GALGOTIAS UNIVERSITY

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COURSE BOOK

School of Media and Communication Studies-2020

Volume-I

Curriculum and syllabus for School of Media and Communication Studies

GALGOTIAS UNIVERSITY
(Under the Uttar Pradesh Private Universities Act No. 12 of 2019)

CONTENTS

1. **BA Journalism and Mass Communication 2**
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GALGOTIAS UNIVERSITY

(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)

Program: BA Journalism and Mass Communication

Scheme: 2020-2021

Vision

To be a recognized premier School of Media and Communication Studies for innovation, creativity, holistic education and trans-disciplinary research.

Mission

M1: Create a strong foundation on fundamentals of Media and Communication studies through activity based learning and Project Based Learning.

M2: Establish state-of-the-art facilities for media production and research.

M3: Prepare media graduates to actively participate in the contemporary society, encourage and anticipate paradigm shifts, and respond to the changes.

M4: Global education practices, collaboration with Industry, research and engagement with society for live experiences.

Program Educational Objectives

PEO 1: Engage in resilient professional entrepreneurial activities to work as acknowledged leaders in media industry.

PEO 2: Work as media professionals with NGOs and Corporate for desired changes in society.

PEO 3: Undertake higher education in media industry and research organisation.

Program Specific Objectives

PSO2: Media Entrepreneurship: Develop entrepreneurial skills as visionary media professionals.

PSO2: Multimedia Production: produce programs for multimedia platform

Program Outcomes

1. **Media knowledge**: Identify and interpret the media sources, message, channel and audience.
2. **Content Development**: Design/produce message/content for Print, Radio, Television, Film, and Multimedia as per the need of audience.
3. **Conduct investigations of complex problems**: Integrate research-based knowledge and research methods including experiments, analysis and interpretation of media content and data, and synthesis of the information to provide valid conclusions.
4. **Design/development of solutions**: Design solutions for complex media and communication problems (print, electronic and new media) with appropriate consideration for human rights, disaster management, data analytics, health communication, cultural, societal, and environmental communication.
5. **Modern tool usage**: Create, select, and apply appropriate techniques and tools to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.

6. **Project management and finance**: Synthesize knowledge and understanding of the media and communication principles and apply these to one's own work, as a member and leader in a team, to manage core media projects and in multidisciplinary environments.
7. **Environment and sustainability**: Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
8. **Ethics**: Integrate ethical principles and commitment to professional ethics, responsibilities and norms of the media practice.
9. **Individual and team work**: Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.
10. **Communication**: Communicate effectively on complex social, cultural, political and economic issues with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations and give and receive clear instructions.
11. **Life-long learning**: Relate to the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of social, cultural, environmental, economic, and technological changes.

Curriculum

	Semester 1								
Sl. No	Course Code	Name of the Course						Assessment Pattern	
			L	T	P	J	C	IA	MTE	ETE
1	BAJC1028	Introduction to Mass Communication	3	0	0	0	3	30	20	50
2	BAJC1002	Journalism Basics	3	0	0	0	3	30	20	50
3	BAJC1019	Digital Photography	2	0	0	0	2	30	20	50
4	BAJC1020	Digital Photography Lab	0	0	2	0	1	50	0	50
5	BAJC1004	Public Speaking & Street Play	0	0	0	2	2	50	0	50
6	BAJC1029	Computing Skills	0	0	2	0	2	50	0	50
7	BAJC1030	Contemporary Social Issues	2	0	0	0	2	30	20	50
8	BAJC1031	Reading and Writing Skills	0	0	2	0	1	50	0	50
9	UHVE1001	Universal Human Values	0	0	4	0	2	50	0	50
10	BAJC1035	Critical Thinking	3	0	0	0	3	30	20	50
		Total					**20**			
	Semester II									
Sl No	Course Code	Name of the Course						Assessment Pattern	
			L	T	P	J	C	IA	MTE	ETE
1	BAJC1021	Introduction to Radio	2	0	0	0	2	30	20	50
2	BAJC1022	Radio Lab	0	0	2	0	1	50	0	50
3	BAJC1023	Introduction to Television	3	0	0	0	3	30	20	50
4	BAJC1011	Media Laws & Ethics	3	0	0	0	3	30	20	50
5	BAJC1025	Print Media Reporting & Editing	3	0	0	0	3	30	20	50
6	BAJC1013	Basics of Advertising	3	0	0	0	3	30	20	50
7	BAJC1016	Graphic Designing	0	0	2	0	2	50	0	50
8	BAJC1032	Indian Polity	2	0	0	0	2	30	20	50
ELECTIVE COURSES-1 (Choose any one)										
9	BAJC1033	Communicative English (BEC)	0	0	4	0	2	50	0	50
10	BAJC1034	Communicative Hindi	0	0	4	0	2	50	0	50
		Total					**21**			
	Semester III									
Sl No	Course Code	Name of the Course						Assessment Pattern	
			L	T	P	J	C	IA	MTE	ETE
1	BAJC2001	Development Communication	3	0	0	0	3	30	20	50
2	BAJC2002	Basics of New Media	3	0	0	0	3	30	20	50
3	BAJC2015	Light and Camera	2	0	0	0	2	30	20	50
4	BAJC2016	Light and Camera Lab	0	0	0	2	1	50	0	50
5	BAJC2017	Corporate Communication	2	0	0	0	2	30	20	50
6	BAJC2020	Corporate Communication Project	0	0	0	2	1	50	0	50
7	BAJC2021	Artificial Intelligence, 5G and Augmented Reality & Virtual Reality	2	0	0	0	2	30	20	50
8	BAJC2022	Social Internship	0	0	0	4	4	50	0	50
9	BAJC2023	International Affairs & Contemporary Issues	2	0	0	0	2	30	20	50
ELECTIVE COURSES-1 (Choose any one)										
10	BAJC2024	Script Writing	0	0	0	4	2	50	0	50
11	BAJC2025	Content Writing	0	0	0	4	2	50	0	50

		Total					**23**			
	Semester IV									
Sl No	**Course Code**	**Name of the Course**						**Assessment Pattern**		
			L	**T**	**P**	**J**	**C**	**IA**	**MTE**	**ETE**
1	BAJC2019	Communication Research	3	0	0	0	3	30	20	50
2	BAJC2008	Film Studies	3	0	0	0	3	30	20	50
3	BAJC2009	Non Linear Editing	0	0	2	0	2	50	0	50
4	BAJC2011	Economic Issues & Current Affairs	2	0	0	0	2	30	20	50
5	BAJC2012	Radio Jockeying & Production	0	0	0	3	3	50	0	50
6	BAJC2013	Online Story telling	0	0	0	3	3	50	0	50
7	BAJC2026	Data Journalism	0	0	0	3	3	50	0	50
8	BAJC2027	Spoken English (Business English BEC)	0	0	0	2	2	50	0	50
		Total					**21**			
	Semester V									
Sl No	**Course Code**	**Name of the Course**						**Assessment Pattern**		
			L	**T**	**P**	**J**	**C**	**IA**	**MTE**	**ETE**
1	BAJC3017	Specialised Mobile Journalism	0	0	4	0	2	50	0	50
2	BAJC3002	Media Industry & Entrepreneurship	3	0	0	0	3	30	20	50
3	BAJC3003	Environmental Studies	3	0	0	0	3	30	20	50
4	BAJC3018	Event Management	3	0	0	0	3	30	20	50
5	BAJC3005	International Affairs & Contemporary Issues	2	0	0	0	2	30	20	50
6	BAJC3008	Summer Training Evaluation	0	0	0	4	4	50	0	50
ELECTIVE COURSES-1 (Choose any one)										
7	BAJC3006	TV News Production	0	0	0	3	3	50	0	50
8	BAJC3007	Video Production-Fiction	0	0	0	3	3	50	0	50
		Total					**20**			
	Semester VI									
Sl No	**Course Code**	**Name of the Course**						**Assessment Pattern**		
			L	**T**	**P**	**J**	**C**	**IA**	**MTE**	**ETE**
1	BAJC3019	Research Project	0	0	0	5	5	50	0	50
ELECTIVE COURSES-1 (Choose any one)										
2	BAJC3020	Specialization: Entertainment	0	0	0	10	10	50	0	50
3	BAJC3021	Specialization: Journalism	0	0	0	10	10	50	0	50
4	BAJC3022	Specialization: Strategic Communication	0	0	0	10	10	50	0	50
		Total					**15**			

List of Electives

Elective-1

Sl No	**Course Code**	**Name of the Electives**						**Assessment Pattern**		
			L	**T**	**P**	**J**	**C**	**IA**	**MTE**	**ETE**
Semester II										
1	BAJC1033	Communicative English (BEC)	0	0	4	0	2	50	0	50
2	BAJC1034	Communicative Hindi	0	0	4	0	2	50	0	50
Semester III										
1	BAJC2024	Script Writing	0	0	0	4	2	50	0	50
2	BAJC2025	Content Writing	0	0	0	4	2	50	0	50

Semester V										
1	BAJC3006	TV News Production	0	0	0	3	3	50	0	50
2	BAJC3007	Video Production-Fiction	0	0	0	3	3	50	0	50
Semester VI										
1	BAJC3020	Specialization: Entertainment	0	0	0	10	10	50	0	50
2	BAJC3021	Specialization: Journalism	0	0	0	10	10	50	0	50
3	BAJC3022	Specialization: Strategic Communication	0	0	0	10	10	50	0	50

Detailed Syllabus

Name of The Course	Introduction to Mass Communication				
Course Code	BAJC 1028				
Prerequisite	Understanding Communication				
Co-requisite	Communication skill				
Anti-requisite					
	L	**T**	**P**	**C**	
	3	**0**	**0**	**3**	

Course Objectives

1. To provide a glimpse of communication world.
2. To understand the relationship of Mass communication with society
3. To be familiar with the barrier of communication
4. To learn appropriate style of communication

Course Outcomes

CO1	To understand and describe the basic concept of communication in society. (K2)
CO2	To interpret various aspects of communication and mass communication. (K3)
CO3	To analyse the different communication models and theories related to mass communication. (K4)
CO4	To explain the importance of communication and role of media in society. (K2)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	50 Weightage 20	100 Weightage 50	100

Course Content:

Unit I: Introduction to Communication 08 Hours

- Introduction to the subject
- Understanding Human Communication
- Functions of Communication
- Meaning and Elements of Mass Communication
- Nature and Process of Mass Communication

Unit II: Types & Barriers of Communication 8 Hours

- Barriers of Communication
- Types of Communication
- Verbal and Non-Verbal Communication
- Intra-Personal, Interpersonal, Group and Mass Communication

Unit III: Models of Communication 8 Hours

Introduction to different models: *SMR, SMCR, Shannon and Weaver, Lasswell, Osgood etc.*
Theories of Mass Communication: *Authoritarian, Libertarian, Socialistic, Developmental, Participatory*

Unit IV: Role of Communication 8 Hours

Role of Mass Media in public opinion
Effect of Media on Children
Portrayal of Women in Media
Portrayal and Representation of Marginalized community in Media

Unit V: Latest Trend

Latest trends in communication, use of online platform

Suggested Reading

1. Keval J. Kumar (2010). Mass communication in India, 4th edition Jaico
2. Dennis McQauil and Sven Windhall (1993): Communication models. Longman
3. Stanley Baran, Introduction to Mass Communication, McGraw Hill
4. Communication models. Longman

Name of The Course	Journalism Basics				
Course Code	BAJC1002				
Prerequisite	English Reading & Writing Skills, Exposure to General Studies				
Co-requisite	Newspapers, Magazines, Internet Resources				
Anti-requisite					
	L	**T**	**P**	**C**	
	3			3	

Course Objectives

1. To acquaint students with the glorious journey of journalism.

2. To enhance understanding of the origin of the traditional print, electronic and web media
3. To throw light on the present status of various mass media.
4. To acquaint them with important aspects of the process of Journalism.
5. To enhance understanding of the technical terms and jargons of Journalism.

Course Outcomes

CO1	To understand the basics of journalism.
CO2	To acquaint themselves with the glorious journey of journalism.
CO3	To enhance understanding of the origin and of the print, electronic and web media.
CO4	To explain issues related to news concepts, processes and production
CO5	To evaluate issues related to objectivity and ethics in journalism

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: Understanding Journalism: 08 Hours
• Meaning, definition, nature and objective • Origin, Growth and Development of Journalism • Role and Quality of Journalism • Role of Journalism in a Democracy
Unit II:Origin and development of the press in India and the world 08 Hours
• The press and freedom movement • Vernacular press act • Bhartendu era • Raja Ram Mohan Roy • Tilak and Gandhi era • Post-independence journalism
Unit III: News Process, Concept and Understanding different Mediums of News Production 08 Hours
• Newsroom Practices, Selection of Facts, Newsworthiness, Newsgathering and Research in News • Construction of news, Organizing a news story, 5W's and 1H, Inverted pyramid, Use of archives, sources of news, use of internet • Basic differences between the print, electronic and online journalism
Unit IV: Journalism Types 08 Hours
• Citizen Journalism, Yellow Journalism, Penny press, Tabloid press • Role of Objectivity in Journalism • Ethics in journalism: Short Introduction • Important terminology: RNI, ABC
Unit V: Latest Trend
Latest development and trend

Suggested Reading

1. Introduction to Journalism; Blackwell Publishing,2006. - George Rodmann.
2. News writing and reporting for today's media; Bruce D. Itule and Douglas A. Anderson.; McGraw Hill Publication, 2000
3. An Introduction to Journalism; Carole Flemming and Emma Hemmingway. Vistaar Publications,2006
4. Kumar,KevalJ.,Mass Communication in India. Jaico, Mumbai.5. News writer's Handbook: An Mass Media in a Changing World; M.L. Stein, Susan Paterno& R. Christopher Burnett. Mcgraw Hill Publication, 2007.

BAJC1019	Digital Photography	L	T	P	J	C
Course Code	BAJC 1019	2	0	0	0	2
Pre-						
Co-requisites						

Course Outcomes

On completion of this course, the students will be able to

1. Explain to the concept of visual grammar (K2)
2. Practice to the basics of digital photography (K3)
3. Interpret to how to work camera (K2)
4. Create photograph and produce a basic photography portfolio. (S5)

Catalogue Description

This course will focus on the visual grammar and develop skills of photography. The focus of course would be on core photographic concepts as well as some more advanced techniques. The course will include hands-on demonstrations with the camera. It will discuss the work of great photographers alongside your own photographs in order to better understand the fundamentals of composition to create compelling imagery. The students also make a basic Photography portfolio by the end of the semester.

Course Content

Unit I:

Evolution of Photography

- Human eye and Photography
- Pixel & Resolution of digital images
- Formats of a digital image
- Utility of Photograph

Unit II:

Manual Control in SLRs

- Aperture
- Shutter speed
- ISO
- Focus
- White Balance

Unit III:

- How Camera Works
- Cameras & its types (Including pinhole, view camera, compact camera, T.L.R., S.L.R., digital camera),
- Lenses & its type,
- Contribution of eminent Photographers

Unit IV:

- Image Sensors: CCD and CMOS,
- Metering
- Depth-of-field
- Composition & its Rules,
- Caption Writing

Suggested Reading

Text Books

1. Online websites like https://digital-photography-school.com could be used extensively.
2. Langford's Basic Photography: The Guide for Serious Photographers, Michael Langford, Anna Fox, Richard Saw don Smith, Focal Press
3. Practical Photography: How to Get the Best Picture Every Time, John Freeman, Ultimate Editions
4. Digital Photography Masterclass, Tom Ang, Penguin

Reference Books

1. The Darkroom Cookbook; Anchell, Stephen G.
2. Practical photography; Freeman, John

Name of The Course	Digital Photography Lab			
Course Code	BAJC 1020			
Prerequisite	Visual grammar			
Co-requisite	Basic photography portfolio			
Anti-requisite				
	L	**T**	**P**	**C**
	0	0	2	2

Course Outcomes

On completion of this course, the students will be able to

1. Explain to the concept of visual grammar (K2)
2. Interpret to how to work camera (K2)
3. Practice to the basics of digital photography (K3)
4. Create photograph and produce a basic photography portfolio. (S5)

Catalogue Description

This course will focus on the visual grammar and develop skills of photography. The focus of course would be on core photographic concepts as well as some more advanced techniques. The course will include hands-on demonstrations with the camera. It will discuss the work of great photographers alongside your own photographs in order to better understand the fundamentals of composition to create compelling imagery. The students also make a basic Photography portfolio by the end of the semester.

Course Content

Unit I:
Practical Assignment: Students will submit an assignment based on analysis of 5 photographs downloaded from the internet.

Unit II:
Practical exercises- parts of a camera, proper way of holding a camera, understanding exposure and focusing, Handling accessories- tripod, flash, lenses etc.

Unit III:
Practical exercises- exploring creative possibilities of shutter speed, aperture, lenses

Unit IV:
Project: Student will submit a calendar of year 2020 on hard copy of 12 photographs on approved topic.

Suggested Reading

Text Books

- Online websites like https://digital-photography-school.com could be used extensively.
- Langford's Basic Photography: The Guide for Serious Photographers, Michael Langford, Anna Fox, Richard Saw don Smith, Focal Press
- Practical Photography: How to Get the Best Picture Every Time, John Freeman, Ultimate Editions
- Digital Photography Masterclass, Tom Ang, Penguin

Reference Books

1. The Darkroom Cookbook; Anchell, Stephen G.
2. Practical photography; Freeman, John

Name of The Course	Public Speaking & Street Play			
Course Code	BAJC1004			
Prerequisite	Good command over language			
Co-requisite	Knowledge of History and Culture			
Anti-requisite	Communication Skills			
	L	**T**	**P**	**C**
	0	0	2(J)	2

Course Objectives

1. In addition to being Ability Enhancement Compulsory Course (AECC) of the communication studies discipline, oratory is a truly essential communication skill in our society. This course is designed for those eager to polish their fundamental talents acquired in an introductory public speaking course, and to provide an advanced understanding of the public speaking experience as an orator in real-life contexts. Civility and ethical speech-making are the foundations of this course. Its goal is to prepare students for success in typical public speaking situations and to provide them with the basic principles of organization and research needed for effective speeches. One of the primary goals of this course is to connect public speaking to the workplace, where excellent public speaking skills are sought after in a competitive job market.
2. This course is an introduction to speech communication which emphasizes the practical skill of public speaking, including techniques to lessen speaker anxiety, and the use of visual aids to enhance speaker presentations.
3. At a confidence building exercise to enhance student's personality
4. At grooming the speaking, debating, analyzing and acting skills relevant in communication field

Course Outcomes

CO1	Understand the principles of rhetoric and effectively utilize them in crafting well researched, reasoned, and appealing speeches.
CO2	Choose topics for public speaking that are timely, relevant, and adaptable given varying

	situations in which the message may be delivered, and for different audiences.
CO3	Effectively and critically evaluate message/speech content and delivery, both when examining one's own work as well as that of others.
CO4	Analyze and discuss speeches of historical, political and social significance.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

Name of The Course	Computing Skills			
Course Code	BAJC1029			
Prerequisite	TV and Print Industry in India			
Co-requisite	A new media entrepreneurship in India			
Anti-requisite				
	L	**T**	**P**	**C**
			2	2

Course Content:

Unit I: Introductory Speech 8 Hours
This is a speech of Self-Introduction based on a national newspaper or magazine article from your actual date of birth (or birth week, if using a magazine). Select an item to speak about which relates to your life in some way. Please note: This assignment is about YOU - it is not about summarizing an article on the date of your birth. The other option is to bring an object and discuss how it relates to your life.
Unit II:Informative Speech8 Hours
The purpose of this extemporaneous speech is to inform the audience about some person, object, process, concept or event. A full-sentence outline and bibliography are required. The use of an audience analysis survey and visual aid is optional, but recommended, except for PowerPoint.
Unit III: Persuasive Speech 8 Hours
This extemporaneous speech assignment is to persuade the audience for or against a question of policy. In addition to a full-sentence outline, audience analysis and bibliography, the use of a visual aid is highly recommended. Please note: Street play is mandatory for the persuasive speech.
Unit IV: Special Occasion Speech 8 Hours
A speech designed to fulfil the objectives of a designated special occasion. Speakers may choose from the following options: (1) A festival speech, using an imaginary professional career as the basis for the speech; (2) a commemorative speech honouring a famous historical person or event; or (3) a "grand narrative" speech – using a narrative to tell a family story that has been passed down to you which contains a particular moral or cultural insight.
Unit V: Latest Trend
Trends in public speaking

Suggested Reading

1. O'Hair, Dan, Rob Stewart, and Hannah Rubenstein. Speaker's Guidebook: Text and Reference. 3rd ed. New York: Bedford/St. Martin's, 2007.
2. Lend Me Your Ears - Max Atkinson - OxfoTheatre of the streets by Sudhanva Deshpande, Jana Natya Manch, 2007
3. rd University Press
4. Resonate: Present visual stories that transform audiences by Nancy Duarte
5. The Official TED Guide to *Public Speaking* by Chris J. Anderson

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	0	50	100

Name of The Course	Contemporary Social Issues				
Course Code	BAJC1030				
Prerequisite	Probability and statistics				
Co-requisite	Automata and languages				
Anti-requisite					
		L	**T**	**P**	**C**
		2			2

Course Objectives

To increase the general knowledge base of students on issues and challenges related to Indian society

Course Outcomes

CO1	To describe basic concepts of Indian society
CO2	To explain and demonstrate knowledge of contemporary social issues
CO3	To write and speak about social problems
CO4	To produce media content in social context

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I:
Understanding Society- Concept of Varna & Ashram Caste, Gender Issues, Religion, Region and Ethnicity Concepts of Social changes and Social development
Unit II:
Social Problems and issues related with women, children, and youth Social Problems related with marginalized communities like Dalit, Adivasi, Minorities, old ages and LGBTs communities.
Unit III:
Criminalization of Politics, Naxalism, Terrorism and anti-terror measures, Human Rights Issues Corruption/nepotism, conflict and violence, poverty, unemployment, Illiteracy and Migration,
Unit IV Social movements in India Media Coverage of Socio-political issues, Media and Marginalisation Media Diversity and Pluralism Role of Media in society
Unit V: Latest Trend
• Latest Trends

Suggested Reading

1. Uma Kapila, Indian Economy since Independence, Academic Foundation, 19th edition (2009).
2. Government of India, Economic Survey (latest)
3. Government of India, Five Year Plan (latest)
4. Government of India, Finance Commission Report (latest)

Reference Books:

1. Jalan, B. (1992): The Indian Economy—Problems and Prospects, Viking, New Delhi.
2. Krueger, A.O. (Ed.) (2003): Economic Policy Reforms and the Indian Economy, Oxford University Press, New Delhi.
3. Lucas, E.B. & Papanek, G.F. (Eds.) (1988): The Indian Economy—Recent Development and Future Prospects, Oxford University Press, New Delhi

Name of The Course	**Reading and Writing Skills**				
Course Code	**BAJC1031**				
Prerequisite	Knowledge of the target language				
Co-requisite	Regular practise of reading and writing of target language				
Anti-requisite					
	L	**T**	**P**	**C**	
			2	1	

Course Objectives

1. To inculcate reading habits in students.

2. To inculcate writing skills in students.
3. To develop an understanding of contemporary societal issues.

Course Outcomes

CO1	The students will be able to arouse interest in reading. (K1)
CO2	The students will be able to develop writing skills. (K2)
CO3	The students will become aware of the contemporary societal issues. (K3)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50		50	100

Exercises:
N.B: Writing a story in every week based on the reading materials being supplied by the concerned faculty.

