indicator of Development, Approaches of Development Communication, development policy and development planning.	12
Unit 3	Development Communication: Concept and approaches, sustainable development, participatory development and inclusive development. Development support communication; definition, genesis, Wood’s Triangle.	10
Unit 4	Role of Media: Role of Print, TV, Radio and traditional media in development, Role of developmental agencies and NGO’s. Cyber media and e-governance, e-choupal, national knowledge network and NitiAayog.	10
Unit 5	Development Journalism & Rural Reporting: Information needs in rural areas, use of traditional media for development in rural areas, community newspaper and radio. Critical appraisal of mainstream media’s reportage on rural problem and issues, Panchayati Raj in India. Relevance of Traditional Media in Development Communication.	08
Course Outcome:		
1	The students will be able to engage in learning and understanding the need to keep abreast of socio-economic developments.	
2	They will understand the development scenario and role of communication in the development process.	
3	Students will be able to distinguish between communication and development communication.	
4	Students will be able to describe use of different media in development communication.	
Text Books:		
1	Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashanUpadhyay Varanasi, 2007.	
2	SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.	
Reference Books:		
1	UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.	
2	AmartyaSen : Development as freedom, Alfred A Knopf, New York.	
3	Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.	
4	Yojna&Kurukshetra Magazine (Monthly published by NitiAayog, New Delhi)	

JM20.210	Documentary Production	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have understanding of writing & production	
Objective:	To make the students understand ethical issues related to documentary production. To make the students understand types of documentary fiction. To train the students to produce, direct, film and edit documentary productions.	

Unit 1	Understanding the Documentary: Six modes of Documentary Representation- Participatory, Expository, Observational, Performative, Reflexive and Poetic. Introduction to shooting styles. Introduction to Editing styles, structure and scripting the documentary.	08
Unit 2	Pre Production: Documentary production, pre-production, researching the documentary- library, archives, locations, life stories, ethnography. Writing a concept-telling a story, treatment, writing a proposal and budgeting.	08
Unit 3	Production Phase: Planning and managing crew, lighting- natural and artificial, understanding use of microphones, sound recording, voice over. Shooting schedule- shot breakdown and call list, production team, meetings, checklist, crowd management.	08
Unit 4	Post Production: Grammar of editing, rough cut, transitions, scenic realism and sound effect and visual effect, finalizing the film, graphic and title, distribution and exhibition spaces (Traditional and online)	08
Unit 5	Packaging: Programme packaging, graphics, audio mixing and leveling, montage, aston. Essential steps before Final packaging of programmes.	07
Course Outcome:		
1	Students will critically evaluate documentary forms and production techniques.	
2	Students will be able to effectively research and write documentary proposals.	
3	It will enable the students to reflect upon and analyse the documentary form.	
Text Books:		
1	Charles Musser “ Documentary” in Geoffrey Nowell Smith, the oxford of world cinema, oxford university prees, 1996	
2	Trisha Das, How to write a Documentary. Double take by PSBT	
Reference Books:		
1	Hampe, Barry. Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries. Henry Holt: 2007	
2	Betsy A. McLane.A New History of Documentary Film: Second Edition. Bloomsbury.2012.	
Screening		
1	Films by PSBT	
2	City of Photos by Nishth Jain	
3	Bombay our city by Anand Patardhan	
4	Web series	

JM20.212	International Communication	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have understanding of basic international scenario.	
Objective:	To create understanding of the world in context of flow of information. To create understanding of the world politics and economics. To impart knowledge of writing on global issues.	