Suggested Reading

1. Motivational Books (Concerned faculty).
2. Literary Books(Concerned faculty)

Name of The Course	Universal Human Values and Ethics				
Course Code	UHVE1001				
Prerequisite	English Reading & Writing Skills, Exposure to General Studies				
Co-requisite	Newspapers, Television, Magazines, Internet Resources				
Anti-requisite	Interest in social issues				
	L	**T**	**P**	**C**	
			2	2	

Course Objectives

1.To help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education.

2. To help students initiate a process of dialog within themselves to know what they 'really want to be' in their life and profession.

3. To help students understand the meaning of happiness and prosperity for a human being.

4. To facilitate the students to understand harmony at all the levels of human living, and live accordingly.

5. To facilitate the students in applying the understanding of harmony in existence in their profession and lead an ethical life

Course Outcomes

CO1	Understand the significance of value inputs in a classroom and start applying them in their life and profession
CO2	Understand the values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.

CO3	Applying the value of harmonious relationship based on trust and respect in their life and profession.
CO4	Analyze ethical and unethical practices, and start making strategy to actualize a harmonious environment wherever they work.
CO5	Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50		50	100

Course Content:

Unit I: Need, Basic Guidelines, Content and Process for Value Education.
08 Hours

- Understanding the need, basic guidelines, content and process for Value Education
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels

Unit II:Understanding Harmony in the Human Being - Harmony in Myself
8 Hours

1. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
2. Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha
3. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
4. Understanding the characteristics and activities of 'I' and harmony in 'I'
5. Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail
6. Programs to ensureSanyam and Swasthya

Unit III:Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship
08 Hours

1. Understanding harmony in the Family- the basic unit of human interaction
2. Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti;
3. Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
4. Understanding the meaning of Vishwas; Difference between intention and competence
5. Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship
6. Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
7. Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha)- from family to world family!

Unit IV: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

08 Hours

1. Understanding the harmony in the Nature
2. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature

3. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space 4. Holistic perception of harmony at all levels of existence
Unit V: Implications of the above Holistic Understanding of Harmony on Professional Ethics **08 Hours**
1. Natural acceptance of human values 2. Definitiveness of Ethical Human Conduct 3. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order 4. Competence in Professional Ethics: a. Ability to utilize the professional competence for augmenting universal human order, b. Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, technologies and management models 5. Case studies of typical holistic technologies, management models and production systems 6. Strategy for transition from the present state to Universal Human Order: a. At the level of individual: as socially and ecologically responsible engineers, technologists and managers

Suggested Reading

1. R R Gaur, R Sangal, G P Bagaria, A Foundation Course in Human Values and Professional Ethics
2. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and HarperCollins, USA
3. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
4. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
5. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome's report, Universe Books.

Name of The Course	Critical Thinking
Course Code	BAJC1032
Prerequisite	
Co-requisite	
Anti-requisite	

	L	**T**	**P**	**C**

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
50	-	50	100

Course Content:

Unit I: Set Theory 02 Hours
Description: This module introduces the basic of naïve set theory. This allows us to develop a language that can be used to understand various concepts of Logic. This module is of two hours. Students should go through the lecture notes and try to answer the questions provided in the question bank. When students are satisfied with their understanding of the material, then can take the quiz to test their understanding.
Unit II:Theory of Numbers 02Hours
Description: This module introduces students to the basic of the theory of numbers. Students learn about the natural numbers, integers, rational numbers and real numbers. These concepts will help us to crate examples that explain various concepts of logic. The students are also introduced to mathematical induction: a technique used to prove various results about natural numbers. This module is of one hour. Students should go through the lecture notes and try to answer the questions provided in the question bank. When students are satisfied with their understanding of the material, then can take the quiz to test their understanding.
Unit III: Constants and Variables
Description: This module explains the concept of a sentence. It explains how a concept of a sentence in logic is different from a sentence used in everyday language. It introduces the related concepts of a designatory function and a sentential function. It explains how variables in a sentential function can be replaced by constants to construct sentences. It also discusses the role of quantifiers in the construction of sentences. This module is of one hour. Students should go through the lecture notes and try to answer the questions provided in the question bank. When students are

satisfied with their understanding of the material, then can take the quiz to test their understanding.

Unit IV: Sentential Calculus 02 Hours

Description:

This module starts by introducing students to the use of logical conjunctions like 'not', 'or', 'and' & 'if…, then…'. It explains the concepts of argument, premise and conclusion. Students are taught to use truth tables to establish laws of sentential calculus.
This module is of four hour. Students should go through the lecture notes and try to answer the questions provided in the question bank. When students are satisfied with their understanding of the material, then can take the quiz to test their understanding.

Unit V: Theory of Relations 02 Hours

Description:

This module introduces the concept of binary relations. The concepts of domain and co-domain are explained. The module then explains the algebra of relations: operations through which new relations can be constructed from existing relations. In this context, we discuss some special relations like the universal relation and the null relations. The module also discusses the concepts of reflexive relations, transitive relations, symmetric relations etc.

Name of The Course	Introduction to Radio			
Course Code	BAJC1021			
Prerequisite	Good voice, presence of mind			
Co-requisite	Exposure of radio			
Anti-requisite				
	L	**T**	**P**	**C**
	2	**0**	**0**	**2**

Course Objectives

5. To know the journey of radio and understand the present state and challenges.
6. To understand the basics of radio
7. To be familiar with radio production equipment and studio
8. To learn appropriate writing styles for radio

Course Outcomes

CO1	To define the concept of radio. (K1)
CO2	To explain the use of different equipment required for radio production (K2)
CO3	To identify different program formats. (K3)
CO4	To function skilfully in preparing different radio programs(K4)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	50	100	100

Course Content:

Unit I: Understanding Radio 08 Hours
Radio as a medium of communication, characteristics and limitation of radio
Development of Radio in India, All India Radio/Akashvani: Establishment, mission, expansion, National network, external services, state networks, local radio stations Community Radio, advent of FM radio station,
community/campus radio

Unit II:Radio Program Production equipment 8 Hours

Radio Programme Production basic equipments,
Stages of radio programme production
Sound and its importance

Different types of Microphones

The Process of Recording and Editing Sound

Unit III: Radio programme formats A8 Hours

Radio Talk.
Interview and skills for interviewing, Preparing for Group and panel discussion, Musical programs, phone-in programs.

Unit IV: Radio programme formatsB 8 Hours

Radio drama

Radio news and structure of radio news

Radio Advertisements, Radio Jingle
Vox- pop & Radio Magazine

Unit V: Latest Trends in Radio

Trends & experiment in radio

Suggested Reading

1. Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press

2. The Radio Handbook, by Carrel Fleming, Rout ledge (London & New York 2002)
3. O'Donnell Lewis B., Philip Benoit, and Carl. Hausman Modern. Radio Production 2nd ed. Belmont CA: Wadsworth, 1990.
4. Leider, N., Colby, Digital audio workstation, McGraw-Hill
5. Robert McLeish, Radio Production, Focal Press

Name of The Course	Radio Lab				
Course Code	BAJC1022				
Prerequisite	Basic Understanding of radio				
Co-requisite					
Anti-requisite					
		L	**T**	**P**	**C**
		0	0	1	1

Course Objectives

1. To gain practical exposure
2. To explore the opportunity in radio
3. To understand the meaning and nature of Radio
4. To become an expert in the field of radio

Course Outcomes

CO1	1. To show the talent through radio (K2)
CO2	2. To apply tools and techniques required for radio production. (K3)
CO3	3. To function skilfully in the production of different radio programs (K4)

Continuous Assessment Pattern

Internal Practical (IA)		**External Practical**	**Total Marks**
50	-	50	100

Course Content:

Unit I: Introduction to radio Lab 8 Hours Introduction of the subject, Radio in today's context/current trends, different presentation styles, exposure of different program formats
Unit II:Basics of Sound & Recording 8 Hours Sound as a medium of communication, use of microphone, console operating, introduction of recording
Unit III: Presentation styles for radio 8 Hours
Understanding and interpretation of Spoken words, writing styles (*programme specific), voice over exercise*
Unit IV: Preparation for different programs 8 Hours Genres of radio programmes, Planning and conduction of different radio programs. Talent show
Unit V: Latest Trend in radio production
• Live Streaming, Instagram Stories, Rise of Augmented and Virtual Reality and Increasing Participation in Messaging Platforms

Suggested Reading

1. Radio Talent, Walking on Air: How to Be a Radio Presenter, CreateSpace Independent Publishing Platform
2. Broadcast Journalism, Boyd Andrew, Focal Press London.
3. Robert McLeish, Radio Production, Focal Press
4. News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi
5. Sarah,The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002)

Name of The Course	Introduction to Television				
Course Code	BJMC 1023				
Prerequisite	Basic knowledge of communication concepts				
Co-requisite	Basic Reading and Writing Skills				
Anti-requisite					
		L	**T**	**P**	**C**
		3	0	0	3

Course Objectives

1. To provide the students with an overview of the growth and development of television as a medium especially in India
2. To help the students understand basic concepts of production and its process in television.

Course Outcomes

At the end of the course, the student will be able :

CO1	To Exhibit knowledge about the evolution of Television as a medium in India

CO2	To demonstrate the understanding of TV Organizational Structure and Roles
CO3	To understand concepts of Television Writing
CO4	To Analyze TV production techniques and programs

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: Evolution and development of TV 8 Hours

·Television Broadcasting: Characteristics as a medium of communication.
· History of TV in India: SITE, Terrestrial, Colour TV, Cable and Satellite.
· Contemporary trends
· Public service TV broadcasting
· Commercial TV broadcasting
· Economics of TV broadcasting
· National and International TV news agencies

Unit II:Organizational structure of TV news channels

8 Hours

· Modern TV newsroom: Input/output and Assignment Desks etc.
· Visual sources: Servers, Graphics, Archives, MSR, PCR and OB
· The equipments, Field work, TV news interviews, shooting, recording and editing

Unit III:Writing to Visuals 8 Hours

· The writing process- Fiction and Non-fiction
· Basics of Writing for News in Television
· Inverted Pyramid, Rundowns, Reporting-Field and Desk
· Basics of Writing for Television - Fiction – Story ideas, story boarding, screenplay

Unit V: Latest Trend 09 Hours

Latest Trends in Television

Suggested Reading

1. Fundamentals of Television Production; Authors: Ralph Donald &Thomas Spann.
2. Television Production Handbook; Author: Herbert Zettl
3. Mass Communication in India; Keval J. Kumar (Jaico Publishing House)
4. Television Journalism; Author: Stephen Cushion (Sage Publishing)

Name of The Course	Media Laws and Ethics			
Course Code	BAJC1011			
Prerequisite				
Co-requisite				
Anti-requisite				
L	**T**	**P**	**C**	
2			2	

Course Objectives

1. To inform and bring awareness among the students about media laws and ethics.

2. To provide a better understanding of laws, morals including power and functions affecting media professionals, media industry and media content.

Course Outcomes

CO1	The students will be able to identify and remember the important and fundamental features of the Indian constitution, media laws and ethics. (K1)
CO2	The students will be able to understand and describe the power and functions of different branches ensured by constitution. (K2)
CO3	The students will develop the ability to discuss various legal and Ethical aspects of media coverage. (K2)
CO4	The students will be able to practice various aspects of legal, ethical and moral issues relating to role of media in society. (K3)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: Introduction to Indian Constitution Hours
• Characteristics, preamble, directive principles • Fundamental rights and Human rights, • Fundamental duties and citizenship
Unit II: Constitutional Provisions for Democratic Organs
• Power and functions: Executive, cabinet, judiciary, Press • President, union list, concurrent list, • Emergency declaration and separation of powers
Unit III: Media Laws and Ethics I
• Right to Information Act • Official Secrets Act • Confidentiality of sources of information • Privileges, • Fair comment; • Defamation, • Contempt of legislature and court, • Censorship and media freedom • Press and Registration of Books Act, 1867.
Unit IV: Media Laws and Ethics II
• Copyright Act, • Press Council Act • Ombudsman Act, • Cinematography Act • Sedition, Drugs and Magic Remedies (Objectionable) Advertisement Act, • Obscenity Act • Media Ethics and different codes of ethics, • Recent acts of Media Ethics
Unit V: Latest Development
Latest development in media laws

Suggested Reading

3. Durga Das Basu: Laws of the Press in India, New Delhi, Prentice Hall.
4. Rajeev Dhawan: Only the good news: The Law of the Press in India, New Delhi.
5. Keval J.Kumar: Mass Communication in India,JAICO Publishing House, New Delhi.
6. Iyer Vekat: Mass Media Laws and Regulations In India, AMIC, 2000.

Name of The Course	**Print Media Reporting & Editing**			
Course Code	BAJC1025			
Prerequisite	Good command over the language (English/Hindi)			
Co-requisite	Knowledge of Current Affairs			
Anti-requisite	Reporting and Editing			
	L	**T**	**P**	**C**
	3	0	0	3

Course Objectives

Against the global trend print media in India is showing upward trends. It is hard to compare today's print media with the past. In fact, it is passing through a generational change. The advances in Internet and information technologies have brought about a structural change in the way information is aggregated. It has changed the nature of reporting. This paper deals with this new age reporting core with the fundamental values always affixed with it.

Course Outcomes

CO1	Define principles of reporting. (K1)
CO2	Illustrate reporting techniques. (K2)
CO3	Identify beats in reporting. (K3)
CO4	Examine the functions of editing. (K4)

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
30	20	50	100

Course Content:

Unit I: Principles of Reporting **8 Hours**
1. Principles of Reporting 2. Functions and Responsibilities 3. Writing News 4. Body 5. Lead 6. Types of Leads

7. Techniques of Re-Writing
8. News Agency Copy
9. Headlining
10. Types and Techniques

Unit II:Reporting Techniques 8 Hours

1. News Elements
2. Types of News
3. News Sources
4. Pitfalls and Problems in Reporting
5. Follow – Up
6. Qualities of a Reporter
7. Attribution; Off - The – Record; Embargo; Pool Reporting
8. Structure and Functions of Newsroom of a daily

Unit III: Beat Reporting

8 Hours

1. Types of Reporting
2. Crime
3. Courts
4. Health
5. Civil Administration
6. Civic
7. Culture
8. Politics
9. Education

Unit IV: Editing

8 Hours

1. Nature and Need for Editing
2. Principles of Editing
3. Editorial Desk
4. Functions of Editorial Desk
5. Copy-Editing Preparation of Copy for Press

Unit V: Latest Trend

- Latest Trends

Text Books

1. Basic News Writing, Melvin Mencher, Universal,
2. Understanding Journalism, Lynette Shridan Burns, Sage 2002
3. Journalism, 2nd Edition, Tony Harcup, Sage, 2009

Reference Books

1. Professional Journalism by M.V. Kamath, Vikas Publication
2. The Elements of Journalism by Bill Kovach & Tom, Three Rivers Press
3. Reporting Methods by S.Kundra Anmol Publications Pvt.Ltd
4. Outline of Editing by M.K.Joseph
5. Editing Techniques by S.Kundra

Name of The Course	Basics of Advertising			
Course Code	BAJC1013			
Prerequisite	Good command over the language (English/Hindi)			
Co-requisite	Knowledge of Current Affairs			
Anti-requisite	Reporting and Editing			
	L	**T**	**P**	**C**
	3			3

Course Objectives

1. The course will help to learn the core concept of advertising.
2. This will also elaborate the functioning of advertising agency and manner of advertising communication such as message, layout, design and technique.
3. This course will nurture the knowledge and skills about the advertising & brand profession.
4. It will also develop knowledge of advertising strategy and planning and apply it to a real life like scenario

Course Outcomes

CO1	To understand the basic concept of advertising.
CO2	To apply the models of advertising involved in advertisement production.
CO3	To analyse types of advertising for different products
CO4	To evaluate advertising agency working principle, using appropriate techniques

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
30	20	50	100

Course Content:

Unit I: Understanding Advertising
1. Definition & Meaning of Advertising 2. Role and functions of Advertising 3. Nature & Scope of Advertising 4. Growth & Development of Advertising in India 5. Ethical & Regulatory Aspects of Advertising
Unit II:Advertising Models and Communication Syste 8 Hours
1. Advertising Communication System 2. Models of Advertising Communication i. AIDA model ii. DAGMAR model iii. Maslow's Hierarchy Model 3. Advertising Appeals
Unit III: Classification and Types of Advertising 08 Hours
1. Classification of Advertising 2. Advertising Copywriting 3. Elements of Print advertising - Copy, slogan etc. 4. Characteristics, Advantages & Disadvantages of a. Broadcast media – Television, Radio b. Print Media – Newspaper, Magazines c. Other Media – Out-of–home, in-store, transit, yellow pages, Movie theatre, in-flight d. Internet
Unit IV:Advertising Agencies 08 Hours
1. Advertising agencies – Types & Structure 2. Advertising agencies – Work Profile of Different Departments 3. The advertisers; client –agency-media relationship 4. Ad agency empanelling, role of DAVP 5. Students will prepare an ad copy for print and electronic media with the approval and guidance of concerned faculty. 6. Students will exercise to write various slogans and appeals for print and electronic media with the approval and guidance of concerned faculty.

Unit V: Latest Trend in Advertising 09 Hours
Latest trends

Suggested Reading

1. David Ogilvy, Ogilvy on Advertising, Pan/ Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Aitchinson J. Cutting Edge Copywriting. Prentice Hall, Singapre, 2001

Name of The Course	GraphicDesigning			
Course Code	BAJC1016			
Prerequisite	Create both visually attractive and persuasive design			
Co-requisite	Newspapers, Magazines, Books, Advertisements			
Anti-requisite				
	L	**T**	**P**	**C**
			2	2

Course Objectives

1. Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills
2. Enable the students to design any desktop publications esp. newspaper

Course Outcomes

CO1	To understand the three important design elements: color, shape, and space
CO2	Demonstrate typography skills in designing
CO3	To Identify the various tools in Photoshop, Indesign, Illustrator and Create esp. a Newspaper, Magazine Cover, Logo, Banner etc.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	0	50	100

Course Content:

Unit I: Elements and Principles of Design & Typography: Effective use of Type

- Understanding and using negative space Creating designs that utilize white and non-white space
- Understanding which typefaces are best to use in different situations

Unit II:Application of Graphic Design: Photoshop

- Photoshop Interface, Customizing Interface as per the requirement of the designer, saving interface
- Introduction to Photoshop
- Difference between web and print media
- Concept of resolution for print and web
- Image type used for web like JPG, GIF, PNG and for print like TIFF, EPS, PDF
- Image resizing techniques and optimizing images
- Selection tools
- Brushes, loading brushes, saving brushes, creating brushes
- color correction, retouching
- enhancing brightness, shadows, midtones
- rectangle, ellipse tools to design interface for both web and press
- concept of layers, locking layers
- blending options
- working with gradients
- using pen tool to trace shapes, creating logos, custom shapes
- using pen tool to extract selected portion from an image
- using custom shapes, loading shapes, modifying existing shapes
- concept of clipping mask
- using filters

Unit III: Application of Graphic Design: In design

Hours

- Creating and managing document
- Creating and managing pages
- Working with text
- Working with Graphics
- Working with Objects
- Using Fills, Stroke and Effects
- Finalizing document
- Exporting a document for printCreate a cover page for a magazine

Unit IV: Application of Graphic Design: Illustrator

Hours

- introduction to pen tool
- concept of layers, organizing layers, grouping layers, selecting layers, duplicating layers, merging layers
- using font attributes and formatting paragraphs, transforming text
- transforming a shape using different techniques like rotate, scale, reflect, twist, sheer, reshape, reposition etc
- applying color using color picker tool, color swatches, color palettes
- concept of transparency and masking
- learn envelope and its options, using mesh, text distortions
- learning the use of appearance and styles
- integrating with photoshop images
- using auto trace feature

Unit V: Latest Trend **09 Hours**

Latest Trends

Suggested Reading

1. Graphic Design Rants and Raves (Steven Heller)

.

2. Designing Brand Identity (**Publisher:** Wiley | **Author:** Alina Wheeler)

Online Video Reference

1. Indesign https://www.youtube.com/watch?v=9Zai77AHr_M&list=PLaR5mMy8Lmq12ODfDn5gu33KkzvrPE5LG
2. Photoshop https://www.youtube.com/watch?v=sF_jSrBhdl

g&list=PLYfCBK8IplO6v0QjCj-TSrFUXnRV0WxfE

3. Illustrator https://www.youtube.com/watch?v=IBouhf4seWQ&list=PLYfCBK8IplO4X-jM1Rp43wAIdpP2XNGwP

Name of The Course	Indian Polity				
Course Code	BAJC1033				
Prerequisite	Reading & Writing Skills, Exposure to General Studies				
Co-requisite	Newspapers, Magazines, Internet Resources				
Anti-requisite					
	L	**T**	**P**	**C**	
	2			2	

Course Objectives

To increase the general knowledge base of students on issues and challenges related to Indian Politics

Course Outcomes

CO1	To define basic concepts and fundamental features of The Indian politics
CO2	To demonstrate and understand knowledge of past political issues & personalities
CO3	To develop an understanding of political events
CO4	To analyze contemporary political issues

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I
• Indian Constitution : Fundamental Rights & its duties, • Parliamentary Democracy (Federal and Unitary features) etc. • Centre-State Relations: Issues of Regionalism. Decentralization of Power • Indian Judicial System: Judicial Activism.
Unit II:world
• Political Ideologies : Right, Left & Centre, Extremism, • Major National and Regional political parties in India and their changing trends • Profile of prominent political leaders. • Milestones of Indian Polity : Partition of India, Emergency in India
Unit III
• Sampoorna Kranti & fall of Janta party • Operation Blue Star • Boforse Case • Mandal Commission • Economic Crisis & Liberalization • Ayodhya Movement • Kargil war • Anna Movement, Corruption as Agenda
Unit IV
• Contemporary Political Issues: General Elections: Electoral Reforms, Politics of Vote Bank. Caste Conflicts, Communal tensions, political updates.
Unit V: Latest Trend
Latest Trends and cases

Suggested Reading

1. Introduction to Commentary on the Constitution of India and Casebook on the Indian Constitutional Law – D. D. Basu
2. Our Parliament – Subhash C. Kashyap
3. Political Theory – RC Agarawal
4. The Constitution of India: Bakshi P.M.
5. E-content online NCERT political science

Name of The Course	Communicative Hindi				
Course Code	BAJC1034				
Prerequisite	हिंदी की सामान्य समझ के साथ ही साथ समसामयिक मुद्दे की जानकारी				
Co-requisite	कम्प्युटर लैब, समाचारपत्र, आदि।				
Anti-requisite					
	L	**T**	**P**	**C**	
			4(J)	2	

Course Objectives

इस विषय का उद्देश्य छात्रों को मीडिया और हिंदी के अंतरसंबंधों से परिचित कराना जिससे छात्रों में हिंदी के व्यावहारिक व तकनीकी पक्षों की बेहतर समझ विकसित हो सके.