	To inculcate the knowledge of international important developments. To develop the knowledge of India's foreign policy.	
Unit 1	International Communication System: International news systems, International news flow. Political, economic and cultural dimensions of international communications. Communication and information as a tool of equality and exploitation. UN universal declaration of Human Rights and communications.	08
Unit 2	News Flow: Impact of new communication technology on news flow. UNESCO's efforts in removal imbalance in news flow. Debate on new international information and economic order. MacBride Commission's Report-nonaligned news agencies news pool-its working, success, failure.	08
Unit 3	International Relations: Indo-US, Indo-Russia, Indo-China, Indo-Pak relations, India & the United Nations, Global security issues, environment and food security challenge.	08
Unit 4	Scenario of International Communication: Democratization of information flow and media systems- professional standards. Transnational media ownership and issues of sovereignty and security. Role of international institutions in foreign affairs such as UN. IMF, World Bank, WTO etc.	08
Unit 5	Challenges of International Communication: Satellite Invasion, Information war, Technological Aggression. India's Media Response to International affairs Coverage of Events, Developments. Editorial by National Dailies, Magazines and Journals and Electronic Medium Non-English Media's Understanding of International Issues and Challenges (Reference, Hindi and Other Prominent Regional Languages, Newspaper)	07
Course Outcome:		
1	Students will be able to have understanding of the world in context of flow of information.	
2	Students will be having the understanding of the world politics and economics.	
3	Students would have the knowledge of writing on global issues.	
4	Students would have the knowledge of international developments.	
5	Students will know about India's foreign policy.	
Text Books:		
1	The Communication Revolution. Menon, Narayana, National Book Trust.	
2	Handbook of International Communication. William B. Gudykunst Bella Mody, Sage Publication, New Delhi.	
Reference Books:		
1	Many Voices One World; Report of the McBride Commission.	
2	Twilight of the Bombs; Recent Challenges, New Dangers and the Prospects for a world without nuclear weapons, Richard Rhodes.	
3	Global Communications and International Relations. Federick, Howard H. Wadsworth Publications.	

JM20.214	Corporate Communication	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have understanding of different media skills.	
Objective:	Define corporate and Corporate Communication. Describe shift from PR to Corporate Communication. Utilize knowledge gained for Corporate Branding.	

Unit 1	Understanding Corporate Environment: Contemporary Corporate Environment: an overview. Forms of Corporate Constituencies. Brand Identity, Brand Image and Brand Reputation. Corporate Philanthropy and Social Responsibility.	10
Unit 2	Introduction to Corporate Communication: Corporate Communication: Definition, Concept And Scope. Shift from PR to Corporate Communication. Structure and forms of Corporate Communication: Management, Marketing, Organizational. Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded	08
Unit 3	Corporate Communication in Practice: Developing a Communication Strategy. Perspectives on Organizing Communication: Vertical, Horizontal and Lateral. Corporate Identity Audit: Concept And Steps. Corporate Advertising: Concept and Functions.	08
Unit 4	Application of Corporate Communication: Media Relations: Tools and Techniques, Media Monitoring and Research (Gate keeping research and output analysis). Internal & External Communication: Concept and Tools. Guidelines and Ethics for Corporate Communication. Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie).	08
Unit 5	Press release for Corporate Communication: Media promotion and press release. Promote brand value, media visibility, spread the awareness with social cause, understand market and user.	05
Course Outcome:		
1	Student will be able to understand the corporate communication and its uses.	
2	Student will be able to differentiate PR to corporate communication.	
3	Student can use the different PR tool for promotion and branding.	
4	Students will be able to write Press release for brand promotion and learn how to place it in media.	
Text Books:		
1	Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.	
2	Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: Sage Publications.	
Reference Books:		
1	Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press. 4. Oliver, S. (2004).	
2	A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge.	

**Third Year
Autums Semester**

JM20.301	Radio Journalism	3-0-0-3 Total Lectures: 39
Prerequisite:	Student must have the knowledge of writing and understanding of audio.	
Objective:	To develop knowledge and understanding of Techniques of Radio. To develop the skill of news and programme writing.	

	To develop the practical skills of Presentation & production in Radio. To understand the importance of voice modulation in Radio Jockeying.	
Unit 1	Radio: As a medium of mass communication in today's context, Characteristics of radio, Limitations of radio, Three Modes of transmission: AM, SW and FM. Commercial, community and educational radio.	08
Unit 2	Radio Writing: Writing for the Ear; Introduction, Characteristics of spoken word, Knowing your audience, Developing your style, Writing for different formats and messages.	08
Unit 3	Radio Formats: Why formats, Simple announcements, Radio talks/commentaries/comments, interviews, panel discussions. Radio ads/commercials. Music on radio, fiction Phone-in programmes, Radio News- Radio News defined, Main characteristics of Radio News as against news in other media, Non-fiction Phone-in Programs.	06
Unit 4	Radio Production: Introduction, Elements of radio productions- Acoustics, Perspective, Sound effects, Music. Distort/Filter. Different types of microphones, Recording and Editing.	08
Unit 5	Radio jockeying essentials: Importance of Voice modulation and quality of voice in Radio presentation; Importance of Tone, Base, Breathing and resonance in Radio Presentation; On air essentials of Radio presentation; Importance of exercise and improvement of voice in Radio presentations.	09
Course Outcome:		
1	At the end of this subject the students will be able to identify the various nuances of Radio jockeying.	
2	Students will be able to prepare script for programs and news.	
3	They will also be able to develop the practical skills of a Presenter and will make them Industry ready.	
4	Students will be conversant with different formats of Anchoring and Radio Jockeying.	
Text Books:		
1	Radio in New Avatar- AM to FM, Ambrish Saxena, Kanishka Publication, New Delhi	
2	Luthra, H.R. (1986). <i>Indian Broadcasting</i> . New Delhi: Publication Division.	
Reference Books:		
1	Alburger, J. R. <i>The Art of Voice Acting</i> . New Delhi: Focal Press	
2	Liesh, R. M. (2005). <i>Radio Production</i> . New Delhi: Focal Press.	
3	Parthasarthy Rangaswami, Here is The News Reporting for The Media, Sterling Publishers, private Limited.	
4	Kalraricha, ABC of News Anchoring, Pearson Educations	

JM20.303	Public Relation & Advertising	3-0-0-3 Total Lectures: 39
Prerequisite:	Students must have all the media writing skill and know about the working of mass media and interest in public relation.	
Objective:	To understand the reach and impact of Advertising as a tool of mass communication.	

	To understand current developments and problems concerning advertising, organization and structure of advertising agencies and various bodies associated with it. To deal with theory and practice of Public Relations and Corporate Communication, essential and crucial for building an image of any corporate entity To communicate effectively with audiences, and prepare public relations and marketing communication strategies in an appropriate style.	
Unit 1	Basics of PR: Concepts and Definitions, Persuasion and Public Opinion, Employee communication, PR as distinguished from Marketing, Sales Promotion and Advertising and PR Techniques.	08
Unit 2	Role of PR: Relationship and duties of the PR Practitioner. Functions of PR Department. Exhibition PR and its Planning, Uses and kinds of Exhibition PR. PR in Developing Countries, PR for NGOs, PR for Govt. organizations and communications.	08
Unit 3	Writing For PR: Press Relation and its principles, The News Release-Seven point formula & its importance, Writing techniques, Press Events and organizing them.	08
Unit 4	Digital advertising & PR: online writing & content for PR campaign, online copy designing for social media or online media advertisements.	08
Unit 5	Advertising definition, historical development, social and economic benefits of advertising, mass media and advertising. Copy writing and advertising production techniques, print, radio, television, films, outdoor, ideation, visualization. Creativity, media selection, newspapers, magazines, radio, television, outdoor, strategy, planning, media budget, campaign planning, advertising agencies and their functions.	07
Course Outcome:		
1	At the end of this subject the students will be able to understand basics of Public Relations and their role in organizations/corporations.	
2	They will also be able to develop corporate communication strategies, understand corporate identity, vision and values, and how to enable organizations to achieve marketing and corporate objectives.	
3	Students will be able to understand advertising and its role in Sale promotion, Social outreach and Cultural bonding. The impact of different forms of advertising in global scenario.	
4	They will also be able to evaluate and recognize artistic creativity, body copy writing and technical aspects and how a campaign is made keeping in view varied objectives and audiences.	
Text Books:		
1	Roy, S.K. <i>Corporate image of India</i> .	
2	Seital, F. P.(2016). <i>The Practice of Public Relations</i> . New Delhi: Pearson Education.	
Reference Books:		
1	Scott M.C., Genter, A.H. and Broom, G.M.(). <i>Effective Public Relations</i> . New Jersey: Pearson Education.	
2	Broom, G.M. and Dozier, D. M. (1990). <i>Using research in Public Relations</i> . New Delhi: Prentice-Hall.	
3	McDonough William, <i>Cradle to Cradle: Remaking the Way We Make Things</i> . North Point Press.	
4	Anderson Ray, <i>Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model</i> . Chelsea Green Publishing Company.	