Course Outcomes

CO1	हिंदी के व्यावहारिक ज्ञान को समझना
CO2	मीडिया की भाषा के महत्व और उसकी उपयोगिता को बेहतर तरीके से प्रयोग में ला पाएंगे।
CO3	छात्र हिंदी के वैज्ञानिक विधि को विश्लेषित कर पाएगा। जिसमें शब्द संरचना से लेकर अर्थ निरूपण शाब्दिक व्यवहार भी शामिल होगा
CO4	भाषाई समझ के साथ मीडिया में हिन्दी टूल की सरचना कर पाएगा कर पाएगा।

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	0	50	100

Course Content:

Unit :1
भाषा एवं व्याकरण • **अभ्यास** – भाषा और व्याकरण से संबन्धित अभ्यास । हरेक छात्र को समसामयिक मुद्दों से संबन्धित लेखन करना होगा था उस लेखन के जरिये उसके कार्य का मूल्यांकन होगा।
Unit : 2 Hours
मीडिया लेखन • आलेख /संपादकीय लेखन • शीर्षक लेखन • **अभ्यास:** आलेख लेखन, कहानी लेखन / वाचन , संपादकीय लेखन आदि । **UNIT -3 हिन्दी भाषा और मीडिया** मीडिया भाषा : प्रकृति एवं विशेषताएँ **अभ्यास:** प्रत्येक छात्र को एक पुस्तक/लेख की समीक्षा करनी होगी। उस समीक्षा के जरिये मूल्यांकन किया जाएगा।
UNIT-4 हिन्दी भाषा और मीडिया अभ्यास: प्रत्येक छात्र को भाषा और मीडिया से संबंधित रोज़ अभ्यास कार्य दिया जाएगा और उसी के जरिये मूल्यांकन किया जाएगा।

Suggested Reading

1. हिंदी भाषा की सामाजिक संरचना : भोलानाथ तिवारी
2. व्यावहारिक हिंदी :भोलानाथ तिवारी
3. राजभाषा हिंदी : भोलानाथ तिवारी
4. अनुवाद विज्ञान सिद्धांत एवं प्रविधि :भोलानाथ तिवारी
5. अनुवाद की व्यावहारिक समस्यायें : भोलानाथ तिवारी
6. सम्पूर्ण हिन्दी व्याकरण और रचना : डा. अरविंद कुमार (लूसेंटप्रकाशन)
7. हिन्दी में पटकथा लेखन : जाकिर अली रजनीश

Name of The Course	Development Communication				
Course Code	BAJC2020				
Prerequisite	Newspaper & Weekly magazine Reading				
Co-requisite	Interest in Social and development Studies				
Anti-requisite	Development and Communication				
	L	**T**	**P**	**C**	
	3	0	0	3	

Course Objectives

1. The purpose of this course is to help you and/or your organization become more effective in fundraising (development) by becoming more effective at communicating.
2. This course aims at providing basic inputs regarding Development Communication and evaluating the changes that are taking place because of it.

Course Outcomes

CO1	Demonstrate an understanding of the theory and history of the role of communication in development.
CO2	Critically assess the strategic use of communication and media tools in development goals.

CO3	Generate case studies on contemporary perspectives on development communication.
CO4	Apply strategies of communicating social change on various development issues from a local, national, and global perspective

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: Theoretical component-Part I 8 Hours
• Definition of Development Communication • Historical Contexts of Development Communication • Theories and Approaches to Development Communication
Unit II:Theoretical component- Part II 8 Hours
• Models and Strategies to Development Communication • Media Development and Media Intervention
Unit III: Practical components – Part I 8 Hours
• Inequality, Global Poverty and Hunger • Environment and Sustainability • Health and Gender
Unit IV: Practical components – Part II 8 Hours
• ICT and Open Development • Humanitarianism, Activism and Social Change
Unit V: Latest Trends in Development Communication

Suggested Reading

1. Mohan J. Dutta (2011) Introduction, *Communicating Social Change: Structure, Culture, and Agency* , pp. 1-28
2. Toby Miller (2014) Globalization and Development. *The Handbook of Development Communication and Social Change*, pp. 20-39
3. Karin Wilkins (2014) Emerging Issues in Communicating Development and Social Change. *The Handbook of Development Communication and Social Change* , pp. 138-144
4. Srinivas R. Melkot (2003) Theories of Development Communication.
5. *International Development Communication: A 21st-Century Perspective* , pp. 129-146
6. Pradip N. Thomas (2015) Communication for Social Change, Making Theory Count. *Nordicom Review*, 36, pp. 71-78

Name of The Course	Basics of New Media			
Course Code	BAJC2021			
Prerequisite	Techno savvy			
Co-requisite	Computer lab with internet facility			
Anti-requisite				
	L	**T**	**P**	**C**
	3	**0**	**0**	**3**

Course Objectives

1. Equip the student in basic concepts and tools of new media.
   To learn about the technicalities of cyber media
2. To aware about different tools of new media for message dissemination
3. To understand how different audiences and institutions use new media
4. To discuss cases that highlight the variety of uses new media

Course Outcomes

CO1	To define the concept of new media. (K1)
CO2	To apply the rules of writing and production (K3)
CO3	To analyze the process of creating online content (K3)
CO4	To analyze the process of making content popular (K3)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

Course Content:

Unit I: **02 Hours**
• Intro to subject; Digital Media, New media, Convergence, Online media. • New Media; Structure, Content & its Challenges • Growth of New Media, • The concept of Interactivity, hyper-textuality, virtual communities • E-Governance and new media • World Wide Web, Domains & portals • Search engines & browsers
Unit II: **02Hours**
• Writing online stories, • Features and blogging, • Interview for web portals, • Impact of web journalism Print TV, & radio journalism, • Globalization and Impact of Digital journalism worldwide • Role of social media in social revolution
Unit III: Writing for online platform **02 Hours**
Topic: • On line edition of newspapers and e-papers, • Online editing and e-publishing, • Social, political, legal and ethical issues related to IT and CT.
Unit IV: Using multimedia **02 Hours**
Topic: • Presentation and layout of web newspapers and magazines, • Advertising on the web, • Popularizing on new media platform • Cyber Laws
Unit V: Latest Trend
• Live Streaming, Instagram Stories, Rise of Augmented and Virtual Reality and Increasing Participation in Messaging Platforms

Suggested Reading

1. D'Souza, Y K.; *Electronic Media and the Internet;* Gyan Book Depot Publications
2. Siapera, Eugenia; *Understanding New Media*; Sage Publication
3. Cyber Bani:Being a Human in the New Media Environment, Gaston Roberge, Gujarat Sahitya Prakash
4. The Language of New Media, Lev Manovich
5. Communication Technology, The New Media In Society:Newyork, free Press.

Name of The Course	Light and Camera				
Course Code	BAJC2022				
Prerequisite	Operation of video camera and Lights				
Co-requisite	Produce film				
Anti-requisite					
		L	**T**	**P**	**C**
			0	**2**	**2**

Course Objectives

1. Understand the operation of video camera.
2. Develop skills related to lighting.
3. Produce short film using in-camera editing

Course Outcomes

CO1	Understand the operation of video camera.
CO2	To Use different supporting equipment related with camera
CO3	To utilize basic principles of visual grammar
CO4	To examine lighting at its tools

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
50	0	50	100

Course Content:

Unit I:
Description: • Types of video Camera • Parts of Camera

• Different types of filters • Different types of shots and Camera angles • Camera movement • Supporting equipments of Camera (MOUNTS)
Unit II:
Description: • Depth of Filed, Deep Focus, Shallow Focus, Racking focus, • Frame rate and shooting formats (PAL, SECAM, NTSC) • Angle of Framing • Aspect Ratio • HD and SD formats • Magnetic tapes (low band, hi band, beta cam, Digi beta, DV cam, DVC pro) • Memory cards (SD, Flash)
Unit III:
Description: • Film continuity -Line of Axis (180-degree rule) • Composition • Anticipate editing • In-camera editing • Working with Chroma-Green/Blue Screen • Basics of Sound • Capturing Audio while shooting, • Recording Audio with HD Video Camera • Importance of Audio while shooting
Unit IV:
• Importance of Lighting • Lighting control and usage • Basic lighting technique (Three- & Four-point lighting) • Studio lighting (High-Key lighting & Low Key) • White balance and colour temperature • Other tools used in lighting-Diffusers, Reflectors, Cutters & Gels • Production Planning
Unit V: Latest Trend
Latest Trends

Suggested Reading

- Alkin Glynn. Sound Techniques for Video and TV Media Manual series, Focal Press, Boston-London, 1984
- Millerson Gerald. Video Camera Techniques, Focal press
- Millerson Gerald. Basic TV staging. Focal press

Name of The Course	Light and Camera Lab				
Course Code	BAJC2023				
Prerequisite	Operation of video camera and Lights				
Co-requisite	Produce film				
Anti-requisite					
	L	**T**	**P**	**C**	
	1	**0**	**2**	**1**	

Course Objectives

1. Getting practical exposure of operating a video camera.
2. Develop skills related to lighting & its supportive tools.
3. Produce short film using in-camera editing.

Course Outcomes

CO1	Operate HD video cameras. (K3
CO2	Use lights according to the production needs. (K2)
CO3	Apply the principles of visual grammar. (K3)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	0	50	100

Course Content:

Unit I:
Description: • Types of video Camera, • Parts • Shots • Use of filter
Unit II:

Description:

- Different use of effect
- Composition
- Editing
- sound

Unit III:

Description:

- Lighting & its different tools

Unit V: Latest Trend

- Latest Trends in set up

Suggested Reading

- Alkin Glynn. Sound Techniques for Video and TV Media Manual series, Focal Press, Boston-London, 1984
- Millerson Gerald. Video Camera Techniques, Focal press
- Millerson Gerald. Basic TV staging. Focal press

Name of The Course	Corporate Communication				
Course Code	BAJC2017				
Prerequisite	Preliminary understanding of communication				
Co-requisite	Understanding about the communication world & corporate				
Anti-requisite					
		L	**T**	**P**	**C**
		2	**0**	**0**	**2**

Course Objectives

1. Provide a basic understanding of Public Relations and its relevance
2. Provide a preliminary idea of Corporate Communication
3. To be familiar with different tools of corporate communication
4. To learn basic techniques of corporate communication

Course Outcomes

CO1	Define the concept of Public Relations. (K1)
CO2	Demonstrate the usage of PR tools. (K2)
CO3	Interpret different PR practices in prevalent in society. (K3)
CO4	Evaluate different tools of Corporate Communication. (K4)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	50 Weightage 20	100 Weightage 50	100

Course Content:

Unit I: Understanding Public Relations
08 Hours

1. Introduction of the subject
2. Definition of Public Relations - Its need, nature and scope
3. Types of Publics, Functions of PR
4. How PR is different from advertising, publicity and propaganda
5. Corporate Communication, Difference between Corporate communication & PR
6. Ethics of PR - IPRA code - PRSI

Unit II:PR Tools & Techniques 8 Hours

1. Tools and techniques of Public Relations
2. News release
3. Media relations - press conference and press tours
4. Internal and External PR media - corporate film, house journal, annual report, institutional advertising

Unit III: PR Practices 8 Hours

1. Role of PR in Educational and Research Institutions
2. Role of PR in Rural Sector
3. Role of PR in Defence
4. Role of PR in Political and Election Campaigns
5. PR for Individuals
6. PR campaign - programme planning, evaluation

Unit IV: Corporate Communication 8 Hours

1. Definition of Corporate Communication
2. Corporate communication - Basic tools, strategies and planning and core functions
3. Corporate communications in industry, dealing with internal and external public
4. Corporate communication- Reputation management & corporate image
5. Crisis Communication

Unit-V [New Trends in PR &Corporate Communication]

Case studies

Recent trends

Online PR & Corporate Communication

Social Media as a tool of image building

Suggested Reading

1. Joep Cornelissen, Corporate Communication: A Guide to Theory and Practice, Sage

2. Jaishree Jaithwani, Corporate Communication: Principles & Practices, Sage Publication

2. O'Donnell Lewis B., Philip Benoit, and Carl. Hausman Modern. Radio Production 2nd ed. Belmont CA: Wadsworth, 1990.

3. Stephen, Bart, Social Media Marketing: Principles & Strategies

4. Keith Butteric, Introducing Public Relations Theory & Practices, Sage

Name of The Course	Corporate Communication Project			
Course Code	BAJC2020			
Prerequisite				
Co-requisite				
Anti-requisite				
	L	**T**	**P**	**C**
	0	0	1	1

Course Objectives

1. To Provide a practical environment of corporate communication
2. To Involve the students in different projects of Corporate Communication
3. To become a Professional
4. To gain required skill

Course Outcomes

CO1	1. To show the talent in corporate communication (K2)
CO2	2. To apply different tools and techniques required for an effective corporate communication campaign (K3)
CO3	3. To function skilfully in the area of corporate communication (K4)

Continuous Assessment Pattern

Internal Project (IA)		**External Project**	**Total Marks**
50	-	50	100

Course Content:

Unit I: Introduction to Corporate Communication

8 Hours

Introduction & practices about Identifying and studying different case studies.

Unit II:PR Tools & Techniques 8 Hours

Exercises are related with

1. Using Tools and techniques of Public Relations
2. Practical exposure of News release
3. Media relations - press conference
4. corporate film, house journal, annual report, institutional advertising

Unit III: PR Practices 8 Hours

PR campaign - programme planning, evaluation

Unit IV: Practice Related with corporate Communication 8 Hours

1. Corporate communication- Reputation management & corporate image
2. Crisis Communication

Unit V: Latest Trend

Case study

Suggested Reading

1. Jaishree Jaithwani, Corporate Communication: Principles & Practices, Sage Publication

2. O'Donnell Lewis B., Philip Benoit, and Carl. Hausman Modern. Radio Production 2nd ed. Belmont CA: Wadsworth, 1990.

3. Stephen, Bart, Social Media Marketing: Principles & Strategies
4. Keith Butteric, Introducing Public Relations Theory & Practices, Sage

Name of The Course	Artificial Intelligence, 5G and Augmented Reality And Virtual Reality			
Course Code	BAJC2027			
Prerequisite	Probability and statistics			
Co-requisite	Automata and languages			
Anti-requisite				
	L	**T**	**P**	**C**
	2	**0**	**0**	**2**

Course Objectives

- To provide the most fundamental knowledge to the students so that they can understand the AI.
- To handle different tools and techniques required for AI, 5G, AR and VR.
- To perform skillfully in the production of different radio programme.

Course Outcomes

CO1	Remember the working pattern of AI, 5G, AR and VR.
CO2	Understand the basic techniques of AI, 5G, AR and VR.
CO3	Applying acquired knowledge of AI, 5G, AR and VR in media research
CO4	Analyse and develop usage of AI, 5G, AR and VR in media.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	**20**	**50**	**100**

Course Content:

Unit I: Artificial Intelligence: 8 Hours
Introduction to AI; Problem formulation; Search-I; Search - II; Production system; Ontology; Propositional logic
Unit II: Embracing 5G and Beyond 5G: 8 Hours
Exciting applications of 5G in daily life; demands and technical challenges of 5G; cutting-edge technology enablers; new apps and new demands in a well-connected 5G world; opportunities arise on VR/AR, massive IoT, smart city, autonomous driving, tactile internet, remote healthcare; innovations toward better application experience in 5G and B5G.
Unit III: Augmented Reality And Virtual Reality: 8 Hours
VR as a discipline. Basic features of VR systems. Architecture of VR systems; VR input hardware: tracking systems, motion capture systems, data gloves. VR output hardware: visual displays; AR software. Camera parameters and camera calibration. Marker-based augmented reality. Pattern recognition. AR Toolkit.
Unit IV: Latest Trend
• Latest Trends

Suggested Reading

1. Introduction to Artificial Intelligence, Shinji Araya, KYORITSU SHUPPAN, ISBN4-320-12116-3 (in Japanese)
2. New Artificial Intelligence (Fundamental), Takashi Maeda and Fumio Aoki, Ohmsha, ISBN4-274-13179 (in Japanese)
3. New Artificial Intelligence (Advanced), Takashi Maeda and Fumio Aoki, Ohmsha, ISBN4-274-13198-X (in Japanese)
4. Artificial Intelligence: a modern approach, S. Russell and P. Norvig, Prentice Hall, ISBN0-13-080302-2

Name of The Course		Social Internship				
Course Code		BAJC2028				
Prerequisite		The student should be exposed to different media platforms and to media industry				
Co-requisite		Knowledge of Communication Concepts				
Anti-requisite						
		L	**T**	**P**	**J**	**C**
Ps check this also						

Course Objectives

The course is aimed at helping students

1. To acquire adequate industry exposure
2. To be able to have practical learning experience in acquiring skills related to media industry of their own choice.
3. To discover his/her own skills via industry internship that can contribute to social change or development

Course Outcomes

At the end of the course the students will be able to

CO1	demonstrate the skills acquired in the industry
CO2	demonstrate the work done during summer internship in the industry
CO3	demonstrate social skills like team work and

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	**-**	**50**	**100**

Course Content:

Major Project : Social Internship
The students can undertake internship in the field of his/her own choice such as films/TV/radio/advertising/PR/Corp Com/NGOs. At the end of the internship the students are required to prepare a report on their work done to demonstrate their skills acquired during that period to the internal and external faculty. The duration of the internship must not be less than TWO months**.** The idea is that the student must focus –among other things- on how media messaging in a non-profit institution or for profit institution determine and impact their target audiences. Also how different forms of media can be used to advance a cause, spread awareness of a social issue, galvanize fundraising and volunteer efforts, and sustain the brand identity and reputation of non-profit organizations. **The Internship will be evaluated on this rubric.** a. Choice on the status of the NGO viz. national or international (20)% b. Output generated during the internship (30) % c. Viva for external practical (50)%

Name of The Course	International Communication			
Course Code	BAJC2026			
Prerequisite	English Reading & Writing Skills			
Co-requisite	Newspaper, Magazine and TV Resources			
Anti-requisite	Interest in International Affairs			
	L	T	P	C
	2			2

Course Objectives

1. To create understanding of the world in historical and contemporary context.
2. To create understanding of the world politics and economics.
3. To impart knowledge of writing on global issues.
4. To inculcate the knowledge of international important developments.
5. To develop the knowledge of India's foreign policy.

Course Outcomes

CO1	To understand various aspects of International issues, communication and relation

CO2	To apply communication for the solution of global problems. Students will be able to learn about media professional standards.
CO3	To explain the role of international communication in a global society
CO4	To evaluate issues of international communication.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: To evaluate issues of international communication. 8 Hours

1. Concept of international Communication
2. International communication in the Internet age
3. (Imbalance in) International Information flow
4. The New World Information and Communication Order (NWICO)
5. Towards an integrative view of balanced information flow
6. MacBride Commission's Report –nonaligned News agencies news pool -it's working, success, failure.

Unit II:APPROACHES TO THEORIZING INTERNATIONAL COMMUNICATION 8 Hours

1. Modernization theory
2. Dependency theory
3. World systems
4. Structural imperialism
5. Hegemony
6. Propaganda
7. Global Village
8. Technological Determinism
9. Globalization
10. Cultural Imperialism

Unit III: INTERNATIONAL/TRANSNATIONAL MEDIA ORGANIZATIONS 08 Hours

A. News Agencies:

1. Agence France-Presse
2. Associated Press
3. United Press International
4. Thomson Reuters
5. Russian News Agency TASS (TASS)
6. ANI

B. Broadcast networks

7. Cable News Networks (CNN)
8. British Broadcasting Service (BBC)
9. Al Jazeera Networks

Unit IV: KEY FIGURES IN INTERNATIONAL COMMUNICATION 08 Hours

1. Ralph Akinfeleye
2. Marshall McLuhan
3. Ted Warner
4. Bill Gates
5. Noam Chomsky
6. Herbert Schiller
7. Walter Lippmann
8. Edward Herman
9. John Merrill
10. Cees Hamelink
11. Annabelle Sreberny
12. Hamid Mowlana
13. Sean Mcbride
14. Pt. Jawaharlal Nehru

Unit V: Latest Trends in International Communiation

- Trends and case studies

Suggested Reading

1. *Many Voices One World;* Report of the McBride Commission
2. Federick, Howard H.; *Global Communication and International Relations;* Wadsworth Publications
3. Menon, Narayana. The Communication Revolution. National Book Trust.
4. Handbook of International Communication, William B. Gudykunst Bella Mody,
5. Sage Pub. India Pvt. Ltd., New Delhi.
6. Thusssu, D. K.(2006). International Communication: Continuity and change, New York, New York; Oxford University Press

Name of The Course	Script Writing					
Course Code	BAJC 2024					
Prerequisite	The students are expected to have basic writing skills					
Co-requisite	Knowledge of Mediums of Mass Communication					
Anti-requisite						
	L	**T**	**P**	**J**	**C**	
	0	0	0	4	2	

Course Objectives

1. To help students develop creative skills of ideating and structuring a story for Audio-Visual Medium.
2. To help them learn to develop story ideas into Scripts

Course Outcomes

At the end of the course the student will be able to

CO1	Develop a Visual Story Idea
CO2	Create a Screenplay Structure
CO3	Create a Storyboard
CO4	Develop a full fledged script

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50 (Project Evaluation +Viva)	100

Course Content:

Unit I: Project 1: Developing a Visual Story Idea **8 Hours**

The students will learn to work in teams or groups to think in visuals and develop a story idea in fiction or non-fiction. Develop a research plan and develop a viable audio-visual story idea in consultation with the Course Incharge.

Rubrics: Concept – 5 marks; Research - 5 marks

Unit II:Project II :Creating a Screenplay Structure (10 Marks) 8 Hours

The students will develop a screenplay structure based on the story idea and the research carried out for a chosen genre of production like a documentary or a fiction film. This will include developing a narrative structure like plot, treatment and characterization.