RM 20.301	Research Methodology	2-0-0-2 Total Lectures: 26
Prerequisite:		
Objective:	To acquire fundamental knowledge of research methodology and apply in sciences and applied sciences.	

Unit 1	Introduction: Concepts, Definition, Motivation in Research, Types of Research - Exploratory Research, Descriptive Research, Causal Research Analytical Research, Research process, Problem formulation, Approaches to Research, Review of Literature, Importance of reviewing the literature, Methods to write review of literature, Research gap, Research Design.	05
Unit 2	Sampling and Data Collection: Sampling and sampling distribution: Meaning, sampling Vs Census, Steps in Sampling process, Types of sampling - Probability and Non probability Sampling Techniques, Data collection: Primary and Secondary data Sources - Advantages/Disadvantages, Data collection Methods: Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection.	05
Unit 3	Measurement and Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Criteria for good measurement, Attitude measurement Scale – Likert’s Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale.	05
Unit 4	Statistical Tools for Data Analysis: Measures of central tendency - Mean, Median, Mode ,Quartiles, Deciles and Percentiles , Measures of Dispersion: Standard Deviation -Variance - Coefficient of Variance, Skewness, Correlation - Karl Pearson’s coefficient of Correlation, Rank Correlation, Regression: Method of Least Squares. Formulation of hypothesis-Testing of hypothesis, Type I and Type II Errors. Parametric tests: Z-test, t-test, F-test, Analysis of Variance; One-Way and Two- way classification. Non parametric tests - Chi-Square test	06
Unit 5	Report writing: Importance of report writing, Types of reports, writing research proposal and synopsis, planning phase of report writing (chapterisation), Referencing styles, plagiarism, ethics in research, characteristics of a good research report.	05
Course Outcome:		
1	Get basic idea about research and its major components.	
2	Understand how to plan research/ write hypothesis.	
3	Get to know the how to collect data.	
4	Understand how to develop and apply the tools and techniques in research.	
5	The students will be able to apply the knowledge of research methodology in sciences, arts and applied sciences to solve curriculum problems.	
6	Will be able to write research paper/dissertation in correct format.	
Text Books:		
1	Aczel and Sounderpandian (2008). Complete Business Statistics. Tata-McGraw Hill. India.	
2	Anderson, Sweeney, William, Cam (2014). Statistics for Business and Economics. Cengage Learning. India	
Reference Books:		
1	Cooper Donald R and Schindler Pamela S. (2006). Business Research Methods. McGraw-Hill Education. India	
2	Gupta, S.L., Gupta, H. (2011). SPSS 17.0 for Researchers. International Book House (Pvt.) Limited, (2), New Delhi.	
3	Gupta S. P. (2014). Statistical Methods. Sultan Chand and Sons. India	
4	Krishnaswami O. R., Ranganatham M. (2011). Methodology of Research in Social Sciences. Himalaya Publishing House. India.	
5	Kothari C. R. (2004). Research Methodology: Methods and Techniques. New Age International (P) Publisher. New Delhi	

JM20.305	Summer Term Project	0-0-0-5
Prerequisite:	Student must complete the industrial training or internship after 4 th semester during summer vacation.	
Objective:	Student will be able to get the hand on experience in their respective field. Student will be able to understand the work culture and pattern of industry. To make them ready for media industry with desired skills. .	
Unit 1	Submit the detailed report of their internship.	
Unit 2	Prepare portfolio according to their respective industry.	
Unit 3	Submit the copy of assignments during internship.	
Unit 4	Prepare one specific portfolio as per the industry.	
Unit 5	Viva	
Course Outcome:		
1	Students will learn the nuances of media industry.	
2	Student will equip will all the skill which is required for industry.	
3	Project report will enhance their portfolio for better job opportunity.	

JM20.307	Media, Gender & Human Rights	5-1-0-6 Total Lectures: 65
Prerequisite:	Student should have interest in human right issues and relation of media and society.	
Objective:	To understand the media impact on society. To understand the relationship of media and gender and its sensitivity. To critically analyze the role of media in different social structure. To understand the different institution of human right and its role.	
Unit 1	Media and the Social World: Media impact on individual and society. Democratic polity and mass media, media and cultural change, grass root media.	12
Unit 2	Gender: Conceptual frameworks in Gender studies, Feminist Theory. History of Media and Gender debates in India (case studies), Media and Gender – Theoretical concerns. Media and Masculinity.	12
Unit 3	Media – Power and Contestation: Public sphere and its critique. Media and Social difference: class, gender, race etc. Genres- Romance, Television, Soap opera, sports. (Case Studies – watch a Indian TV soap opera/reality show for a week and for representation of family)	16
Unit 4	Media and Human Rights: Human Rights: Theoretical perspective, Critique. Universal Declaration of Human Rights. Human rights and media. (Case Studies: Human right issues and violations in national & international media).	13
Unit 5	Human Rights Institutions: Amnesty International; NGOs;Major Human Rights Issues in India; Presentation: Human Rights issues and violations in International scenario and media operations.	12
Course Outcome:		
1	Student will analyze the society their need and use the media accordingly.	
2	Student will prepare gender sensitized story with more sensitivity.	
3	Student will form their views in the form of news as per the different social structure.	
4	Student can write the story related to human right with different aspects.	
Text Books:		
1	Ninan, Sevanti. <i>Headlines from the heartland: Reinventing the Hindi public sphere</i> . SAGE Publications Pvt. Limited, 2007.	
2	Curran, James. "Rethinking mass communication." <i>Cultural studies and communications</i> . London: Arnold (1996).	
Reference Books:		
1	Street, John. <i>Mass media, politics and democracy</i> . Palgrave Macmillan, 2011.	
2	McQuail, Denis. <i>Mass communication theory: An introduction</i> . Barcelona, 1991.	
3	Berger, Arthur Asa. <i>Media and society: A critical perspective</i> . Rowman& Littlefield.	
4	Mackay, Hugh, and Tim O'Sullivan, eds. <i>The media reader: continuity and transformation</i> . SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.	

JM20.309	Practical: Radio Programme Production	0-0-6-3 Total Lectures: 39
Prerequisite:	Student must have the knowledge of radio.	
Objective:	To teach students about Radio, its functioning and the industry associated with it. To understand concept, reach, presentation and impact of audio media. To develop in the student the skills, techniques and art of radio news through sound and the spoken word.	
Unit 1	Exercises and Assignment: Use different types of microphones for radio/audio productions. Recording and editing exercise in the studio.	08
Unit 2	Writing exercises. Research and scripting of radio documentary/ feature/ drama.	08
Unit 3	Interviews – simulated and actuality.	08
Unit 4	Production of radio discussion. Production of social messages.	08
Unit 5	Preparation of audience profile. End product.	07
Course Outcome:		
1	The students will be able to develop a practical knowledge of Radio and its backhand working.	
2	The students will also be able to work in the radio industry after having a clear view of various radio programme formats and writing for the same.	
3	The students will know the techniques of audio tape editing, especially for use in radio news.	
Assignment:		
1	Prepare a news capsule 10-15 min.	
2	Prepare any entertainment programme 10-15 min.	
Reference Books:		
1	McLeish, R. (2012). Radio Production. CRC Press.	
2	Stewart, P. (2010). Essential Radio Skills: How to Present a Radio Show. A&C Black.	
3	Fleming, C. (2009). The Radio Handbook. Rutledge.	
4	McInerney, V. (2001). Writing For Radio. Manchester University Press.	