Rubrics: Narrative Structure – 5 marks; Treatment: 3 marks; Characterization: 2 marks

Unit III:Unit III: Project III: Creating a Storyboard (10 Marks) 8 Hours

Based on the Storyline, the students will create a Storyboard for their audio-visual production. Students could work in groups or individually to create Storyboards using relevant softwares.
Rubrics: Visual Depiction: 5 marks; Creativity: 5 marks

Unit IV: Developing A Final Script 8 Hours

Based on the chosen genre of production, students will develop their final script which would include, if needed, scripting voiceovers, dialogues along with a full description of visuals and tentative screen time.

Rubrics: Story Idea- 5 marks; Visual Thinking: 5 marks; Writing Skills: 5 Marks; Voiceovers/Dialogues: 5 marks

Unit V: Latest Trend

- Latest trends and case study

Suggested Reading

1. How to Write a Documentary Script, Trisha Das, PSBT publications
2. Script : Writing for Radio & Television, Sage Publications
3. Technique of Screenplay Writing- Eugane Vale, Souvenir Press Ltd, 1980
4. Script Library - Writersroom
5. Screenwriter Job Description: Salary, Skills, & More

Name of The Course	Content Writing				
Course Code	BAJC2025				
Prerequisite	Understanding of convergent media				
Co-requisite	Command over the language				
Anti-requisite					
	L	**T**	**P**	**C**	
	0	0	4	2	

Course Objectives

1. To Provide a practical exposure of content writing
2. To Involve the students in different projects related with content writing
3. To become a Professional
4. To gain required skill

Course Outcomes

CO1	1. To show the talent in content writing (K2)
CO2	2. To apply different tools and techniques required for effective content writing (K3)
CO3	3. To function skilfully in the area of content writing (K4)

Continuous Assessment Pattern

Internal Practical (IA)		**External Practical**	**Total Marks**
50	-	50	100

Course Content:

Unit I: Introduction to Content Writing
Concept & understanding of content writing
Career in content writing
scope and importance of content writing
Types of content writing
Unit II:Content Writing Tools & Techniques 8 Hours
Process of content writing
Content writing styles
Uniqueness and effectiveness of content
Content writing for different media
Search engine optimization &Tag words
Unit IV: Practice Related with corporate Communication
8 Hours
Creative content writing
Writing on different topics
Writing blogs
Content strategy
Content writing project management

Unit V: Latest Trend 09 Hours
• Latest Trends

Suggested Reading

1. Lynda Felder,Writing for the Web: Creating compelling web content using words, pictures, New Riders
2. https://www.truelancer.com/
3. Laura Hanly, Content that Converts

Name of The Course	Communication Research
Course Code	BAJC2019
Prerequisite	Understanding Research
Co-requisite	Internet, Online Research articles, SPSS software
Anti-requisite	

	L	T	P	C
	3			3

Course Objectives :

The course is designed to develop the basic skills in communication research and to learn various methods and techniques of conducting communication research.

Course Outcomes

CO1	Understand the various types of research methods, tools and techniques
CO2	Apply various practical applications of research methods in the field of mass communication
CO3	Develop a research proposal in the field of media and communication
CO4	Design and execute a research project using the methods

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: Research and its Designs

- Meaning, objectives and types of research
- Research Approaches – quantitative and qualitative
- Research Process – the steps involved
- Research Design – Meaning and different types
- Sampling – Selecting a sample, types of sampling – Probability and Non- Probability
- Hypothesis /Research Questions
- Types of sources material; Elements of Synopsis and its importance in designing the research study

Unit II:Methods of Research and Data Collection

8 Hours

- Primary and Secondary data
- Observation method
- Interview method
- Collection of data through questionnaire
- Collection of data through schedule
- Content Analysis
- Case Study Method

Unit III: Survey

- Survey – Meaning and types
- Public opinion surveys, TRPs
- Readership survey, IRS etc.
- Election related survey – opinion poll and exit poll

Unit IV: Data Analysis and Report Writing

- Writing a proposal, synopsis, abstract for a project.
- Processing of data – editing, coding, classification, tabulation
- Analysis and interpretation of data
- Report writing –steps involved.
- significance of bibliography, index Appendices, footnotes

Unit : 5

Latest trends in communication research.

Suggested Reading

1- Practical Research Methods by Catherine Dawson, New Delhi, UBS Publishers, 2002

2- Research Methodology-Methods and Techniques by C.R Kothari, New Delhi, Wiley Eastern Limited, 1985.

3- Research Methodology by R. Cauvery, M. Girja Sudhanayak, S. Chand & Company, New Delhi, 2010

Name of The Course	Film Studies				
Course Code	BAJC2008				
Prerequisite	English Reading & Writing Skills				
Co-requisite	FilmResources				
Anti-requisite	Interest in Film Making				
	L	**T**	**P**	**C**	
	3			3	

Course Objectives

1. The course is designed with an aim to help students develop theoretical understanding of the growth of films globally with special emphasis on the Film trends India.

2. Based on this knowledge base, the aim also is to help students develop skills to critically appreciate films, nationally as well as internally.

Course Outcomes

CO1	To trace the history and development of cinema
CO2	To comprehend the role and impact of cinema in society and vice-versa
CO3	To develop an understanding of the political, cultural and aesthetic nuances of filmmaking
CO4	To critically analyse and appreciate cinema as an art

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: Language of Cinema: 08 Hours
1. Visual Language, Cinematography, Visual Universe 2. Mise-en-scene, Colour as storytelling device
Unit II:The birth of Indian Cinema 8 Hours
1. Silent era 2. Talkies, Golden Age of the 1950s 3. New Wave Indian Cinema 4. Popular Indian Cinema : Historical, Religious and National 5. Reading the Text of the Film: Themes, Content and Analysis
Unit III: Films, Culture and Society 08 Hours
1. Film Genres and Sub Genres 2. Documentaries and Experimental films 3. Gender and Sexuality in Cinema 4. Concept of the Avant Garde and the Underground Critical debates on Indian 'Art Cinema'
Unit IV: Latest Trend 09 Hours
• Latest Trends in film

Suggested Reading

1. How to read a Film, James Monaco

2.Film Art: An Introduction, David Bordwell, Kristin Thompson

3.Cinema Studies: The Key Concepts, Susan Hayward

4.Movies and Methods V1 and V2; Nichols, Bill

5.The Cinematic Society, Norman K. Denzin

Name of The Course	Non-Linear Editing			
Course Code	BJMC2009			
Prerequisite	Basic knowledge of computers			
Co-requisite	Computers having 8gb ram 2gb graphics card i7 processor with related video editing software			
Anti-requisite				
	L	**T**	**P**	**C**
	0	**0**	**2**	**2**

Course Objectives

1. This course of Non-Linear Editing will help students to develop the full range of skills needed to work as a Video Editor in a TV or Film Industries

3. They will be able to learn editing software are like Final Cut Pro (FCP) and Adobe Premier Pro.

4. Students will be well versed with the concept of non-linear editing and must be able to edit and process of digital video sequences

Course Outcomes

CO1	Start a project with the right settings for any type of video, from any camera
CO2	Edit an entire video with creative skills and techniques.
CO3	Edit green screen footage and, add backgrounds that actually look good

CO4	Students will handle Audio Visual Projects like Documentary, Short Films, Music Videos and News Program.
CO5	Export and save your videos for playback in TV, Web and Mobile

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

Course Content:

Unit I: : Introduction of Video Editing
04 Hours

Description:

- History & Concept of Editing
- Linear and Non-Linear

Assignment/Project:

Students will submit assignments on history & concept of editing. /Linear and Non-Linear

Unit II: Introduction to editing software interface

04 Hours

Description:

Function of Browser, Viewer,

- Canvas and Timeline
- Media Import
- Basic Editing Tools

Unit III: Video Editing **04 Hours**

Description:

- Adding Clips to Timeline
- Add Music
- Replace video Clips
- Multi Track Editing

Assignment/Project:

Students will submit an Edited Montage

Unit IV: Audio Editing
04 Hours

Description:

- Keyframing Audio
- Audio Levelling
- Audio Mixing
- Sound Sync

Assignment/Project:

Students will submit an News Package

Unit V: Transitions, Effects and Transforming
04Hours

Description

- Add Cross Dissolve
- Adding Effects
- Basic Speed Changes
- Basic Keyframing
- Colour Correction
- Green Screen Effects

Unit VI: Use Titles and Motion Graphics Exporting and Output **04 Hours**

Description:

- Animate a Text and Title
- Basic Text and Title
- Working With Motion Templates
- Quick Time, AVI Mpeg-4
- Other compression video and Sharing
-

Assignment/Project:

Students will submit a short film with using professional techniques of non-linear editing.

Suggested Reading

1. Digital Nonlinear Editing: Editing Film and Video on the Desktop
2. Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio) by Robert M. Goodman and Patrick

Name of The Course	Economic Issues and Current Affairs				
Course Code	BAJC2011				
Prerequisite	Probability and statistics				
Co-requisite	Automata and languages				
Anti-requisite					
		L	**T**	**P**	**C**
		2			2

Course Objectives

In this course the students will study the various sectors of Indian economy and its issues with regard to development

Course Outcomes

CO1	Understand the various concepts of Indian and International Economics
CO2	Analyse various contemporary issues relating to Indian and International Economy
CO3	To provide skills equipping them to sophisticated managerial positions in industry and business careers in policymaking and public service
CO4	To prepare the students for scientific research in economics and economics-based global society

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: **8 Hours**
• Understanding Indian Economy-GDP, GNP, Per Capita Income, Elasticity of Demand and Supply, Market etc. • Inflation and Deflation • Contemporary Issues in Public sector: Disinvestment, Administered Price Mechanism • Deregulation of fuel prices & Factors increasing or decreasing fuel prices
Unit II: **8 Hours**
• Contemporary Issues in Trade sector • Foreign Direct Investment • Foreign Exchange rate related issues • International Trade and its financial implication in India
Unit III: **8 Hours**
• Contemporary Issues in Labor market: Migration (internal and external) • Supply and Demand • MNCs and labor laws in India. • Unemployment and its impact on Indian Economy
Unit IV **8 Hours**
• Contemporary Issues in Taxes: Goods & Services Tax • WTO and taxes & subsidies • Inter-state economic disparities in the pattern of development • Future Challenges for the Indian Economy
Unit V: Latest Trend
• Latest Trends and case study

Suggested Reading

1. Uma Kapila, Indian Economy since Independence, Academic Foundation, 19th edition (2009).
2. Government of India, Economic Survey (latest)
3. Government of India, Five Year Plan (latest)
4. Government of India, Finance Commission Report (latest)

Reference Books:

1. Jalan, B. (1992): The Indian Economy—Problems and Prospects, Viking, New Delhi.
2. Krueger, A.O. (Ed.) (2003): Economic Policy Reforms and the Indian Economy, Oxford University Press, New Delhi.
3. Lucas, E.B. & Papanek, G.F. (Eds.) (1988): The Indian Economy—Recent Development and

Name of The Course	Radio Jockeying & Production				
Course Code	BAJC2012				
Prerequisite	Good voice, presence of mind				
Co-requisite	Exposure of radio				
Anti-requisite					
	L	**T**	**P**	**C**	
			3	**3**	

Course Objectives

1. To be familiar with different styles of voice modulation
2. To understand the basics of radio Production
3. To become a radio production person
4. To develop a unique style of presentation

Course Outcomes

CO1	To apply talent of RJing (K3)
CO2	To simplify the use of different tools and techniques required for radio production.(K4)
CO3	To identify different program formats. (K3)
CO4	To function skillfully in the production of different radio program (K4)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	0	50	100

Course Content:

Unit I: Radio Jockeying Techniques
- Who is RJ
- Introduction to voice
- Voice Modulation
- How to make it presentable.

Unit II: Radio Production Tool
- Elements of radio productions
- Acoustics
- Perspective
- Sound effects
- Music
- Distort/Filter
- Different types of microphones
- Recording
- Editing

Unit III: Production related with different program format
- Musical Shows
- Interviews.
- Discussion
- Vox Pop
- Radio Report
- Commentary
- Talent Show

Unit V: Latest Trend
- Latest Trends and style

Suggested Reading

1. The Radio Jockey Hand Book by S. Kohli,Simran Kohli, Published by Diamond Pocket Books
2. O'Donnell Lewis B., Philip Benoit, and Carl. Hausman Modern. Radio Production 2nd ed. Belmont CA: Wadsworth, 1990.
3. Wat kinson, John. The Art of Digital Audio. Newton, MA: Focal Press 1994.
4. Nisbett, Alex. The Use of Microphones, 3rd ed. Newton, MA: Focal Press 1989

Name of The Course	Online Story Telling				
Course Code	BAJC2013				
Prerequisite	Basics of new media				
Co-requisite	Computer with internet connection				
Anti-requisite					
	L	**T**	**P**	**C**	
	0	**0**	**3**	**3**	

Course Outcomes

CO1	Grasp the skills of online story telling. (S2)
CO2	Create digital stories using skills like photography, writing, graphics video and sound. (S5)
CO3	Exercise the technique & tools of making the online content popular (K3)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

Course Content:

Unit I: Analysing the online stories **02 Hours**
Description Students will analyse various design and content of online media **Assignment/Project** Students will submit assignment of analysis
Unit II: Blog creation 02Hours
Description Practice on blog creation with supportive elements **Assignment/Project** Create his/her blog
Unit III: Writing for online platform **02 Hours**
Description Write content for online media keeping the guideline in mind **Assignment/Project** Submit and upload 5 stories of online media
Unit IV: Using multimedia **02 Hours**
Description Practice on various multimedia elements **Assignment/Project** Submit and upload on blog one audio and one photo essay
Unit V: Story telling through smart-phone **02 Hours**
Description Practice on web film with the help of smart-phone **Assignment/Project** Submit and upload a short film for web. This task will be carried out as group project of 4-5 students.
Unit VI: Use of social media to promote the content/page 02 Hours
Description Practice on the techniques to make the content/page popular **Assignment/Project** Student will submit an assignment of strategy to make the **content popular.**

Suggested Reading

1. Online resources should be used extensively.
2. Journalism online; Mike ward sage publication
3. BBC Word services digital learning

Name of The Course	Data Journalism			
Course Code	BAJC2029			
Prerequisite	Basics of new media			
Co-requisite	Computer with internet facility and smartphone			
Anti-requisite				
	L	**T**	**P**	**C**
	2	**0**	**6**	**8**

Course Objectives

1. students skilled with the tools to analyse the huge data
2. Finding pattern and ultimately the solution of the problem would be the main objective of the course.
3. Writing/producing/presenting stories on the basis of big data is art as well as science.
4. Students will be exposed with real world problem where they have to find the solutions based on data.

Course Outcomes

CO1	Grasp the tools and technology of data driven journalism (S2)
CO2	Present/Write/Produce the story based on data driven journalism (S4)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

Course Content:

Unit I:	**02 Hours**
Description: What is data journalism How to Find a Story in Data Set Case Study of Data Journalism	
Unit II:	**02Hours**
Description: Strategic Searching Intro to Scraping Sorting and filtering of data in Excel Data analysis by pivot table	
Unit III:	**02 Hours**
Description: Refining the data using open access tools formatting, spelling error, invalid value, duplicates Advanced cleaning techniques Visualisation: Principles Graphics, Art and insight	
Unit IV:	**02 Hours**
Description Students will work on any real world issue/problem based on data. Appropriate data should be analysed using Excel. The data shall be cleaned using tools like openRefine. After analysis, the student will present the story in news form.	

Unit V: Latest Trend
Latest Trends and cases

Suggested Reading

1. The Data Journalism Handbook 2
2. The Data Journalism Handbook by Jonathan Grey, Shroff Publishers

Name of The Course	Specialization: Photography			
Course Code	BJMC3017			
Prerequisite	Basic knowledge of computers			
Co-requisite	Techniques of lighting and composition			
Anti-requisite				
	L	**T**	**P**	**C**
	0	**0**	**2**	**2**

Course Objectives

The course is project-based learning where intense learning comes from doing specific project. The communication using single photo and photo essay will be in focus. This course will provide the students a platform to showcase their competence and professionalism**.**

Course Outcomes

On completion of this course, the students will be able to

1. Operate advanced techniques of specialized photography (S3)
2. Exercise the techniques of lighting and composition (S3)
3. Produce photo essay. (K6)

Catalogue Description

This course aims to skilled the students in professional photography. Student will apply advanced techniques of photography. The course will include hands-on demonstrations with the DSLR.

Course Content

Unit I:

Specialized photography;

- Portrait
- Travel & Landscape
- Photojournalism
- Sports Photography
- Wild Life & Nature photography
- Product Photography
- Fashion Photography

PROJECT-1: Students will be exposed with above mentioned specialized photography and will choose one stream. Students have to create a set of 10-20 photographs on specific stream.

Unit II:

- Importance of Lighting
- Lighting control and usage
- Composition tips
- Different rules of composition**.**

PROJECT-2: Students will be exposed practically with technique of composition and lighting. Students have to capture 10-20 photographs for showing the importance of shadow in the image.

Unit III:

PROJECT-3: Student has to work on photo essay. The topic of photo essay will be approved by assigned faculty member. Students have to submit the project on A3 size printed on photographic paper.

Theme 1: *Select a wide/broad-based field (for example: wildlife, human interest, disasters, lifestyle, and industry) and compile a collection of 10-20 photographs clicked. These photographs should reflect the essence of that specific field. Each photo should have a suitable caption.*

Rubrics

The subject will be evaluated on this rubric.

d. Creativity (15)%
e. Story telling by picture (15)%
f. New story/idea (15)%
g. Composition (15)%
h. Light (15)%
i. Research (15)%
j. Caption (10)

Text Books

1. Online websites like https://digital-photography-school.com could be used extensively.
2. Langford's Advanced Photography; Michael Langford, Focal Press

Reference Books

1. The Darkroom Cookbook; Anchell, Stephen G.
2. Practical photography; Freeman, John

Name of The Course	Environmental Studies				
Course Code	BAJC3003				
Prerequisite	English Reading & Writing Skills				
Co-requisite	Newspapers, Magazines, Internet Resources				
Anti-requisite	Environmental Awareness				
		L	**T**	**P**	**C**
		3			3

Course Objectives

This course is aimed to make the students aware about the role of media in environment communication.

Course Outcomes

CO1	Students will get in-depth knowledge about environmental studies
CO2	Students will be able to learn the process of environmental communication

CO3	Students will be able to design the messages on mass media campaign relating to Environment and Environmental issues
CO4	Students will be able to learn about disaster management and policies.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
20	30	50	100

Course Content:

Unit I: Understanding Environment and Resources: **08 Hours**
1. Definition, 2. Scope and importance 3. The Natural Resources: Forest, Water, Mineral, Energy, Food and Land resources etc 4. Problems related to the conservation of natural resources 5. Role of media in conservation
Unit II:Environmental Pollution, Social Issues and Problems: **8 Hours**
1. Air Pollution 2. Water Pollution 3. Soil Pollution 4. Marine Pollution 5. Noise Pollution 6. Thermal Pollution 7. Nuclear Hazards Role of an individual and media in prevention of pollutions
Unit III: Environmental Impact and Policies: **08 Hours**
1. Environmental Assessment and Environment Audit 2. Environment Protection Act 3. The Water Prevention and Control of Pollution Act 4. Air Prevention and Control of Pollution Act 5. Wildlife Protection Act 6. Forest Conservation Act
Unit IV: Disaster Management and Policies: **08 Hours**
1. Understanding Disaster: Natural and Human Disasters like Floods, Earthquake, Cyclones, Landslides & Avalanche 2. Policies to counter Natural disaster and Human Disaster 3. Role of Media in Disaster Management and Mitigation
Unit V: Latest Trend
• Latest Trends and cases

Suggested Reading

1. A Textbook of Ecology and Environment by Dr. Namita Joshi and Dr. P. C. Joshi
2. Environmental Studies by Anubha Kaushik & C.P.Kaushik

Name of The Course	Event Management			
Course Code	BAJC3018			
Prerequisite	Public Relation			
Co-requisite	Command on languages			
Anti-requisite				
	L	**T**	**J**	**C**
	0	**0**	**3**	**3**

Course Objectives

The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

Course Outcomes

CO1	Remember the role and purpose(s) of special events in the organizations.
CO2	Understand the basic techniques and strategies required to plan successful special events.
CO3	Applying acquired knowledge and competencies required to promote, implement and conduct special events.
CO4	Analyse knowledge and competencies required to assess the quality and success of special events.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	**0**	**50**	**100**

Course Content:

Unit I: Principles of project/Event Management: From concept to reality: 8 Hours
Understanding project management - resources - activities - risk management - delegation - project selection - role of the Event Manager.
Unit II: Preparing a proposal: 8 Hours
Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales - contracts. Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success.
Unit III: Crisis Management plan: 8 Hours
Crisis planning - prevention - preparation - provision - action phase - handling negative publicity - structuring the plan.
Unit IV: Organizing the event: 8 Hours
Seeking sponsors: Different types of sponsorship - definition - objectives - target market - budget - strategic development - implementation - evaluation.
Marketing tools: Types of advertising - merchandising - give aways - competitions - promotions - website and text messaging. Media tools: Media invitations - photo-calls - press releases - TV opportunities - radio interviews. Promotional tools: Flyers - posters - invitations - website - newsletters - ezone - blogs - tweets. Evaluation: Budget - cost of event - return on investment - media coverage - attendance – feedback.
Unit V: Latest Trend: 10 Hours
• Event Management Software, VIP Experience, All-in-one Integrations and Virtual Reality

Suggested Reading

1. Tulsian P C – Business Organisation & Management
2. Prasad L.M.- Principle of management
3. Successful Event Management By Anton Shone & Bryn Parry
4. Udai Pareek, Understanding Organisational /Behaviour, Oxford
5. Mishra : Organizational Behaviour Bikas
6. Luthans, Fred : Organizational Behaviour

Name of The Course	Media industry and Entrepreneurship			
Course Code	BAJC3002			
Prerequisite	TV and Print Industry in India			
Co-requisite	A new media entrepreneurship in India			
Anti-requisite				
	L	**T**	**P**	**C**
	2			2

Course Objectives

The objective of the course is to develop general but contemporary understanding of media industry in India with specific reference to digital media, print, television, radio and film

Course Outcomes

CO1	Interpret the setup, finance & requirement of a print media industry in India
CO2	Determine the setup and finance of TV industry in India
CO3	Explain the requirement to run a radio station in India
CO4	Explain the requirement to run a new media entrepreneurship in India

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	30	40	100

Course Content:

Unit I: Print
Overview of Indian Media Industry – Seminar Organization structure of a newspaper (editorial department-advertising department-circulation department-printing) Newspaper publishing houses in India: Bennett, Coleman and Co. Ltd (TOI), HT Media Ltd (Hindustan Times), Kasturi & Sons Ltd (The Hindu), Tribune Trust (Tribune), Express Publications Ltd. (Indian Express), Dainik Jagran, Dainik Bhaskar Regional newspaper industry in India: Hindi newspaper industry in UP. Trends affecting newspapers, Impact of new media on print media FDI in Media
Unit II: Television
TV organization structure Channels – Different Genres – Self Learning 5 Marks Distribution and TRP measurement TV Programming Genres Television Audience Measurement (TAM) Multi-Service Operators(Cable /satellite)
Unit III: Radio Channels
Major Private FM Channels (ADAG Group, Adlabs Radio , BAG Films and Media , BIG Synergy) Set-up of radio channel Promotion of radio program Revenue Model
Unit IV: New media Production
Overview of New media industry in India Revenue Modal Promotion and Distribution Concept of starts-up and Case Studies. Indian new media consumer Technological advancement in Industry
Unit 5 **Latest trends in New Media Industry** Technological Trends Trends in Content Generation

Suggested Reading

1. Kothari,Gulub. (1995). *Newspaper Management in India*, Intercultural Open University
2. Chiranjeev,Avinash. (2000). *Electronic Media Management*, Authors Press.
3. Peter, Pringle..K. et. al., (1989). *Electronic Media Management*, Focal Press.
4. Gunarathne, Shelton A.. (2000). *Handbook of Media in Asia*, Sage.
5. Kothari, Gulab. (1985). *Newspaper Management in India*, Intercultural Open University.