JM20.311	Practical: PR & Advertising	0-0-6-3 Total Lectures: 39
Prerequisite:	Student must have understanding of PR and advertising activity.	
Objective:	To provide hand-on practice on various tools of Public Relations & advertising. To develop understanding on reach and impact of Public Relations towards creating brand identity. To demonstrate the reach and impact of Advertising as a tool of mass communication. To conversant the students with techniques of PR campaigns. To understand & create the techniques of social media and outdoor advertisements.	
Unit 1	Copy writing for different types of Advertising and PR tools.	08
Unit 2	Planning and designing of Advertisement & PR Campaign.	08
Unit 3	Development of Concept, Story Board, Body copy. Pre and post preparation of Press Releases and Press Conference Materials.	08
Unit 4	Jingle writing, colour combination, importance of visuals and product packaging in Advertising. CorelDraw: Designing of Logos, pamphlets, brochures, house journals and other publicity materials. Hands-on practice on designing Advertisement.	08
Unit 5	Social Media advertising campaign. Placement of advertisement in outdoors and its technicalities. Cross Cultural and International Advertising & PR copy. Social Media PR campaign.	07
Course Outcome:		
1	The student will be ready to work in advertisement & PR agencies.	
2	They will also be able to evaluate and recognize artistic creativity, body copy writing and technical aspects of advertising & PR.	
3	The student will learn how to launch an advertisement campaign keeping in view varied objectives and audiences.	
4	The student will be able to launch an PR campaign to get the desired result as per brand requirements.	
Assignment:		
1	Assignment on the usage of tools of Public Relations.	
2	PR campaign-planning, execution, evaluation.	
3	Presenting slides show on PR and Crisis Management.	
4	Publications – Developing Press Releases and detailed report for variety of events.	
5	Case Studies- Public and Private ventures.	

Spring Semester		
JM20.302	Cyber Journalism / New Media	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have all the skills of basic journalism and interest in cyber world.	
Objective:	Acquire an understanding of the historical context, current trends and future projections of digital communication methods. Develop an awareness of unintended consequences of new technology. To make the students conversant with Linear and Non Linear writing skills.	
Unit 1	Cyber Space: Meaning; Information Super Highway; Internet and Information Revolution,Fundamentals of Cyber Media,Cyber Media Vs Print,TVand Radio.	08
Unit 2	Cyber Journalism: Advantages and Disadvantagesof CyberJournalism, Webadvertising,CirculationofWebNewspapers, FutureofWeb Journalism, Analysis of importantIndian News-Based Web-sites.	08
Unit 3	Cyber Reporting: Trends inCyberReporting&Editing, Impa ct of globalizationon WebJournalism, CyberLaws andConceptof e-governance.	08
Unit 4	WebWriting: Writing forWebMedia:BasicrulesDo’sandDon’ts, Writing Newsstories,FeaturesandArticleson theWeb,Interviewingon the Web, WhyPrintand Electronic Medianetworks are goingon the Net? Impact ofWebJournalismandRecentTrends.	08
Unit 5	Digitization of Journalism: Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics Linear and Non-linear writing, Contextualized Journalism, Multimedia, Storytelling structures.	07
Course Outcome:		
1	After the completion of this course the students will be able to understand and explain basic concepts and theory of New Media.	
2	They will be able to understand pros and cons and write/use new media for various communication messages and solutions.	
3	Students will develop understanding of Virtual cultures and digital journalism.	
Text Books:		
1	Bharihoke, D. (2009). <i>Fundamentals of Information Technology</i> .New Delhi:ExcelBooks	
2	D’souza, Y.K. <i>Electronic Media &the Internet</i> .	
Reference Books:		
1	Gleick,J.(2011). <i>The Information: A History, a Theory, a Flood</i> . New York:HarperCollins Publishers.	
2	Vincent Miller. Understanding digital culture. Sage Publications, 2011.	
3	Lev Manovich. 2001. “What is New Media?” In The Language of New Media. Cambridge: MIT Press. pp. 19-48.	
4	Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.	