Name of The Course	Video Production- Fiction				
Course Code	BAJC3008				
Prerequisite	English Reading & Writing Skills				
Co-requisite	Newspapers, Magazines, Internet Resources				
Anti-requisite	Environmental Awareness				
		L	**T**	**J**	**C**
				3	3

Course Objectives

To course aims to extend students' video production skills including writing, producing, directing, shooting and digital editing, this allow students to explore and refine their conceptual and aesthetic styles, as well as their practical and technical skills

Course Outcomes

On completion of this course, the students will be able to

1. demonstrate an understanding of cinematic language and filmmaking technique by completing and presenting the following processes: pre-production, production, and post-production (k2)
2. Practice an understanding of crew hierarchy and duty by taking on the roles of Director/Editor, Director of Photography, Sound Mixer/Boom Operator, and Production Designer (and/or) Assistant Director. (K3)
3. handle the basics of operating video field equipment (camera, audio, lighting). (S2)
4. Create and produce a short film. (S5)

Catalogue Description

This course introduces the student to the art of video production. Through in-class demonstrations, lectures, readings and hands-on projects, this class offers students the opportunity to begin learning, or advance, skills and techniques of video field production and post-production. Students work on their own projects (individually and in groups) – producing, directing, shooting and editing three diverse projects.

COURSE CONTENT

Unit I
[Stages of Video Production]

- Pre-Production: Budgeting, location hunting and scripting
- Production: Single camera and multi camera techniques
- Post production: Editing, dubbing, voiceover, music and sound mixing

Unit II [Fiction: Genres and Types of Script]

- Genre: Action/Adventure, Romance, Science fiction, Detective/Thriller, Epic/Historical event
- Style: Naturalism, realist, expressionist, surrealist, theatrical, fantastical, observational, impressionist
- Types of screenplay: Plot based, character based, event based, idea based, place story
- Characters: Protagonist, antagonist and supporting characters

Unit III [Various Aspects of production]

- Shooting inside and outside the studio
- Camera operations, allied equipment's
- Studio/location management
- Requirement of makeup
- Costumes and other property
- Functions of creative team
- Role of production personnel
- Production control

Unit IV [Production]

PROJECT 1

SHORT MONTAGE SEQUENCE (1 minute)

This is a shooting and visualization exercise consisting of 15-25 shots assembled using CUTS ONLY, creating an aesthetically pleasing, thematic or story-oriented sequence. You may use SOUND ELEMENTS such as sound effects, ambient sound, or voice over, but NO LIP SYNC DIALOGUE, and NO MUSIC. Produced, directed and shot individually.

PROJECT 2

Creative Scene.

Students will create their own interpretation of a standard, open-ended script

PROJECT 3

Produce a short fiction film as your major semester project in any genre of your choice. This project will

also be graded on creativity and technical skills – lighting, shooting, audio and editing (including revision). Work in teams of 3 or 4 on narratives.

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Rubrics

- ✓ The subject will be evaluated on this rubric.
- ✓ Creation of Script / Treatment - 20%
- ✓ Completed Short film - 50%
- ✓ Festival Research and Submission - 10%
- ✓ Attendance / Collaboration - 20%
- ✓ Creativity and technical skills

Suggested Reading

Text Books

- Framing Film- Cinema and the Visual Arts, EDITED BY STEVEN ALLEN AND LAURA HUBNER.
- Film Art: An Introduction, David Bordwell and Kristin Thompson
- Sound for Film and Television By Tomlinson Holman

Reference Books

- ➢ Mascelli, Joseph V., The Five C's of cinematography,
- ➢ Motion Picture Filming Techniques, 1st Silman-James Press Edition,1998
- ➢ Film Art: An Introduction. Boston: McGraw-Hill, c2004. Monaco, James.
- ➢ How to Read a Film. New York, NY: Oxford University Press, 2000.

Name of The Course	TV News Production				
Course Code	BAJC 3006				
Prerequisite	English/Hindi Language reading & writing skills, basic general knowledge				
Co-requisite	DSLR Camera with accessories, Computers/Laptops & related Video Editing Softwares				
Anti-requisite					
	L	**T**	**P**	**J**	**C**
	0	0	0	3	3

Course Objectives

1. To help students develop the art of storytelling for TV News Industry
2. To help students develop the research aptitude for news
3. To help students identify and develop skills related to writing, reporting and producing for television news industry

Course Outcomes

At the end of the course, the student will be able to :

CO1	Develop research aptitude for TV news ideation and production
CO2	Design and Create TV news Scripts
CO3	Develop Anchoring and Reporting Skills
CO4	Design and produce Television News Programs

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
50	-	50 (Evaluation of Project and Viva)	100

Course Content:

This is a project based learning course where students will be asked to submit a major project at the end of the semester. The projects will be related to TV news production like news packages, news documentaries, live discussions, run down productions and anchoring. This course will provide the students a platform to develop and showcase their practical understanding of a TV newsroom. Throughout the course the students will be given different projects to learn the skills and develop and understanding of TV news production.

The class will be divided into different groups based on the interests of the students. The teams/groups will be divided into four main sections –
· Content and Concept (Producers) – Research and Script Writing
· Camera – Studio and Field Shoots
· Production Assistance - Transcriptions, Logging etc

· Video Editing – Final video editing The duration of the project shall be four weeks. The project will be only approved by the course faculty in-charge after the student groups receive an approval on the project proposed.
Unit I: Project 1 : **TV News package with Piece to Camera (5 mins) 10 Marks** Rubrics : Story Idea -2 Marks, Research - 2 Marks, Script - 2Marks, Editing 2 Marks, Treatment -2 Marks
Unit II: Project II: **TV News Bulletin (20 mins)** **35 Marks** Rubrics: Scripts : 15 Marks, Rundown: 10 Marks, Visual Editing 10 Marks
Unit III: Project III: 20 **Special Program (20 mins)** Rubrics: Idea 5 Marks, Script 5 Marks, Visual Editing 5 Marks, Treatment: 5 marks
Unit IV: Project IV: 35 **News Documentary (15 mins)** Rubrics: Idea and Research: 10 Marks, Scripts : 15 Marks, Visual Editing 10 Marks

Unit V: Latest Trends
• Latest Trends and cases

Suggested Reading

1. Techniques of Video Production: Gerald Millerson, Focal Press, 1990.
2. Writing for TV, Radio, and New Media: Robert Hilliard, Wadsworth, 2007
3. TV Journalism – Novodita Pande, Aph Publishing Corporation
4. Broadcast Journalism: Basic Principles by S.C. Bhatt; Haranand Publications Pvt Ltd.

Name of The Course	Video Production-Fiction				
Course Code	BAJC3007				
Prerequisite	Reading & Writing Skills, Exposure to General Studies				
Co-requisite	Newspapers, Magazines, Internet Resources				
Anti-requisite					
	L	**T**	**P**	**C**	
			3(J)	3	

Course Objectives

To course aims to extend students' video production skills including writing, producing, directing, shooting and digital editing, this allow students to explore and refine their conceptual and aesthetic styles, as well as their practical and technical skills

Course Outcomes

On completion of this course, the students will be able to

5. demonstrate an understanding of cinematic language and filmmaking technique by completing and presenting the following processes: pre-production, production, and post-production (k2)
6. Practice an understanding of crew hierarchy and duty by taking on the roles of Director/Editor, Director of Photography, Sound Mixer/Boom Operator, and Production Designer (and/or) Assistant Director. (K3)
7. handle the basics of operating video field equipment (camera, audio, lighting). (S2)
8. Create and produce a short film. (S5)

Catalogue Description

This course introduces the student to the art of video production. Through in-class demonstrations, lectures, readings and hands-on projects, this class offers students the opportunity to begin learning, or advance, skills and techniques of video field production and post-production. Students work on their own projects (individually and in groups) – producing, directing, shooting and editing three diverse projects.

COURSE CONTENT

Unit I

[Stages of Video Production]

- Pre-Production: Budgeting, location hunting and scripting
- Production: Single camera and multi camera techniques
- Post production: Editing, dubbing, voiceover, music and sound mixing

Unit II [Fiction: Genres and Types of Script]

- Genre: Action/Adventure, Romance, Science fiction, Detective/Thriller, Epic/Historical event
- Style: Naturalism, realist, expressionist, surrealist, theatrical, fantastical, observational, impressionist
- Types of screenplay: Plot based, character based, event based, idea based, place story
- Characters: Protagonist, antagonist and supporting characters

Unit III [Various Aspects of production]

- Shooting inside and outside the studio
- Camera operations, allied equipment's
- Studio/location management
- Requirement of makeup
- Costumes and other property
- Functions of creative team
- Role of production personnel
- Production control

Unit IV [Production]

PROJECT 1

SHORT MONTAGE SEQUENCE (1 minute)

This is a shooting and visualization exercise consisting of 15-25 shots assembled using CUTS ONLY, creating an aesthetically pleasing, thematic or story-oriented sequence. You may use SOUND ELEMENTS such as sound effects, ambient sound, or voice over, but NO LIP SYNC DIALOGUE, and NO MUSIC. Produced, directed and shot individually.

Unit V: Latest Trend	**09 Hours**
• Latest Trends and cases	

PROJECT 2

Creative Scene.

Students will create their own interpretation of a standard, open-ended script

PROJECT 3

Produce a short fiction film as your major semester project in any genre of your choice. This project will also be graded on creativity and technical skills – lighting, shooting, audio and editing (including revision). Work in teams of 3 or 4 on narratives.

.

Rubrics

- ✓ The subject will be evaluated on this rubric.
- ✓ Creation of Script / Treatment - 20%
- ✓ Completed Short film - 50%
- ✓ Festival Research and Submission - 10%
- ✓ Attendance / Collaboration - 20%
- ✓ Creativity and technical skills

Suggested Reading

Text Books

- Framing Film- Cinema and the Visual Arts, EDITED BY STEVEN ALLEN AND LAURA HUBNER.
- Film Art: An Introduction, David Bordwell and Kristin Thompson
- Sound for Film and Television By Tomlinson Holman

Reference Books

- Mascelli, Joseph V., The Five C's of cinematography,
- Motion Picture Filming Techniques, 1st Silman-James Press Edition,1998
- Film Art: An Introduction. Boston: McGraw-Hill, c2004. Monaco, James.
- How to Read a Film. New York, NY: Oxford University Press, 2000.

Name of The Course	Specialisation: Entertainment
Course Code	BAJC3020
Prerequisite	Basics of TV and Film Production
Co-requisite	History of Film and TV
Anti-requisite	

	L	T	J	C
	0	0	10	10

Course Objectives

To prepare students in the production aspects of Fil m Television & New Media, as required by the pres ent media environment all across globe.

To empower the students in the production & mana gerial aspects of the media business with due emph asis on latest production techniques, along with mar keting and branding management of various media products and associated services.
To develop creative temperament and mindset need ed in the content production segment of media indu stry.
To inculcate competencies thereby enabling to unde rtake professional work.
To provide an active industry interface by way of c o-learning.
To take the students through the entire pipe line of p roduction process with regards to the content creati on for various media pads, providing the studen ts an insight in to the correlation that exists bet ween content creation and associated commercial as pects of media business.

Course Outcomes

CO1	Remember the working pattern of TV and Film Industry.
CO2	Understand the basic techniques of TV and Film Production.
CO3	Applying acquired knowledge of Entertainment industry in media research
CO4	Analyse and develop usage of production techniques.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	00	50	100

Course Content:

Unit I: Film Making- I : 15 Hours
The students will undergo the process of Guerilla film making and Documentary Film making. Th e students will be exposed to rudimentary camera s & software and will work on projects ranging fr om 10-15 mins. The students will be exposed to the entire proces s of film making and the production workflow in Documentary production. The students will unde rgo the process of 2 Character Single location Fic tion Short film making and In- depth Documentary Film making. The students will be exposed to Semi professional cameras & software andwill work on projects ranging from 10- 15mins. The students will be exposed to the entir e process of film making and the production wor kflow in Short Film Fiction Category.
Unit II: Embracing 5G and Beyond 5G: 8 Hours
The students will undergo the process of making Music Video and 25 mins of Television serial. T he students will be exposed to professional HD cameras & so ftware and will work on projects ranging from 5 Mins- 25mins. The students will be exposed to the entir e process of shooting videos/serials and the prod uction workflow in Music Video & Television Serial production. The students will choose their Specialization (Dir ection & Script, Editing, VFX & Compositing, C inematography and Sound) and will work with fi eld experts in respective domains and will receiv e advanced training & guidance. The Students wi ll choose their Specialization and will work as a crew member on 45 mins Mini Feature in the period of six months.

Suggested Reading

- Theory of Film: The Redemption of Physic al Reality; By Siegfried Kracauer

- Asian Film Journeys: Selection from Cinem aya By Rashmi Doraiswamy, Latika Padga onkar
- Writing, Directing and Producing Documen tary Films and Videos by Alan Rosenthal The Subject of Documentary by Michael R enov.
- New Documentary: A Critical Introduction by Stella Bruzzi

Name of The Course	Specilisation: Journalism				
Course Code	BAJC3022				
Prerequisite	Reading & Writing Skills, Exposure to General Studies				
Co-requisite	Newspapers, Magazines, Internet Resources				
Anti-requisite					
	L	**T**	**P**	**C**	
			10 (J)	10	

Course Objectives

This course offers students to develop the practical, technical and intellectual skills required in contemporary journalism. It aims to equip students to pursue a professional career in journalism. This course will provide the students a platform to showcase the real time work like industry.

Course Outcomes

CO1	Initiate a basic research for ideas and development in their area of interest
CO2	Identifying and understanding the techniques and processes of written journalism in a variety of media (print/digital) to communicate effectively with a particular audience.
CO3	Demonstrate the ability to gather, critically analyse, and present information, effectively reaching out to an audience; and to explore ideas, concepts and quantitative and qualitative data relevant for a topic.
CO4	Produce the media content.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	0	50	100

Course Content:

Unit I
• Research in the area of interest for ideas and trends • Idea conception • Presentation of the subject and how it will work. • Writing Letter to the Editor • Writing News for Different Beats. • Reviewing Magazines and Newspapers • Opinion Writing: Criticism, Article, Feature and Editorial • Conducting Interviews.
Unit II
Projects: Project 1: Prepare/ Produce a digital news paper. Project 2: Five news report for web Project-3 One video story using smart-phone/DSLR Project- 4 Five news report for print medium.

Rubrics

The subject will be evaluated on this rubric.

k. Idea (10%)
l. Research (10%)
m. Content (25)%
n. Presentation Skill (20)%
o. Language (25%)
p. Visual Aids (10%)

Suggested Reading

1. Rao, N. Meera Raghavendra; Feature Writing; PHI Learning
2. Communication & Bloom, Stephen G.; Inside the Writer's Mind–Writing Narrative Journalism; Wiley Publications
3. Sterling, Christopher H.; Encyclopedia of Journalism; Sage Publication
4. Online websites like https://digital-photography-school.com could be used extensively.
5. Educational ResourcesInformationCenter
6. Television Production Handbook: Herbert Zettl

Name of The Course		Specialization: Strategic Communication
Course Code		BAJC3023
Prerequisite		The student should be exposed to different media platforms and to media industry
Co-requisite		Knowledge of Communication Concepts
Anti-requisite		

	L	**T**	**P**	**J**	**C**
	0	**0**	**0**	**0**	**10**

Course Objectives

The course is aimed at helping students

1. To develop knowledge and skills in strategic communication as it is one of the foundations for the success of organizations and corporations across all industries, both in the for-profit and the non-profit space.

2. To acquire roles that require them to develop communication strategies and craft of meaningful messaging for different target audiences

3. To acquire advisory roles for leaders in NGOs/Corporates by helping them communicate effectively for the growth of their organization

Course Outcomes

At the end of the course the students will be able to

CO1	develop effective strategic communication skills
CO2	create communication strategies and craft of meaningful messaging
CO3	Create advisory roles in NGO or Corporate sector

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
50	**-**	**50**	**100**

Course Content:

Major Project in Specialization **32 Hours**
The student will attach oneself with an NGO/Corporate (Public or Private) to undertake a project via internship in any of the areas given below : Organizational Communication Management: The role of communication in creating positive organizational outcomes within a company, and also driving company growth through ethical, informative, and persuasive messaging between a company and its stakeholders. How to identify a company's communication needs, craft communication that connects with stakeholders both within and external to the company, and integrate business skills and financial insights into the development of communication plans OR Strategic Digital Media Campaigns and Analytics: The major forms of digital communication, including written website content, social media, email, and multimedia content such as graphics and video, and how they are incorporated into corporate communications, PR and marketing campaigns. OR Strategic Storytelling: How to tell a compelling and persuasive story by understanding what your target audience is invested in and create a story that engages and informs them. Crafting persuasive content that moves audience members to action. How to understand human psychology and behavior, particularly people's

reactions to new or repeated information and how it is presented.
Effective Social Media Strategy: How to leverage social media in different types of campaigns, including marketing and advertising, social and political advocacy, fundraising, community education efforts, and public service communication. The phenomenon of "going viral" and how individuals and corporations can develop highly shareable content that advances their mission or solidifies their brand identity OR
Communication Strategies for Social Change: How non-profit institutions determine their messaging to target audiences, and the channels by which they access these audiences and motivate them to act. How different forms of media can be used to advance a cause, spread awareness of a social issue, galvanize fundraising and volunteer efforts, and sustain the brand identity and reputation of non-profit organizations.

The Student will have to get attached with an organization and choose any of the above given area to work within the organization. The idea is to gain practical learning experience by doing a project on any of the above areas related to strategic communication. It is important to keep the above specialization in mind and choose to work in any of the above areas within the company (profit or not for profit).

At the end of the semester a Project report will be developed by the student showcasing the respective skills acquired along with the proof of substantial body of work.

Suggested Reading

1. "Positioning: The Battle for Your Mind" by Al Ries & Jack Trout
2. "The Startup Owner's Manual" by Steve Blank & Bob Dorf
3. "The Essential Drucker" by Peter F. Drucker
4. "Start With Why" by Simon Sinek
5. "Words Can Change Your Brain" by Andrew Newberg & Mark R. Waldman
6. "Cracking the CODE" by Thom Hartmann
7. "Made to Stick" by Chip Heath & Dan Heath
8. "Story" by Robert McKee
9. "Brand Thinking" by Debbie Millman
10. "The Challenger Sale" by Matthew Dixon & Brent Adamson

GALGOTIAS UNIVERSITY

(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)

Program: MA Journalism and Mass Communication

Scheme: 2020-2021

Vision

To be a recognized premier School of Media and Communication Studies for innovation, creativity, holistic education and trans-disciplinary research.

Mission

M1: Create a strong foundation on fundamentals of Media and Communication studies through activity based learning and Project Based Learning.

M2: Establish state-of-the-art facilities for media production and research.

M3: Prepare media graduates to actively participate in the contemporary society, encourage and anticipate paradigm shifts, and respond to the changes.

M4: Global education practices, collaboration with Industry, research and engagement with society for live experiences.

Program Educational Objectives

PEO 1: Engage in resilient professional entrepreneurial activities to work as acknowledged leaders in media industry.

PEO 2: Work as media professionals with NGOs and Corporate for desired changes in society.

PEO 3: Undertake higher education in media industry and research organisation.

Program Specific Objectives

PSO2: Media Entrepreneurship: Develop entrepreneurial skills as visionary media professionals.

PSO2: Multimedia Production: produce programs for multimedia platform

Program Outcomes

1. **Media knowledge**: Identify and interpret the media sources, message, channel and audience.
2. **Content Development**: Design/produce message/content for Print, Radio, Television, Film, and Multimedia as per the need of audience.
3. **Conduct investigations of complex problems**: Integrate research-based knowledge and research methods including experiments, analysis and interpretation of media content and data, and synthesis of the information to provide valid conclusions.
4. **Design/development of solutions**: Design solutions for complex media and communication problems (print, electronic and new media) with appropriate consideration for human rights, disaster management, data analytics, health communication, cultural, societal, and environmental communication.
5. **Modern tool usage**: Create, select, and apply appropriate techniques and tools to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations.

6. **Project management and finance**: Synthesize knowledge and understanding of the media and communication principles and apply these to one's own work, as a member and leader in a team, to manage core media projects and in multidisciplinary environments.
7. **Environment and sustainability**: Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.
8. **Ethics**: Integrate ethical principles and commitment to professional ethics, responsibilities and norms of the media practice.
9. **Individual and team work**: Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.
10. **Communication**: Communicate effectively on complex social, cultural, political and economic issues with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations and give and receive clear instructions.
11. **Life-long learning**: Relate to the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of social, cultural, environmental, economic, and technological changes.

Curriculum

	Semester 1									
Sl. No	**Course Code**	**Name of the Course**						**Assessment Pattern**		
			L	**T**	**P**	**J**	**C**	**IA**	**MTE**	**ETE**
1	MAMC5020	Theories of Mass Communication	3	0	0	0	3	30	20	50
2	MAMC5003	Contemporary Socio-Political Issues	2	0	0	0	2	30	20	50
3	MAMC5004	Public speaking and Street play	0	0	0	3	3	50	0	50
4	MAMC5005	Computer Applications	0	0	4	0	2	50	0	50
5	MAMC5006	Photography	0	0	0	3	3	50	0	50
6	MAMC5023	Reporting in Digital Age	3	0	0	0	3	30	20	50
7	MAMC5024	Media Law and Ethics	0	0	0	2	2	50	0	50
ELECTIVE COURSES-1 (Choose any one)										
	MAMC5008	Communicative English (BEC)	0	0	0	3	3	50	0	50
	MAMC5009	Language Skills: Hindi	0	0	0	3	3	50	0	50
		Total					**20**			
	Semester II									
Sl No	**Course Codee**	**Name of the Course**						**Assessment Pattern**		
			L	**T**	**P**	**J**	**C**	**IA**	**MTE**	**ETE**
1	MAMC5010	Economic Issues in Global world	2	0	0	0	2	30	20	50
2	MAMC5022	Entrepreneurship & Presentation Skills	0	0	0	3	3	50	0	50
3	MAMC5012	Radio Program Production	0	0	0	3	3	50	0	50
4	MAMC5025	AV Production Techniques	0	0	0	3	3	50	0	50
5	MAMC5026	Communication Research	0	0	0	4	4	50	0	50
6	UHVE1001	Universal Human Value	0	0	2	0	2	50	0	50
7	MAMC5017	Graphic Designing	0	0	0	3	3	50	0	50
ELECTIVE COURSES-1 (Choose any one)										
	MAMC5018	Corporate Communication	3	0	0	0	3	30	20	50
	MAMC5019	Advertising	3	0	0	0	3	30	20	50
		Total					**21**			
	Semester III									
Sl No	**Course Code**	**Name of the Course**						**Assessment Pattern**		
			L	**T**	**P**	**J**	**C**	**IA**	**MTE**	**ETE**
1	MAMC6002	Event Management	0	0	0	3	3	50	0	50
2	MAMC6003	Inter Cultural Communication	2	0	0	0	2	30	20	50
3	MAMC5018	Summer Training Evaluation	0	0	0	4	4	50	0	50
ELECTIVE COURSES-1 (Choose any one)										
	MAMC6024	Multimedia Storytelling	0	0	0	3	3	50	0	50
	MAMC6005	Content Writing	0	0	0	3	3	50	0	50
ELECTIVE COURSES-2 (Choose any one)										
	MAMC6006	AV Media Production	0	0	0	3	3	50	0	50
	MAMC6007	Film Studies	3	0	0	0	3	30	20	50
		Total					**16**			
	Semester IV									
Sl No	**Course Code**	**Name of the Course**						**Assessment Pattern**		
			L	**T**	**P**	**J**	**C**	**IA**	**MTE**	**ETE**
1	MAMC6020	Master Thesis	0	0	0	5	5	50	0	50
ELECTIVE COURSES-1 (Choose any one)										

	MAMC6021	Specilisation: Journalism	0	0	0	10	10	50	0	50
	MAMC6022	Specilisation: Strategic Communication	0	0	0	10	10	50	0	50
	MAMC6023	Specialisation: Entertainment	0	0	0	10	10	50	0	50
		Total					**15**			

List of Electives

Elective-1

Sl No	Course Code	Name of the Electives						Assessment Pattern		
			L	T	P	J	C	IA	MTE	ETE
Semester I										
1	MAMC5008	Communicative English (BEC)	0	0	0	3	3	50	0	50
2	MAMC5009	Language Skills: Hindi	0	0	0	3	3	50	0	50
Semester II										
1	MAMC5018	Corporate Communication	3	0	0	0	3	30	20	50
2	MAMC5019	Advertising	3	0	0	0	3	30	20	50
Semester III										
1	MAMC6024	Multimedia Storytelling	0	0	0	3	3	50	0	50
2	MAMC6005	Content Writing	0	0	0	3	3	50	0	50
3	MAMC6006	AV Media Production	0	0	0	3	3	50	0	50
4	MAMC6007	Film Studies	3	0	0	0	3	30	20	50
Semester IV										
1	MAMC6021	Specilisation: Journalism	0	0	0	10	10	50	0	50
2	MAMC6022	Specilisation: Strategic Communication	0	0	0	10	10	50	0	50
3	MAMC6023	Specialisation: Entertainment	0	0	0	10	10	50	0	50

Name of The Course	Theories of Mass Communication				
Course Code	MAMC5020				
Prerequisite	Basic Understanding of Media				
Co-requisite	Reading and Writing Skills				
Anti-requisite					
	L	**T**	**P**	**C**	
	3			3	

Course Objectives

1. To make the students understand the basics of mass communication.
2. To help the students understand the basic models and theories of communication.
3. To make the students understand the relevancy of communication theories to the society.

Course Outcomes

CO1	The students will develop an overview of the principles of mass communication.
CO2	The students will also be able to understand various forms of communication
CO3	The students will have an basics understanding of the models of communication
CO4	The students will have a basic understanding of the theories of communication and their relevancy to society.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: Introduction to Communication
Unit II:Types of Communication and Barriers
• Different types of communication- • Verbal and nonverbal communication, • Intra-personal, • Interpersonal, • Group and • Mass communication • Communication barriers
Unit III: Communication Models
• SMCR, • Shannon and Weaver • Lasswell, • Osgood, • Gerbener, • Agenda Setting, • Cultivation Theory • Uses & Gratification Theory • Gate-keeping
Unit IV: Communication Theories
• Social-responsibility theory, • Developmental theory, • Participatory theory. • Public opinion and democracy
Unit V: Latest Trend
• Latest trends and cases

Suggested Reading

1. Keval J Kumar, Mass Communication in India, Jaico Publication, 2007.
2. Karl E. Rosengren, Communication an Introduction, SAGE Publications, 2006 .
3. Denis McQuail, McQuail's Mass communication theory" SAGE Publications 5th edition,2005
4. Uma Narula, Handbook of communication: Models, perspectives and strategies, Atlantic Publishers & Distributors, 2006

Name of The Course	Contemporary Socio-Political Issues				
Course Code	MAMC5003				
Prerequisite	English Reading & Writing Skills, Exposure to General Studies				
Co-requisite	Newspapers, Television, Magazines, Internet Resources				
Anti-requisite	Interest in social issues				
	L	**T**	**P**	**C**	
	2			**2**	

Course Objectives

1. Students will be made aware about various social issues in India and the world.

Course Outcomes

CO 1	To understand society, social structure and social issues in India
CO 2	To identify various social problems.
CO 3	To analyze various political issues and election process in India.
CO 4	To interpret the role of media in socio-political issues.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: To interpret the role of media in socio-political issues. **08 Hours**
1. Caste, Gender, Religion, Region and Ethnicity **2.** Concepts of Social changes and Social development
Unit II: Social Problems and issues ` **8 Hours**
1. Social Problems and issues related with women, children, and youth **2.** Social Problems related with marginalised communities like Dalit, Adivasi, Minorities, old ages and LSBT communities
Unit III: Indian and Parliamentary Democracy **08 Hours**
1. Indian Political System and Structure 2. Major national and regional political parties and their socio-political agenda. 3. Other contemporary political issues like Caste Politics, Caste in Politics, Ideology and Conflict **4.** Analysis of latest general elections and assembly elections.
Unit IV: Contemporary social issues **08 Hours**
1. Terrorism, corruption/nepotism, ethnic violence, conflict, poverty, unemployment, gender inequality, illiteracy and Migration. 2. Media Coverage of Socio-political issues 3. Media and Marginalisation 4. Media Diversity and Media Pluralism 5. Role of media in society
Unit V: Latest Trend
• Latest Trends and cases

Suggested Reading

1. Das, Veena. Ed. 2003. The Oxford India Companion to Sociology and Social Anthropology,
2. Giddens, Anthony. 2000. Introduction to Sociology, New York: Norton.
3. Goodwin, Jeff and Jasper, James M. Ed. 2003. The Social Movements Reader: Cases and Concepts, Oxford: Blackwell.
4. Kumar, Radha. 2001. From Chipko to Sati: The Contemporary Indian Women's Movement in Nivedita Menon, ed., Gender and Politics in India, Delhi: Oxford University Press.

Name of The Course	Public Speaking & Street Play			
Course Code	MAMC5004			
Prerequisite	Good command over language			
Co-requisite	Knowledge of History and Culture			
Anti-requisite	Communication Skills			
	L	**T**	**P**	**C**
	0	0	2(J)	2

Course Objectives

5. In addition to being Ability Enhancement Compulsory Course (AECC) of the communication studies discipline, oratory is a truly essential communication skill in our society. This course is designed for those eager to polish their fundamental talents acquired in an introductory public speaking course, and to provide an advanced understanding of the public speaking experience as an orator in real-life contexts. Civility and ethical speech-making are the foundations of this course. Its goal is to prepare students for success in typical public speaking situations and to provide them with the basic principles of organization and research needed for effective speeches. One of the primary goals of this course is to connect public speaking to the workplace, where excellent public speaking skills are sought after in a competitive job market.
6. This course is an introduction to speech communication which emphasizes the practical skill of public speaking, including techniques to lessen speaker anxiety, and the use of visual aids to enhance speaker presentations.
7. At a confidence building exercise to enhance student's personality
8. At grooming the speaking, debating, analyzing and acting skills relevant in communication field

Course Outcomes

CO1	Understand the principles of rhetoric and effectively utilize them in crafting well researched, reasoned, and appealing speeches.
CO2	Choose topics for public speaking that are timely, relevant, and adaptable given varying situations in which the message may be delivered, and for different audiences.
CO3	Effectively and critically evaluate message/speech content and delivery, both when examining one's own work as well as that of others.
CO4	Analyze and discuss speeches of historical, political and social significance.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

Course Content:

Unit I: Introductory Speech **8 Hours**
This is a speech of Self-Introduction based on a national newspaper or magazine article from your actual date of birth (or birth week, if using a magazine). Select an item to speak about which relates to your life in some way. Please note: This assignment is about YOU - it is not about summarizing an article on the date of your birth. The other option is to bring an object and discuss how it relates to your life.
Unit II:Informative Speech **8 Hours**
The purpose of this extemporaneous speech is to inform the audience about some person, object, process, concept or event. A full-sentence outline and bibliography are required. The use of an audience analysis survey and visual aid is optional, but recommended, except for PowerPoint.
Unit III: Persuasive Speech **8 Hours**
This extemporaneous speech assignment is to persuade the audience for or against a question of policy. In addition to a full-sentence outline, audience analysis and bibliography, the use of a visual aid is highly recommended. Please note: Street play is mandatory for the persuasive speech.
Unit IV: Special Occasion Speech **8 Hours**
A speech designed to fulfil the objectives of a designated special occasion. Speakers may choose from the following options: (1) A festival speech, using an imaginary professional career as the basis for

the speech; (2) a commemorative speech honouring a famous historical person or event; or (3) a "grand narrative" speech – using a narrative to tell a family story that has been passed down to you which contains a particular moral or cultural insight.
Unit V: Latest Trend
• Latest Trends and cases

Suggested Reading

1. O'Hair, Dan, Rob Stewart, and Hannah Rubenstein. Speaker's Guidebook: Text and Reference. 3rd ed. New York: Bedford/St. Martin's, 2007.
2. Lend Me Your Ears - Max Atkinson - OxfoTheatre of the streets by Sudhanva Deshpande, Jana Natya Manch, 2007
3. rd University Press
4. Resonate: Present visual stories that transform audiences by Nancy Duarte
5. The Official TED Guide to *Public Speaking* by Chris J. Anderson

Name of The Course	Computer Application			
Course Code	MAMC5005			
Prerequisite	TV and Print Industry in India			
Co-requisite	A new media entrepreneurship in India			
Anti-requisite				
	L	**T**	**P**	**C**
			2	2

Course Objectives

- To make students affluent in generating documents in MS Word, MS PowerPoint
- To train students in English and Hindi typing

Course Outcomes

CO1	Students would be able to work smoothly on MS Word and PowerPoint
CO2	Students would be comfortable I English and Hindi typing.

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
50	0	50	100

Course Content:

Unit I MS Word
• Introduction • creating and editing documents • formatting documents • advanced formatting options • Mailmerge.
Unit II PowerPoint
• Introduction • creating presentation • presentation views • using text • clipart's • drawing objects • inserting videos and sounds • themes • using presentation masters • setting animations.
Unit III: Exercise
English and Hindi typing exercise

Suggested Reading

- Mastering VBA for Microsoft Office 365 By Richard Mansfield
- MS-Office Paperback By S.S. Shrivastava

e of The Course	Photography			
Course Code	MAMC5006			
Prerequisite				
Co-requisite				
Anti-requisite				
	L	**T**	**P**	**C**
			3 (J)	3

Course Objectives

1. Understand the concept of visual grammar
2. Develop skills related to photography
3. Produce a basic photography portfolio

Course Outcomes

CO1	Understand the basics of digital photography
CO2	Produce & critique photographs

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

Course Content:

Unit I: Evolution of Photography
• Human eye and Photography • Pixel & Resolution of digital images • Formats of a digital image • Utility of Photograph **Practical Assignment:** Students will submit an assignment based on analysis of 5 photographs downloaded from the internet.
Unit II:How Camera Works
• Cameras & its types (Including pinhole, view camera, compact camera, T.L.R., S.L.R., digital camera), • Lenses & its type, • Contribution of eminent Photographers **Practical exercises-** parts of a camera, proper way of holding a camera, understanding exposure and focusing, Handling accessories- tripod, flash, lenses etc.
Unit III:
• Manual Control in SLRs ➢ Aperture ➢ Shutter speed ➢ ISO ➢ Focus ➢ White Balance • Principles of light, • Various Equipments of lighting • Three-point lighting & Four-point lighting **Practical exercises-** exploring creative possibilities of shutter speed, aperture, lenses
Unit IV
• Image Sensors: CCD and CMOS, • Metering • Depth-of-field • Composition & its Rules, • Caption Writing **Project:** Student will submit album hard copy/soft copy of AV presentation of 10 photographs on approved topic.
Unit V: Latest Trend
• Latest Trends

Suggested Reading

1. The Darkroom Cookbook; Anchell, Stephen
2. Practical photography; Freeman, John

Name of The Course	Reporting in Digital Age			
Course Code	MAMC5023			
Prerequisite	Journalism Basics			
Co-requisite	Command on languages			
Anti-requisite				
	L	**T**	**P**	**C**
	3	**0**	**0**	**3**

Course Objectives

1. To provide the foundation knowledge on Digital Journalism.
2. To handle different tools and techniques required for Digital Journalism.
3. To perform skillfully in the production of different digital operations.

Course Outcomes

CO1	Remember the working pattern of journalists in Digital world.
CO2	Understand the basic techniques of Digital operation in media organisations.
CO3	Applying acquired knowledge of online journalism in media research
CO4	Analyse value and ethics in media organisations.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: Digital Safety and Practices : 8 Hours
This module first introduces the elements of digital safety in journalism such as identifying the different types of attacks, resources available and online security principles. You will also learn about the main types of software and hardware surveillance technologies, and how these affect journalists. The module also attempts to define who is a journalist, from professionals to citizen journalists and explains how online developments have helped the ordinary individual to record, disseminate and share news. Digital Safety, Digital Threat Landscape, Digital Practices
Unit II: Digital Media and Methodology : 8 Hours
Student will learn about how social media, software developments and online communities have challenged and changed the traditional, mainstream media. Also how technological advances, have led to changing audience behaviour, resulting in altered attitudes to consuming and sharing news. The basic goals in blogging are also explained such as; to write tight and be quick, to get to the point immediately and to be conversational in tone. The basic processes and approaches involved in understanding the different types of digital file formats are also covered. You will also learn about the use of graphics and how they should enhance the reader/viewer's understanding of the story. New Reporting Methods, Blog, Audio and Podcasting, Managing Photos and Videos
Unit III: Digital Resources and Production : 8 Hours
This module covers digital tools and resources such as how to take full advantage of online mediums to allow the reader to become a participant. The essential elements for ensuring a general TV, radio or online news package works are explained, such as, structure, timing, and letting the interview breathe. You will also learn about digital media strategy, such as knowing your audience, understanding the issues and being aware of what they think in order to tailor your content. Also, how focus groups help journalists deliver accurate, fair, objective and impartial journalism. Finally media management is explained, how the audience, empowered with the tools to choose, create, enrich and share, is the new online super user. Digital Tools and Resources, Digital Media Strategy, Script Writing and Media Production.

Suggested Reading

1. Bruce Bimber, Andrew Flanagin, Cynthia Stohl, "Reconceptualizing Collective Action in the Contemporary Media Environment," Communication Theory, 2005.
2. David Karpf, "Online Political Mobilization from the Advocacy Group's Perspective: Looking Beyond Clicktivism," Policy & Internet, 2010.
3. Supplemental readings: Bruce Bimber, Information and American Democracy, 2003; Bruce Bimber, Andrew Flanagin, and Cynthia Stohl, Collective Action in Organizations, 2012.

Name of The Course	Media Laws and Ethics
Course Code	MAMC5024
Prerequisite	

Co-requisite					
Anti-requisite					
	L	**T**	**P**	**C**	
	2			2	

Course Objectives

1. To inform and bring awareness among the students about media laws and ethics.

2. To provide a better understanding of laws, morals including power and functions affecting media professionals, media industry and media content.

Course Outcomes

CO1	The students will be able to identify and remember the important and fundamental features of the Indian constitution, media laws and ethics. (K1)
CO2	The students will be able to understand and describe the power and functions of different branches ensured by constitution. (K2)
CO3	The students will develop the ability to discuss various legal and Ethical aspects of media coverage. (K2)
CO4	The students will be able to practice various aspects of legal, ethical and moral issues relating to role of media in society. (K3)

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
30	20	50	100

Course Content:

Unit I: Introduction to Indian Constitution
• Characteristics, preamble, directive principles • Fundamental rights and Human rights, • Fundamental duties and citizenship
Unit II: Constitutional Provisions for Democratic Organs
• Power and functions: Executive, cabinet, judiciary, Press • President, union list, concurrent list, • Emergency declaration and separation of powers
Unit III: Media Laws and Ethics I
• Right to Information Act • Official Secrets Act • Confidentiality of sources of information • Privileges, • Fair comment; • Defamation, • Contempt of legislature and court, • Censorship and media freedom • Press and Registration of Books Act, 1867.
Unit IV: Media Laws and Ethics II
• Copyright Act, • Press Council Act • Ombudsman Act, • Cinematography Act • Sedition, Drugs and Magic Remedies (Objectionable) Advertisement Act, • Obscenity Act • Media Ethics and different codes of ethics, • Recent acts of Media Ethics

Suggested Reading

1. Durga Das Basu: Laws of the Press in India, New Delhi, Prentice Hall.
2. Rajeev Dhawan: Only the good news: The Law of the Press in India, New Delhi.
3. Keval J.Kumar: Mass Communication in India,JAICO Publishing House, New Delhi.
4. Iyer Vekat: Mass Media Laws and Regulations In India, AMIC, 2000.

Name of The Course	Language skills; Hindi
Course Code	MAMC5009
Prerequisite	हिंदी की सामान्य समझ के साथ ही साथ समसामयिक मुद्दे की जानकारी
Co-requisite	कम्प्युटर लैब, समाचारपत्र, आदि।

Anti-requisite				
	L	T	P	C
			10(J)	10

Course Objectives : इस विषय का उद्देश्य छात्रों को मीडिया और हिंदी के अंतरसंबंधों से परिचित कराना जिससे छात्रों में हिंदी के व्यावहारिक व तकनीकी पक्षों की बेहतर समझ विकसित हो सके:

- छात्रों को मीडिया एवं मनोरंजन उदद्योग में प्रयोग होने वाली हिंदी से व्यावहारिक बनाना तथा इसके तकनीकी इस्तेमाल से परिचित करना।
- हिंदी के प्रयोग को निजी और प्रोफेशनल जीवन में आसान बनाना।
- हिंदी के व्यावहारिक व तकनीकी पक्षों से परिचित कराना

Course Outcomes

CO1	हिंदी के व्यावहारिक ज्ञान को समझना
CO2	मीडिया की भाषा के महत्व और उसकी उपयोगिता को बेहतर तरीके से प्रयोग में ला पाएंगे।
CO3	छात्र हिंदी के वैज्ञानिक विधि को विश्लेषित कर पाएगा। जिसमें शब्द संरचना से लेकर अर्थ निरूपण शाब्दिक व्यवहार भी शामिल होगा
CO4	भाषाई समझ के साथ मीडिया में हिन्दी टूल की सरचना कर पाएगा कर पाएगा।

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50		50	100

Course Content:

Unit : 1

8 Hours

Course Content

भाषा एवं व्याकरण

- **अभ्यास** – भाषा और व्याकरण से संबन्धित अभ्यास । हरेक छात्र को समसामयिक मुद्दों से संबन्धित लेखन करना होगा था उस लेखन के जरिये उसके कार्य का मूल्यांकन होगा।
-

Unit : 2

8 Hours

हिन्दी भाषा और मीडिया

मीडिया भाषा : प्रकृति एवं विशेषताएँ

अभ्यास: प्रत्येक छात्र को एक पुस्तक/लेख की समीक्षा करनी होगी। उस समीक्षा के जरिये मूल्यांकन किया जाएगा।

Unit : 3

हिन्दी भाषा और मीडिया

अभ्यास: प्रत्येक छात्र को भाषा और मीडिया से संबंधित रोज़ अभ्यास कार्य दिया जाएगा और उसी के जरिये मूल्यांकन किया जाएगा।

Unit : 3

मीडिया लेखन

- आलेख /संपादकीय लेखन
- शीर्षक लेखन

अभ्यास: आलेख लेखन, कहानी लेखन / वाचन , संपादकीय लेखन आदि ।

Rubrics

1. इस विषय में किए गए कार्यों का मूल्यांकन निम्नलिखित विंदुओं पर होगा।:.
2. रचनात्मकता/Creativity (25)%
3. कहानी लेखन और वाचन/Storytelling and writing (20)%
4. पुस्तक समीक्षा/Book Review (25)%
5. शोध/Research (15)%
6. आइडिया/Idea (15%)

Suggested Reading

1. हिंदी भाषा की सामाजिक संरचना : भोलानाथ तिवारी
2. व्यावहारिक हिंदी :भोलानाथ तिवारी
3. राजभाषा हिंदी : भोलानाथ तिवारी
4. अनुवाद विज्ञान सिद्धांत एवं प्रविधि :भोलानाथ तिवारी
5. अनुवाद की व्यावहारिक समस्यायें :

भोलानाथ तिवारी

6. सम्पूर्ण हिन्दी व्याकरण और रचना : डा. अरविंद कुमार (लूसेंटप्रकाशन)
7. हिन्दी में पटकथा लेखन : जाकिर अली रजनीश

Name of The Course	Radio Program Production				
Course Code	MAMC5012				
Prerequisite	Students should innovative keen interest in audio and good voice quality.				
Co-requisite	Good Voice quality				
Anti-requisite					
	L	**T**	**P**	**C**	
	0	0	3	3	

Course Objectives

1. To enable the students to learn the nature of varied radio program formats

2. To be able to record the program

3. To familiarize the students with technology and equipment used in Radio Broadcasting.

Course Outcomes

CO1	To explain the concept of radio (K2)
CO2	To Apply different tools & technologies of Radio(K3)
CO3	To examine Program production skill for radio(K4)

Continuous Assessment Pattern

Internal Project (IA)		**External Project**	**Total Marks**
50	-	50	100

Course Content:

Unit I: Understanding Radio 8 Hours

- Brief Introduction about radio
- Radio as a medium of mass communication
- Characteristics of Radio
- Different broadcasting systems
- Working of a radio station

Unit II:Radio Technology 8 Hours

Introduction to radio technology
Radio production techniques
Key elements of radio writing- Styles and techniques of radio scripting
Recording and editing.