JM20.304	Global Media & Politics	3-0-0-3 Total Lectures: 39
Prerequisite:	Student should have knowledge about world politics and role of media.	
Objective:	To create understanding of the world in historical and contemporary context. To create understanding of the world politics and economics. To inculcate the knowledge of international important developments. To develop the knowledge of India's foreign policy.	
Unit 1	Media & International Communication: Communication Debates: NWICO, McBride Commission, UNESCO, UN, NHRC & SAARC, ASEAN, BRICS. International Politics: Ideology and Balance of Power. National Interest and international Politics, Emergence of Super Powers.	09
Unit 2	Media & Super Power Rivalry: Unequal development and Third world concern: North-South, Rich-Poor, CNN, Al Jazeera and others. Advent of popular media- a brief overview.	06
Unit 3	Global Conflict and Global Media: Basic Principle of India's Foreign Policy. Rise of embedded Journalism. Study of Vietnam, Iraq & Afghanistan war and role of media. Media as a force multiplier. Rise of Communist China and media.	08
Unit 4	Media & Cultural Globalization: Cultural homogenization, cultural Imperialism, Media Hegemony and global culture. Discourses of Globalization; Barrier free economy, multinationals technological developments, digital divide, media conglomerates and monopolies in India.	06
Unit 5	Emerging Challenges and Media: Terrorism: New Emerging Challenges. Fundamentalism, Ethnic clashes, Satellite Invasion, Information war, Technological Aggression. Dominance, Changing Concept of Sovereignty. India's Media Response to International affairs Coverage of Events, Developments. Editorial by National Dailies, Magazines and Journals and Electronic Medium. Non- English Media's Understanding of International Issues and Challenges (Reference, Hindi and Other Prominent Regional Languages, Newspaper).	10
Course Outcome:		
1	Students will be able to have understanding of the world in historical and contemporary context.	
2	Students will be having the understanding of the world politics and economics.	
3	Students would have the knowledge of writing on global issues.	
4	Students would have the knowledge of international developments.	
5	Students will know about India's foreign policy.	
Text Books:		
1	DayaKishanThussu. <i>International Communication: Continuity and Change</i> , Oxford University Press, 2003.	
2	Communication and Society, Today and Tomorrow “ <i>Many Voices One</i> DayaKishanThussu . <i>War and the media : Reporting conflict</i> 24x7, SagePublications, 2003.	
Reference Books:		
1	Stuart Allan and Barbie Zelizer. <i>Reporting war: Journalism in war time</i> , Routledge Publication, 2004.	
2	Yahya R. Kamalipour and Nancy Snow. <i>War, Media and Propaganda-A Global Perspective</i> , Rowman and Littlefield Publishing Group, 2004.	
3	ZahidaHussain and Vanita Ray. <i>Media and communications in the third world countries</i> ,Gyan Publications,2007.	
4	Lee Artz and Yahya R. Kamalipor. <i>The Globalization of Corporate Media Hegemony</i> , New York Press, 2003.	

JM20.306	Project	0-0-0-5
Prerequisite:	Student must have all the skills of media and their interest & strength in particular area.	
Objective:	Student will prepare a project on their area of interest like – TV anchoring, Radio Jockeying, short film, documentary, camera, editing, print media, advertising. To develop knowledge and understanding of chosen field and topics. To develop the practical skills of Presentation their skill as per the industry. To understand the technicality of chosen or specialized field.	
Course Outcome:		
1	Students will apply all the learning in their respective or specialized field.	
2	Students will create a show reel for their portfolio.	
3	Student will showcase their work and learning for their job.	

JM20.308	Communication Research & Method	5-1-0-6 Total Lectures: 65
Prerequisite:	Student must have basic understanding and idea of research.	
Objective:	To train young minds for scientific inquiry. To acquainting the students with various methods used for conducting scientific research in media and communication studies. Discuss sampling, scaling techniques and data collection tools.	
Unit 1	Introduction To Research:Definition, Role, Function, Types, Scientific Approach, Role of Theory in Research, Steps of Research.	12
Unit 2	Concept of statistics: Importance of statistics in research. Role of media metrics in communication and media research. Measures of central tendencies in communication and media research. Measures of dispersion in communication and media research.	10
Unit 3	Methods of Media Research: Qualitative, Quantitative techniques, Content Analysis, Survey Methods: Observation Methods, Experimental Studies, Case Studies.	18
Unit 4	Sampling: Sampling Methods, Representativeness of the sample, Sampling Error, Tools of data collection: Primary and Secondary data: Questionnaire, Focus Group, Surveys, Online Polls, Published work.	15
Unit 5	Research Design: Methods of analysis and report writing, Data Analysis Techniques: Coding and Tabulation, use of SPSS in research, learning SPSS software's, Working with Internet as a source, Writing the Citations, writing the research report, Bibliography. Readership and Audience Surveys.	10
Course Outcome:		
1	Students will be equipped to conduct projects and dissertation studies.	
2	Students will be able to devise a cogent and coherent research plan.	
3	They will be equipped with known techniques of data interpretation and analysis.	
Text Books:		
1	Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth 2006	
2	Berger, A.A. (2000) Media and Communication Research Methods, Sage Publications, N.D	
Reference Books:		
1	Arthur Asa Berger, Media Research Techniques, Sage Publication, 1998	
2	John Fiske, Introduction to Communication Studies, Routledge Publication, 1982	
3	Keyton, J. (2001) Communication Research: Asking Questions, Finding Answers. Mountain View, CA: Mayfield	
4	Merrigan, G. 7 Huston, C.L. (2014) Communication Research Methods. Oxford University Press	

JM20.310	Practical- New Media	0-0-6-3 Total Lectures: 39
Prerequisite:	Student must have fair knowledge of graphics and social media.	
Objective:	To develop an advanced understanding of social media management. To train the students in launching social media campaigns. To teach the students to create and post stories on social media platforms.	
Unit 1	Creation and maintaining accounts on social media platforms.	
Unit 2	Content writing for social media	
Unit 3	Creating attractive infographics for social media.	
Unit 4	Developing a social media campaign. Creating and posting stories on YouTube.	
Unit 5	Report on fake news viral on social media. Case study on citizen journalism.	
Course Outcome:		
1	The students will have ample practical knowledge about citizen journalism.	
2	The students will be able to create effective social media content.	
3	The students will become industry ready to handle social media profiles of various organizations.	
Assignment:		
1	Create the own product and content preperation.	
2	Use infographics and other templets for soial media campaign.	
3	Prepare case study on fake news or news on social media.	

JM20.312	Practical- Media Lab	0-0-6-3 Total Practical Classes: 39
Prerequisite:	Student must have all the skill of their respective specialization area.	
Objective:	Under the guidance of the supervisor to prepare a documentary on any subject chosen which lies in the domain of communication and media. In this paper we have to finally come up with an outcome (documentary) informed by research and methodology and equipped with skills learnt in editing.	
Course Outcome:		
	After conducting guided research and following the methodology discussed, the students will be able to produce a documentary on their chosen subject in the domain of media and communication. This product will have significant social or market value.	