Unit III: Presentation Style for Radio 8 Hours

- RJing technique
- Practical- exposure to different radio program Format
- Radio talks and announcements
- Radio interview

Project 3

Unit IV: Radio Program formats & Production
8 Hours

Radio discussions and role of moderator,
Radio advertisements
Musical Shows
News and different Elements of news
Commentary
Project 4

Unit V: Latest Trends in Production

- Latest trends

Suggested Reading

1. Radio Production, Robert Mcleish, 1999, Focal Press, Oxford

2. O'Donnell Lewis B., Philip Benoit, and Carl. Hausman Modern. Radio Production 2nd ed. Belmont CA: Wadsworth, 1990.

3. Langford, Simon; Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One; Focal Press

4. Ravindran r.k., handbook of radio,tv and broadcast journalism, anmol publications 1999

Name of The Course	Universal Human Values and Ethics
Course Code	UHVE1001
Prerequisite	English Reading & Writing Skills, Exposure to General Studies

Co-requisite	Newspapers, Television, Magazines, Internet Resources				
Anti-requisite	Interest in social issues				
		L	**T**	**P**	**C**
				2	**2**

Course Objectives

1. To help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education.
2. To help students initiate a process of dialog within themselves to know what they 'really want to be' in their life and profession.
3. To help students understand the meaning of happiness and prosperity for a human being.
4. To facilitate the students to understand harmony at all the levels of human living, and live accordingly.
5. To facilitate the students in applying the understanding of harmony in existence in their profession and lead an ethical life

Course Outcomes

CO1	Understand the significance of value inputs in a classroom and start applying them in their life and profession
CO2	Understand the values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
CO3	Applying the value of harmonious relationship based on trust and respect in their life and profession.
CO4	Analyze ethical and unethical practices, and start making strategy to actualize a harmonious environment wherever they work.
CO5	Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50		**50**	**100**

Course Content:

Unit I: Need, Basic Guidelines, COntent and Process for Value Education. **08 Hours**
1. Understanding the need, basic guidelines, content and process for Value Education 2. 3. Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration 4. 5. Continuous Happiness and Prosperity- A look at basic Human Aspirations 6. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority 7. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario 8. Method to fulfill the above human aspirations: understanding and living in harmony at various levels
Unit II:Understanding Harmony in the Human Being - Harmony in Myself **8 Hours**
7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body' 8. Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha 9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)

10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensureSanyam and Swasthya

Unit III:Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

08 Hours

8. Understanding harmony in the Family- the basic unit of human interaction
9. Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti;
10. Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
11. Understanding the meaning of Vishwas; Difference between intention and competence
12. Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship
13. Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
14. Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha)- from family to world family!

Unit IV: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence 8 Hours

5. Understanding the harmony in the Nature
6. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
7. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
8. Holistic perception of harmony at all levels of existence

Unit V: Implications of the above Holistic Understanding of Harmony on Professional Ethics

08 Hours

7. Natural acceptance of human values
8. Definitiveness of Ethical Human Conduct
9. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
10. Competence in Professional Ethics:
    c. Ability to utilize the professional competence for augmenting universal human order,
    d. Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, technologies and management models
11. Case studies of typical holistic technologies, management models and production systems
12. Strategy for transition from the present state to Universal Human Order:
    b. At the level of individual: as socially and ecologically responsible engineers, technologists and managers

Suggested Reading

1. R R Gaur, R Sangal, G P Bagaria, A Foundation Course in Human Values and Professional Ethics
2. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and HarperCollins, USA

3. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
4. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
5. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome's report, Universe Books.

Name of The Course	Economic Issues in Global World			
Course Code	MAMC5010			
Prerequisite				
Co-requisite				
Anti-requisite				
	L	**T**	**P**	**C**
	2			2

Course Objectives

1. To make the students understand the basic concept of economy.

2. To help the student to understand various contemporary issues of economy across the global.

Course Outcomes

CO1	Understand the various concepts of Indian and International Economics. (K2)
CO2	Analyse various contemporary issues relating to Indian and International Economy. (K4)
CO3	To provide skills equipping them to sophisticated managerial positions in industry and business careers in policymaking and public service. (K3)
CO4	To prepare the students for scientific research in economics and economics-based global society. (K4)

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
30	20	50	100

Course Content:

Unit I: **Understanding Indian Economy**
• Understanding Indian Economy-GDP, GNP, Per Capita Income, Elasticity of Demand and Supply, Market etc. • Inflation and Deflation • Contemporary Issues in Public sector: Disinvestment, Administered Price Mechanism • Deregulation of fuel prices & Factors increasing or decreasing fuel prices
Unit II:Contemporary Issues in Trade Sector
• Foreign Direct Investment • Foreign Exchange rate related issues • International Trade and its financial implication in India
Unit III: Contemporary Issues in Labor market
• Supply and Demand • MNCs and labor laws in India. • Unemployment and its impact on Indian Economy
Unit IV: Contemporary Issues in Taxes
• Goods & Services Tax • WTO and taxes & subsidies • Inter-state economic disparities in the pattern of development • Future Challenges for the Global Economy
Unit V: Latest Trend
• Latest Trends and case study

Suggested Reading

1. Uma Kapila, Indian Economy since Independence, Academic Foundation, 19th edition (2009).
2. Verma, S. , The Indian Economy ,Unique Publishers,New Delhi(2020).
3. Government of India, Economic Survey (latest)
4. Government of India, Five Year Plan (latest)
5. Government of India, Finance Commission Report (latest

Name of The Course		Entrepreneurship and Presentation Skills
Course Code		MAMC5022

Prerequisite		The student should be exposed to different media platforms and to media industry				
Co-requisite		Media Industry Knowledge				
Anti-requisite						
		L	**T**	**P**	**J**	**C**
		0	**0**	**0**	**3**	**3**

Course Objectives

The course is aimed at helping students

1. To acquire the role of an entrepreneur to help students in the creation of news and information enterprises in the emerging digital media ecosystem.
2. To apply their skills to develop content for the industry
3. To create innovate media content
4. To develop excellent presentation skills for the industry

Course Outcomes

At the end of the course the students will be able to

CO1	Develop the presentation skills
CO2	Create their own digital media platform /start up
CO3	Create a media start up project for innovative news and information enterprise or NGO or Corporate
CO4	Create Innovative Content as a media start up

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	**-**	**50**	**100**

Course Content:

Unit I: 8 Hours

Project 1 – 10 Marks

Learning how to present oneself and his/her work to a larger audience is the key to a communication professional. To excel in the media industry especially as an entrepreneur one has to master Presentation skills of different kinds. In this section the students will undertake a Project to understand and excel in acquiring excellent Presentation Skills and will practice a range of Presentations techniques

Unit II:
8 Hours

Project 2 – 15 Marks

Class blog – Throughout the semester, students will work for a blog that will be maintained by the class, as a journalistic enterprise. The blog tasks will be divided among the students, from managerial and editorial positions to more specific activities, such as design, social media coordination, web traffic analysis and even some commercial experimentation, such as the use of online advertising.
Each student will be required to publish at least three posts on the class blog (TO BE NAMED BY THE STUDENTS. Each post must have the following characteristics, although other formats can be discussed with the professor:

- The focus must be on the business side of journalism, preferably emphasizing innovation, start-up companies, new models, etc.
- Students should pitch post ideas to the professor or the teaching assistant for approval.
- Posts should be written in a journalistic style and, if possible, include multimedia elements and illustration.
- The length of each post should be between 600 and 800 words.
- Each post should have at least three external links to outside sources that add information.
- Students will be divided into groups. Each group will have its own set of three deadlines spread throughout the semester.
- Deadlines are sacred. No late posts will be accepted. If students miss the deadline, the grade for that assignment will be zero.
- Each blog post will be graded separately throughout the semester

Unit III:
Hours

Project 3 – 25 Marks
Media Start up
Final project – Each student will develop during the semester a project for the creation of a sustainable for-profit or non-profit news and information organization, or an initiative or project intended to help an existing news company to better fit into the new media ecosystem. The earlier the students start working on their project the better. During the 5th week of the semester, students should be ready to pitch the idea to the class. In the last week of class, each student will make a formal presentation of a project, including a business plan. The project must emphasize the use of digital technologies, but can also include traditional ways of distribution.
All the Projects will have continuous internal assessments and external assessments.

Suggested Reading

1. Briggs, Mark. Entrepreneurial Journalism: How to build what's next for news. CQ Press, Thousand Oaks, CA, 2012.
2. Jarvis, Jeff. What Would Google Do? Harper Collins, New York, NY, 2009.
3. Grueskin, Bill; Seave, Ava; and Graves, Lucas. The Story So Far: What We Know About the Business of Digital Journalism. Columbia Journalism School, Tow Center, 2011. Available online
4. Osterwalder, Alexander and Pigneur, Yves. Business Model Generation, John Wiley and Sons Inc., Hoboken, NJ 2010.

Name of The Course	Communication Research				
Course Code	MAMC5026				
Prerequisite	Learning methods of communication Research				
Co-requisite	Computer La with internet				
Anti-requisite					
	L	**T**	**P**	**C**	
			4(J)	4	

Course Objectives

The course is designed to provide an overview of the media and communication research, research methodology and techniques of conducting media research. The course can also help the students to conduct media research. Also the course aims to provide concepts, methods, and tools by which research is designed, conducted, interpreted, and critically evaluated. Despite, the course is designed to develop the basic skills in communication research

Course Outcomes

CO1	Understand the various types of research methods and tools, including their benefits and shortcomings
CO2	Identify the research areas and problems in the field of media and communication
CO3	Develop the practical applications of research methods in the field of mass communication
CO4	Prepare and produce a research project using the methods and techniques learned

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50		50	100

Course Content:

Unit :1

Fundamentals of Communication Research:
- Concept & Need of Communication Research,
- Types of research.: Quantitative, Qualitative & Critical
- Variables: Concept , Types , Procedure & use, Levels of measurement

Unit : 2
Communication Research Problems:
- Identification of Research Problem
- Research Questions and Objectives
- Research Hypothesis and Null Hypothesis
- Review of Literature (Theory and Practice)
  Sampling Technique- Probability and Non-Probability

Unit : 3
Research Design and Methods:

- Understanding Field of Study, Selection of Sample Size, Sample and Universe
- Preparing Research tools- Questionnaire, Interview Schedule, Observation, FGD
- Data Collection, Data Coding, Data Entry, Data Cleaning, Data tabulation
- SPSS & its use in Research (practical)
- Observation, Case Study, Survey methods

Unit : 4
Research Analysis and Report Writing:

- Content analysis
- Textual Analysis
- Discourse Analysis
- Longitudinal Studies
- Statistical Analysis
- Report Writing

Unit V: Latest Trend in Research

- Trends and cases

Projects:

Project 1: Prepare a Questionnaire\ Schedule for any media research issue`

Project 2: Conduct a research work on any media/ social issues with a suitable methodology.

Suggested Reading

1. Practical Research Methods by Catherine Dawson, New Delhi, UBS
2. Publishers, 2002
3. Research Methodology-Methods and Techniques by C.R Kothari, New Delhi, Wiley Eastern Limited, 1985.
4. Research Methodology by R. Cauvery, M. Girja Sudhanayak, S. Chand & Company, New Delhi, 2010

Name of The Course	AV Production Techniques				
Course Code	MAMC5025				
Prerequisite	Knowledge of Camera and Video Editing				
Co-requisite	screen technique, Camera Angle				
Anti-requisite					
		L	**T**	**P**	**C**
				3 (J)	3

Course Objectives

Audio/Visual Production offers instructional lessons designed to provide students with the technical skills and knowledge to work in the film making.

Including writing, producing, directing, shooting and digital editing.

Course Outcomes

CO1	Apply the basic steps inherent in the audio and video production processes
CO2	Demonstrate digital audio and video techniques, as well as the basic software and hardware related to digital audio and video production
CO3	Produce a short video production.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	0	50	100

Course Content:

Unit I

- Understand and use various audio recording equipment including wireless, boom, handheld, and lavaliere microphones
- Learn, use and master DSLR Cameras
- Learn and perfect lighting techniques with studio and field lights

Unit II

- Voice/Over Narration w/ Bed of Music (30-60 sec.)
- The screen technique :
  (i) Joining of shots and scenes
  (ii)The cut and types of cut
  (iii)The imaginary line
  (iv)Basic movements
- Edit Rework of "Movie Chunk"
- Transitions i.e. fade, mix, etc.

Unit III : **Projects**

DOCUMENTARY PROFILE

For this short project you will shoot and edit an interview (or interviews) and supporting footage

FINAL PROJECT

Produce a short video as your major semester project in any genre of your choice (drama, comedy, documentary, experimental)
Video examples will be used to help students visualize their own projects

Field Production on site at various locations

Assignments

Video projects, participation, competency tests and daily lab grades

Rubrics

The subject will be evaluated on this rubric.

q. Idea (10%)
r. Making style (10%)
s. Content (25)%
t. Editing (20)%
u. Screen technique and Shots (25%)
v. Visual Aids (10%)
w.

Suggested Reading

- Television Production by Phillip L. Harris Digital Communication & Production, 2nd Edition by Jim Stinson
- Jim Stinson, Video Communication & Production, the Goodheart-Willcox Co., Inc., 2004.
- Ascher, Steven and Edward Pincus. The Filmmaker's Handbook. London: Plume, 2012
- Cantine, John. Shot by Shot: A Practical Guide to Filmmaking, Third Edition. Pittsburgh: Pittsburgh Filmmakers, 200

Name of The Course	Graphic Designing			
Course Code	MAMC5017			
Prerequisite	Create both visually attractive and persuasive design			
Co-requisite	Newspapers, Magazines, Books, Advertisements			
Anti-requisite				
	L	**T**	**P**	**C**
			2	2

Course Objectives

1. Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills

2 Enable the students to design any desktop publications esp. newspaper

Course Outcomes

CO1	To understand the three important design elements: color, shape, and space
CO2	Demonstrate typography skills in designing
CO3	To Identify the various tools in Photoshop, Indesign, Illustrator and Create esp. a Newspaper, Magazine Cover, Logo, Banner etc.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	0	50	100

Course Content:

Unit I: Elements and Principles of Design & Typography: Effective use of Type

- Understanding and using negative space Creating designs that utilize white and non-white space
- Understanding which typefaces are best to use in different situations

Unit II:Application of Graphic Design: Photoshop

- Photoshop Interface, Customizing Interface as per the requirement of the designer, saving interface
- Introduction to Photoshop
- Difference between web and print media
- Concept of resolution for print and web
- Image type used for web like JPG, GIF, PNG and for print like TIFF, EPS, PDF
- Image resizing techniques and optimizing images
- Selection tools
- Brushes, loading brushes, saving brushes, creating brushes
- color correction, retouching
- enhancing brightness, shadows, midtones
- rectangle, ellipse tools to design interface for both web and press
- concept of layers, locking layers
- blending options
- working with gradients
- using pen tool to trace shapes, creating logos, custom shapes
- using pen tool to extract selected portion from an image
- using custom shapes, loading shapes, modifying existing shapes
- concept of clipping mask
- using filters

Unit III: Application of Graphic Design: In design

- Creating and managing document
- Creating and managing pages
- Working with text
- Working with Graphics
- Working with Objects
- Using Fills, Stroke and Effects
- Finalizing document
- Exporting a document for printCreate a cover page for a magazine

Unit IV: Application of Graphic Design: Illustrator

- introduction to pen tool
- concept of layers, organizing layers, grouping layers, selecting layers, duplicating layers, merging layers
- using font attributes and formatting paragraphs, transforming text
- transforming a shape using different techniques like rotate, scale, reflect, twist, sheer, reshape, reposition etc
- applying color using color picker tool, color swatches, color palettes
- concept of transparency and masking
- learn envelope and its options, using mesh, text distortions
- learning the use of appearance and styles
- integrating with photoshop images
- using auto trace feature

Unit V: Latest Trend

- Latest trends

Suggested Reading

- Graphic Design Rants and Raves (Steven Heller)
- Designing Brand Identity (**Publisher:** Wiley | **Author:** Alina Wheeler)

Online Video Reference

4. Indesign https://www.youtube.com/watch?v=9Zai77AHr_M&list=PLaR5mMy8Lmq12ODfDn5gu33KkzvrPE5LG
5. Photoshop https://www.youtube.com/watch?v=sF_jSrBhdlg&list=PLYfCBK8IplO6v0QjCj-TSrFUXnRV0WxfE
6. Illustrator https://www.youtube.com/watch?v=IBouhf4seWQ&list=PLYfCBK8IplO4X-jM1Rp43wAIdpP2XNGwP

Name of The Course	Corporate Communication				
Course Code	MAMC5018				
Prerequisite	Preliminary understanding of communication				
Co-requisite	Understanding about the communication world & corporate				
Anti-requisite					
	L	**T**	**P**	**C**	
	0	**0**	**0**	**3**	

Course Objectives

5. Provide a basic understanding of Public Relations and its relevance
6. Provide a preliminary idea of Corporate Communication
7. To be familiar with different tools of corporate communication
8. To learn basic techniques of corporate communication

Course Outcomes

CO1	1. To show the talent in corporate communication (K2)
CO2	2. To apply different tools and techniques required for an effective corporate communication campaign (K3)
CO3	3. To function skilfully in the area of corporate communication (K4)

Continuous Assessment Pattern

Internal Project (IA)		**External Project**	**Total Marks**
50	**-**	**50**	**100**

Course Content:

Unit I: Understanding Corporate communication

08 Hours

6. Definition of Corporate Communication
7. Elements of corporate Communication
8. Functions of corporate Communication
9. Corporate communications in industry, dealing with internal and external public

Unit II:Different Tools & Techniques of Corporate Communication

8 Hours

1. Use of different tools and techniques of corporate Communication
2. Public Relations
3. Different Steps in PR Campaign planning

Unit III: Corporate Communication Practice & Project

8 Hours

1. Institutional Advertising
2. Press Conference
3. Media Release
4. Corporate Movies
5. Online communication strategy

Unit V: Latest Trends and cases

- Latest trends in advertising

Suggested Reading

1. Joep Cornelissen, Corporate Communication: A Guide to Theory and Practice, Sage
2. Jaishree Jaithwani, Corporate Communication: Principles & Practices, Sage Publication
3. Stephen, Bart, Social Media Marketing: Principles & Strategies
4. Keith Butteric, Introducing Public Relations Theory & Practices, Sage

Name of The Course	Advertising
Course Code	MAMC5019
Prerequisite	Create both visually attractive and persuasive design
Co-requisite	Newspapers, Magazines, Books, Advertisements
Anti-requisite	

	L	T	P	C
			2	2

Course Objectives

The course specialisation: Advertising & PR is project-based learning where students will be asked to submit the project. Student will prepare project on various practical aspect of advertising and PR. This course will provide the students a platform to present the different kind of facet of PR.

Course Outcomes

On completion of this course, the students will be able to

1. Prepare an idea and copy for advertising
2. Apply the layout and design in production techniques of advertising
3. Apply the various PR tools
4. Exercise the PR campaign.

Catalogue Description

This course aims to develop the skills of advertising and corporate industry. It is fast growing sector which provides a good platform for career opportunities.

Course Content

Unit I:

- Advertising - Nature, scope & classification.
- Types of advertising, Advertising mix
- Advertising copy: Idea generation, visualisation & copy writing
- Types of copy

PROJECT-1: Students will study and analyse an idea, copy, appeals, layout, design and techniques of different media with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

Unit II:

- Role of advertising
- Concept of brand, Types of brand
- Advertising Appeals
- Layout and Design
- Production techniques for print & electronic media

PROJECT-2: Students will present their original work on idea, copy, appeals, layout, design and techniques of different media with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

Unit III:

- Principles and Practices of Public Relations
- (Deceit, contact information, Target information, Photographs, Media relations, Timing, Availability, stay active)
- Tool and Technique of P.R
- (Fact finding, Planning, Communication, Research evaluation)

PROJECT-3: Students will study and analyse the various examples of the usage of PR tools with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

Unit IV:

- Four elements of Public Relations
- Public Relations as a Social Philosophy of Management
- Public Relations as Policy Decisions
- Public Relations as Action
- Public Relations as communication

PROJECT-4: Students will prepare and present an original PR campaign with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

Unit V: Latest Trend
• Latest Trends

Rubric:

The subject will be evaluated on this rubric.

x. Idea generation and visualisation (20) %
y. Skills of copy writing (20) %
z. Techniques of appeals (10) %
aa. Creativity (10) %
bb. Layout and design (10) %

cc. Production Techniques (15) %
dd. Evaluation and analysis (15) %

Suggested Reading

Text Books:

- The Fundamentals of Branding by Melissa Davis, AVA publishing, South Africa, 2009
- The Fundamentals of Creative Advertising by Ken Burtenshaw, Nik Mahon, Caroline Barfoot, AVA Publishing, South Africa, 2011
- Create, Convince, Connect: Fundamentals of Advertising, Branding and Communication by Jörg Dietzel, Marshall Cavendish International (Asia), Singapore, 2008
- The Fundamentals of Branding by Alina Wheeler, John Wiley Sons, New Jersey, 2013

Additional Reference:

- Research papers, articles, journals on advertising and branding.
- Online material and case studies
- Online visual references

Name of The Course	Event Management			
Course Code	MAMC6002			
Prerequisite	Public Relation			
Co-requisite	Command on languages			
Anti-requisite				
	L	**T**	**J**	**C**
	0	**0**	**3**	**3**

Course Objectives

The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

Course Outcomes

CO1	Remember the role and purpose(s) of special events in the organizations.
CO2	Understand the basic techniques and strategies required to plan successful special events.
CO3	Applying acquired knowledge and competencies required to promote, implement and conduct special events.
CO4	Analyse knowledge and competencies required to assess the quality and success of special events.

Continuous Assessment Pattern

Internal Assessment (IA)	**Mid Term Exam (MTE)**	**End Term Exam (ETE)**	**Total Marks**
50	**0**	**50**	**100**

Course Content:

Unit I: Principles of project/Event Management: From concept to reality: 8 Hours
Understanding project management - resources - activities - risk management - delegation - project selection - role of the Event Manager.
Unit II: Preparing a proposal: 8 Hours
Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales - contracts. Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success.
Unit III: Crisis Management plan: 8 Hours
Crisis planning - prevention - preparation - provision - action phase - handling negative publicity - structuring the plan.
Unit IV: Organizing the event: 8 Hours
Seeking sponsors: Different types of sponsorship - definition - objectives - target market - budget - strategic development - implementation - evaluation. Marketing tools: Types of advertising - merchandising - give aways - competitions - promotions - website and text messaging.

Media tools: Media invitations - photo-calls - press releases - TV opportunities - radio interviews. Promotional tools: Flyers - posters - invitations - website - newsletters - ezone - blogs - tweets. Evaluation: Budget - cost of event - return on investment - media coverage - attendance – feedback.
Unit V: Latest Trend: 10 Hours
• Event Management Software, VIP Experience, All-in-one Integrations and Virtual Reality

Suggested Reading

1. Tulsian P C – Business Organisation & Management
2. Prasad L.M.- Principle of management
3. Successful Event Management By Anton Shone & Bryn Parry
4. Udai Pareek, Understanding Organisational /Behaviour, Oxford
5. Mishra : Organizational Behaviour Bikas
6. Luthans, Fred : Organizational Behaviour

Name of The Course	Intercultural Communication				
Course Code	MAMC6003				
Prerequisite					
Co-requisite					
Anti-requisite					
	L	**T**	**P**	**C**	
	3			3	

Course Objectives

1. To introduce the concept of culture and intercultural communication to students.

2. To familiarize the students the various aspects of intercultural communication.

Course Outcomes

CO1	The students would be able to Understand the importance of culture in India and across the world (K2)
CO2	The students would be able to learn and understand the basic concept of intercultural communication in society (K2)
CO3	The students would be able to Explain the different ideas related to intercultural communication (K2)
CO4	Practice and debate of various aspects of culture and intercultural communication. (K4)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
30	20	50	100

Course Content:

Unit I: Introduction to Culture and Intercultural Communication
• Concept of Culture, Culture as a social institution and value systems, • Understanding of culture from various perspectives, • Inter-cultural communication: concept and process • Philosophical and functional dimensions of Intercultural communication
Unit II: Concepts of major world religions and Clashes of civilization 8 Hours
• Western and varied eastern concepts (Hindu, Islamic, Buddhist, others), • Concept of clashes of civilization & its criticism, • Communication and Culture

• Practical: To present the similarities and uniqueness of two cultures
Unit III: Understanding cultural industries and cultural products
• Concept of Cultural Industries and Cultural Products • Role of Folk Media, Print Media, Electronic Media, New Media, Music, Film etc in intercultural communication, , • Barriers in inter-cultural communication, • Practical : To analyze the role of any other one medium in Inter Cultural Communication
Unit IV: Different aspects of intercultural communication
• Culture as symbols in verbal and non-verbal communication, • Advertising, popular shows, Film as cultural studies and representation of women in these cultures • Practical : Group discussion
Unit V: Latest Trend
• Latest development and cases

Suggested Reading:

1. Ramesh N. Rao and Avinash Thombre, Intercultural communication: the Indian context, SAGE publications (2015).
2. Miltan J. Bennett, Basics concept of Intercultural Communication, Nicholas Brealey Publishing (1998).
3. Guo-Ming Chen, William J. Starosta ,Foundations of Intercultural Communication,University Press of America (2005 .
4. David Hensmondalgh, The Cultural Industries(2nd Ed.), SAGE Pulbications (2007).
5. Fred E. Jandt, An Introduction to Intercultural Communication: Identities In a Global community(5th Ed.),
6. SAGE Pulbications (2007).

Name of The Course	Multimedia Storytelling			
Course Code	BAJC2013			
Prerequisite	Basics of new media			
Co-requisite	Computer with internet connection			
Anti-requisite				
	L	**T**	**P**	**C**
	0	**0**	**3**	**3**

Course Outcomes

CO1	Grasp the skills of online story telling. (S2)
CO2	Create digital stories using skills like photography, writing, graphics video and sound. (S5)
CO3	Exercise the technique & tools of making the online content popular (K3)

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

Course Content:

Unit I: Analysing the online stories **02 Hours**
Description Students will analyse various design and content of online media **Assignment/Project** Students will submit assignment of analysis
Unit II:Blog creation **02 Hours**
Description Practice on blog creation with supportive elements **Assignment/Project**

Create his/her blog
Unit III: Writing for online platform **02 Hours**
Description Write content for online media keeping the guideline in mind **Assignment/Project** Submit and upload 5 stories of online media
Unit IV: Using multimedia 02 Hours
Description Practice on various multimedia elements **Assignment/Project** Submit and upload on blog one audio and one photo essay
Unit V: Story telling through smart-phone **02 Hours**
Description Practice on web film with the help of smart-phone **Assignment/Project** Submit and upload a short film for web. This task will be carried out as group project of 4-5 students.
Unit VI: Use of social media to promote the content/page **02 Hours**
Description Practice on the techniques to make the content/page popular **Assignment/Project** Student will submit an assignment of strategy to make the **content popular.**

Suggested Reading

1. Online resources should be used extensively.
2. Journalism online; Mike ward sage publication
3. BBC Word services digital learning

Suggested Reading

Name of The Course	Content Writing			
Course Code	MAMC6005			
Prerequisite	Good writing skill			
Co-requisite	Command over the language			
Anti-requisite				
	L	**T**	**P**	**C**
	0	0	0	3

Course Objectives

1. To Provide a platform for content writing
2. To Involve the students in different Realtime projects
3. To work like a professional
4. To gain required skill

Course Outcomes

CO1	1. To show the talent in content writing projects (K2)
CO2	2. To apply acquired skills for effective content writing (K3)
CO3	3. To function skilfully in content writing (K4)

Continuous Assessment Pattern

Internal Practical (IA)		**External Practical**	**Total Marks**
50	-	50	100

Course Content:

Unit I: Introduction to Content Writing 8 Hours Concept & understanding of content writing Career in content writing scope and importance of content writing Types of content writing

Unit II:Content Writing Tools & Techniques 8 Hours Theory of content writing Process of content writing Content writing styles Uniqueness and effectiveness of content Content writing for transmedia Content marketing
Unit IV: Practice Related with corporate Communication 8 Hours Creative content writing Writing on different contemporary issues Writing online Content optimisation strategy Content writing project management
Unit V: Latest Development
• Latest Development

Suggested Reading

1. Lynda Felder,Writing for the Web: Creating compelling web content using words, pictures, New Riders

2. https://www.truelancer.com/

3. Laura Hanly, Content that Converts

Name of The Course	AV Media Production			
Course Code	MAMC6006			
Prerequisite				
Co-requisite				
Anti-requisite				
	L	**T**	**P**	**C**
			3 (J)	3

Course Objectives

The objective is to help students develop practical understanding of TV News Production. The idea is to help students identify and develop skills related to writing, reporting and producing for television news industry.

Course Outcomes

CO1	Write for TV news
CO2	Handle and create television news production techniques
CO3	Display ideas of programming
CO4	Create the TV news segments or programs

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

Course Content:

Unit I: TV News Writing
1. Basic skills of writing TV news script 2. Writing script according to visuals 3. Headlines: Selection, Writing with a punch 4. Snippet or speed news writing 5. Writing tickers
Unit II:Production of News Bulletin
1. Breaking News 2. Prime Time News 3. Selection of news for the bulletin 4. Editing of news stories 5. Use of graphics and animation 6. Voice over, Packaging **7.** Rundown, Anchoring
Unit III: News Programme Production
The students will be exposed to – 1. Panel discussions 2. News based programmes 3. Audience based programmes 4. Interview based programmes 5. Special sports programmes 6. Special entertainment programmes 7. Special business programmes

Unit IV
Students have to work on finalizing and producing their TV news production project. The project will be approved by the course faculty in-charge. Students have to propose the project and produce it.
Unit V: Latest Technology
• Use of latest technology

Suggested Reading

Text Books

1. Techniques of Video Production: Gerald Millerson, Focal Press, 1990.
2. Writing for TV, Radio, and New Media: Robert Hilliard, Wadsworth, 2007.

Reference Books

- TV Journalism – Novodita Pande, Aph Publishing Corporation
- Broadcast Journalism: Basic Principles by S.C. Bhatt; Haranand Publications Pvt Ltd.

Name of The Course	Film Studies			
Course Code	MAMC6007			
Prerequisite	Create both visually attractive and persuasive design			
Co-requisite	Newspapers, Magazines, Books, Advertisements			
Anti-requisite				
	L	**T**	**P**	**C**
			2	2

Course Objectives

To course aims to extend students' video production skills including writing, producing, directing, shooting and digital editing, this allow students to explore and refine their conceptual and aesthetic styles, as well as their practical and technical skills

Course Outcomes

On completion of this course, the students will be able to

1. demonstrate an understanding of cinematic language and filmmaking technique by completing and presenting the following processes: pre-production, production, and post-production (k2)
2. Practice an understanding of crew hierarchy and duty by taking on the roles of Director/Editor, Director of Photography, Sound Mixer/Boom Operator, and Production Designer (and/or) Assistant Director. (K3)
3. handle the basics of operating video field equipment (camera, audio, lighting). (S2)
4. Create and produce a short film. (S5)

Catalogue Description

This course introduces the student to the art of video production. Through in-class demonstrations, lectures, readings and hands-on projects, this class offers students the opportunity to begin learning, or advance, skills and techniques of video field production and post-production. Students work on their own projects (individually and in groups) – producing, directing, shooting and editing three diverse projects.

COURSE CONTENT

Unit I
[Stages of Video Production]

- Pre-Production: Budgeting, location hunting and scripting
- Production: Single camera and multi camera techniques
- Post production: Editing, dubbing, voiceover, music and sound mixing

Unit II [Fiction: Genres and Types of Script]

- Genre: Action/Adventure, Romance, Science fiction, Detective/Thriller, Epic/Historical event
- Style: Naturalism, realist, expressionist, surrealist, theatrical, fantastical, observational, impressionist

- Types of screenplay: Plot based, character based, event based, idea based, place story
- Characters: Protagonist, antagonist and supporting characters

Unit III [Various Aspects of production]

- Shooting inside and outside the studio
- Camera operations, allied equipment's
- Studio/location management
- Requirement of makeup
- Costumes and other property
- Functions of creative team
- Role of production personnel
- Production control

Unit IV [Production]

PROJECT 1

SHORT MONTAGE SEQUENCE (1 minute)

This is a shooting and visualization exercise consisting of 15-25 shots assembled using CUTS ONLY, creating an aesthetically pleasing, thematic or story-oriented sequence. You may use SOUND ELEMENTS such as sound effects, ambient sound, or voice over, but NO LIP SYNC DIALOGUE, and NO MUSIC. Produced, directed and shot individually.

PROJECT 2

Creative Scene.

Students will create their own interpretation of a standard, open-ended script

PROJECT 3

Produce a short fiction film as your major semester project in any genre of your choice. This project will also be graded on creativity and technical skills – lighting, shooting, audio and editing (including revision). Work in teams of 3 or 4 on narratives.

.

Rubrics

- ✓ The subject will be evaluated on this rubric.
- ✓ Creation of Script / Treatment - 20%
- ✓ Completed Short film - 50%
- ✓ Festival Research and Submission - 10%
- ✓ Attendance / Collaboration - 20%
- ✓ Creativity and technical skills

Suggested Reading

Text Books

- Framing Film- Cinema and the Visual Arts, EDITED BY STEVEN ALLEN AND LAURA HUBNER.
- Film Art: An Introduction, David Bordwell and Kristin Thompson
- Sound for Film and Television By Tomlinson Holman

Reference Books

- Mascelli, Joseph V., The Five C's of cinematography,
- Motion Picture Filming Techniques, 1st Silman-James Press Edition,1998
- Film Art: An Introduction. Boston: McGraw-Hill, c2004. Monaco, James.
- How to Read a Film. New York, NY: Oxford University Press, 2000.

Name of The Course	Master Thesis			
Course Code	MAMC6020			
Prerequisite	Basics of Communication Research			
Co-requisite	Research Methodology			
Anti-requisite				
	L	**T**	**J**	**C**
	0	**0**	**5**	**5**

Course Objectives

The Master's Thesis course runs throughout a full semester and constitutes the final and concluding task in the Master Programme in Journalism and Mass Communication. During the course, students will study research methods, will design and do an empirical study and present this in a written report called a Master's thesis.

Course Outcomes

CO1	Demonstrate the ability to critically and systematically integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations even with limited information
CO2	Demonstrate the ability to identify and formulate issues critically, independently and creatively as well as to plan and use

	appropriate methods, undertake advanced tasks within predetermined time frames, and to contribute to the formation of knowledge as well as the ability to evaluate this work
CO3	Demonstrate the ability in speech and writing, to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, both in a national and international context
CO4	Demonstrate the skills required for participation in research and development work or for independent work in other advanced contexts

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	**00**	**50**	**100**

Course Content:

Unit I: Developing the Research Plan : 10 Hours
Different ways of finding information, defining the scope of a project and doing research, as well as different ways of communicating the results. Defining a topic and formulating a problem statement, selecting and reviewing relevant literature, designing an empirical study as well as performing it.
Unit II: Research Writing : 10 Hours
Data collection and analysis, analysing the empirical data, make theoretical conclusions and finally writing and rewriting a written report

Suggested Reading

- The Craft of Research, Fourth Edition (Chicago Guides to Writing, Editing, and Publishing) 4th Edition, by Wayne C. Booth (Author), Gregory G. Colomb (Author), Joseph M. Williams (Author), Joseph Bizup (Author), William T. FitzGerald (Author)
- Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th Edition, by John W. Creswell (Author)
- They Say / I Say": The Moves That Matter in Academic Writing, with 2016 MLA Update (Third Edition) by Gerald Graff (Author), Cathy Birkenstein (Author)'

Name of The Course	Specilisation: Journalism			
Course Code	MAMC6026			
Prerequisite	Basic knowledge of Journalism, writing skills			
Co-requisite	Computer Lab, News papers			
Anti-requisite				
	L	**T**	**P**	**C**
			10(J)	10

Course Objectives : The subject, Specialized Journalism is an introduction to the study of the journalistic specializations. It is also the subject that presents the main areas of journalistic specialization, present on the general information media: Politics, Economy, Culture and Society. This course offers students to develop the practical, technical and intellectual skills required in contemporary journalism. It aims to equip students to pursue a professional career in journalism. This course will provide the students a platform to showcase the real time work like industry.

Course Outcomes

CO1	Initiate a basic research for ideas and development in their area of interest.
CO2	Identifying and understanding the techniques and processes of written journalism in a variety of media (print/digital) to communicate effectively with a particular audience.
CO3	Demonstrate the ability to gather, critically analyse, and present information, effectively reaching out to an audience; and to explore ideas, concepts and quantitative and qualitative data relevant for a topic.
CO4	Produce the media content

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50		50	100

Course Content:

Unit I
• Presentation of the subject and how it will work. • Journalism and citizenship. Ethics for a responsible information. • Political information: international, national, regional and local. • The economic information when being in an economic crisis. • The cultural information and the showbusiness. • Writing Letter to the Editor • Writing News for Different Beats. • Reviewing Magazines and Newspapers • Opinion Writing: Criticism, Article, Feature and Editorial • Conducting Interviews.
Unit II
Projects: Project 1: Prepare/ Produce a digital news paper. Project 2: Five news report for web Project-3 One video story using smart-phone/DSLR Project- 4 Five news report for print medium. Project -5 Five news report for Television Project-6 Feature/news stories with the help of photo. Project-7 One photo essay

Rubrics

The subject will be evaluated on this rubric.

a. Idea (10%)
b. Research (10%)
c. Content (25)%
d. Presentation Skill (20)%
e. Language (25%)
f. Visual Aids (10%)
g.

Suggested Reading

1. Harrower, Tim; Inside Reporting: A Practical Guide to the Craft of Journalism; McGraw-Hill
2. Warren, Care H.; Modern News Reporting; Harper Collins
3. Rao, N. Meera Raghavendra; Feature Writing; PHI Learning
4. Communication & Bloom, Stephen G.; Inside the Writer's Mind–Writing Narrative Journalism; Wiley Publications
5. Sterling, Christopher H.; Encyclopedia of Journalism; Sage Publication
6. Educational ResourcesInformationCenter
7. Television Production Handbook: Herbert Zettl

Name of The Course		Specialization: Strategic Communication				
Course Code		MAMC6022				
Prerequisite		The student should be exposed to different media platforms and to media industry				
Co-requisite		Knowledge of Communication Concepts				
Anti-requisite						
		L	**T**	**P**	**J**	**C**
		0	**0**	**0**	**0**	**10**

Course Objectives

The course is aimed at helping students

1. To develop knowledge and skills in strategic communication as it is one of the foundations for the success of organizations and corporations across all industries, both in the for-profit and the non-profit space.

2. To acquire roles that require them to develop communication strategies and craft of meaningful messaging for different target audiences

3. To acquire advisory roles for leaders in NGOs/Corporates by helping them communicate effectively for the growth of their organization

Course Outcomes

At the end of the course the students will be able to

CO1	Develop effective strategic communication skills
CO2	create communication strategies and craft of meaningful messaging
CO3	Create advisory roles in NGO or Corporate sector

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	**-**	**50**	**100**

Course Content:

Major Project in Specialization **32 Hours**

The student will attach oneself with an NGO/Corporate (Public or Private) to undertake a project via internship in any of the areas given below :

Organizational Communication Management: The role of communication in creating positive organizational outcomes within a company, and also driving company growth through ethical, informative, and persuasive messaging between a company and its stakeholders. How to identify a company's communication needs, craft communication that connects with stakeholders both within and external to the company, and integrate business skills and financial insights into the development of communication plans
OR
Strategic Digital Media Campaigns and Analytics: The major forms of digital communication, including written website content, social media, email, and multimedia content such as graphics and video, and how they are incorporated into corporate communications, PR and marketing campaigns. OR
Strategic Storytelling: How to tell a compelling and persuasive story by understanding what your target audience is invested in and create a story that engages and informs them. Crafting persuasive content that moves audience members to action. How to understand human psychology and behavior, particularly people's reactions to new or repeated information and how it is presented.
Effective Social Media Strategy: How to leverage social media in different types of campaigns, including marketing and advertising, social and political advocacy, fundraising, community education efforts, and public service communication. The phenomenon of "going viral" and how individuals and corporations can develop highly shareable content that advances their mission or solidifies their brand identity OR
Communication Strategies for Social Change: How non-profit institutions determine their messaging to target audiences, and the channels by which they access these audiences and motivate them to act. How different forms of media can be used to advance a cause, spread awareness of a social issue, galvanize fundraising and volunteer efforts, and sustain the brand identity and reputation of non-profit organizations.

The Student will have to get attached with an organization and choose any of the above given area to work within the organization. The idea is to gain practical learning experience by doing a project on any of the above areas related to strategic communication. It is important to keep the above specialization in mind and choose to work in any of the above areas within the company (profit or not for profit).

At the end of the semester a Project report will be developed by the student showcasing the respective skills acquired along with the proof of substantial body of work.

Suggested Reading

- "Positioning: The Battle for Your Mind" by Al Ries & Jack Trout
- "The Startup Owner's Manual" by Steve Blank & Bob Dorf
- "The Essential Drucker" by Peter F. Drucker
- "Start With Why" by Simon Sinek
- "Words Can Change Your Brain" by Andrew Newberg & Mark R. Waldman
- "Cracking the CODE" by Thom Hartmann
- "Made to Stick" by Chip Heath & Dan Heath
- "Story" by Robert McKee
- "Brand Thinking" by Debbie Millman
- "The Challenger Sale" by Matthew Dixon & Brent Adamson

Name of The Course	Specialisation: Entertainment			
Course Code	MAMC6028			
Prerequisite	Basics of TV and Film Production			
Co-requisite	History of Film and TV			
Anti-requisite				
	L	**T**	**J**	**C**
	0	**0**	**10**	**10**

Course Objectives

- To prepare students in the production aspec ts of Film Television & New Media, as req uired by the present media environment all across globe.
- To empower the students in the production & managerial aspects of the media business with due emphasis on latest production tec hniques, along with marketing and branding management of various media products an d associated services.
- To develop creative temperament and mind set needed in the content production segme nt of media industry.
- To inculcate competencies thereby enabling to undertake professional work.
- To provide an active industry interface by way of co-learning.
- To take the students through the entire pipe line of production process with regards to t he content creation for various media pa ds, providing the students an insight in to the correlation that exists between cont ent creation and associated commercial asp ects of media business.

Course Outcomes

CO1	Remember the working pattern of TV and Film Industry.
CO2	Understand the basic techniques of TV and Film Production.
CO3	Applying acquired knowledge of Entertainment industry in media research
CO4	Analyse and develop usage of production techniques.

Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	**00**	**50**	**100**

Course Content:

Unit I: Film Making- I 15 Hours
The students will undergo the process of Guerilla film making and Documentary Film making. Th e students will be exposed to rudimentary camera s & software and will work on projects ranging fr om 10-15 mins. The students will be exposed to the entire proces s of film making and the production workflow in Documentary production. The students will unde rgo the process of 2 Character Single location Fic tion Short film making and In- depth Documentary Film making. The students will be exposed to Semi professional cameras & software andwill work on projects ranging from 10- 15mins. The students will be exposed to the entir e process of film making and the production wor kflow in Short Film Fiction Category.
Unit II: Embracing 5G and Beyond 5G 8 Hours
The students will undergo the process of making Music Video and 25 mins of Television serial. T he students will be exposed to professional HD cameras & so ftware and will work on projects ranging from 5 Mins- 25mins. The students will be exposed to the entir e process of shooting videos/serials and the prod uction workflow in Music Video & Television Serial production. The students will choose their Specialization (Dir ection & Script, Editing, VFX & Compositing, C inematography and Sound) and will work with fi eld experts in respective domains and will receiv e advanced training & guidance. The Students wi ll choose their Specialization and will work as a crew member on 45 mins Mini Feature in the period of six months.

Suggested Reading

5. Theory of Film: The Redemption of P hysical Reality; By Siegfried Kracaue r
6. Asian Film Journeys: Selection from Cinemaya By Rashmi Doraiswamy, La tika Padgaonkar
7. Writing, Directing and Producing Doc umentary Films and Videos by Alan R osenthal The Subject of Documentar y by Michael Renov.
8. New Documentary: A Critical Introdu ction by Stella Bruzzi