**DRAFT**

**National Education Policy-2020**

**Common Minimum Syllabus for Uttarakhand State Universities and Colleges**

**Four-Year Undergraduate Programme-**

**FYUP/Honours Programme/Masters in JOURNALISM & MASS COMMUNICATION**

**PROPOSED STRUCTURE FOR FYUP/MASTERS**

**JOURNALISM & MASS COMMUNICATION SYLLABUS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.N.** | **Name** | **Designation** | **Department** | **Affiliation** |
| 1. | Prof. (Dr) Girish Ranjan Tiwari | Professor and Head | Journalism & Mass Communication | D.S.B. Campus, Kumaun University,  Nainital |
| 2. | Prof. Govind Singh | Professor (Retd.) | Journalism & Mass Communication | IIMC, Delhi |
| 3. | Prof. (Dr) Sudhir Soni | Professor | Journalism & Mass Communication | Higher Education Dept., Rajasthan |
| 4. | Prof. (Dr) Rakesh Rayal | Professor | Journalism & Mass Communication | Uttarakhand Open University, Haldwani |
| 5. | Dr. Poonam Bisht | Assistant Professor | Journalism & Mass Communication | D.S.B. Campus, Kumaun University, Nainital |
| 6. | Dr. Lalit Joshi | Assistant Professor | Journalism & Mass Communication | S.S.J. University, Almora |
| 7. | Dr. Srachana Sachdeva | Assistant Professor and Head | Journalism & Mass Communication | Govt. Degree College, Narendra Nagar (Shri Dev Suman University) |
| 8. | Dr. Shambhoo Sharan | Associate Professor and Head | Mass Communication& Animation | Maharishi University of Information Technology, Noida |
| 9. | Mr. Koushal Soni | Assistant Professor | Journalism & Mass Communication | Gyanarthi Media College, Kumaun University, Nainital |

**EXPERT COMMITTEE**

**SYLLABUS PREPARATION COMMITTEE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.N.** | **Name** | **Designation** | **Department** | **Affiliation** |
| 1. 1. | Prof. (Dr) Girish Ranjan Tiwari | Professor And Head | Journalism & Mass Communication | D.S.B. Campus, KumaunUniversity,Nainital |
| 1. 1. | Dr. Poonam Bisht | AssistantProfessor | Journalism & Mass Communication | D.S.B. Campus, Kumaun University, Nainital |
| 1. 2. | Ms. Pratima Singh | Assistant Professor | Journalism & Mass Communication | Gyanarthi Media College, Kumaun University, Nainital |
| 1. 3. | Mr. Koushal Soni | Assistant Professor | Journalism & Mass Communication | Gyanarthi Media College, Kumaun University, Nainital |
|  | Ms. Sadiya Noor | Assistant Professor | Journalism & Mass Communication | Gyanarthi Media College, Kumaun University, Nainital |

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|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **List of Papers (DSC,DSE,GE, VAC, AEC, SEC, IAPC) Semester Wise** | | | | | | | | |
| **Year** | **Semester** | **Course** | **Paper Title** | | | | **Theory/Practical** | **Credits** |
| **Undergraduate Certificate in JOURNALISM AND MASS COMMUNICATION** | | | | | | | | |
| **FIRST YEAR** | I | DSC | Introduction to Communication | | | | Theory | 4 |
| DSC | History and Development of Media in India | | | | Theory | 4 |
| DSC | Folk Media and Cultural Communication | | | | Theory | 4 |
| GE | Introduction to Communication  **(GE For Other Departments)**  **Journalism Students will choose GE subject from University pool of GE Courses** | | | | Theory | 4 |
| AEC | Will be opted from University pool of AEC Courses | | | | Theory/Practical | 2 |
| VAC | Will be opted from University pool of VAC Courses | | | | Theory/Practical | 2 |
| SEC | Fundamentals of Computers | | | | Practical | 2 |
| II | DSC | People and Culture of India | | | | Theory | 4 |
| DSC | Photography | | | | Theory | 4 |
| DSC | Indian Economy and Policy | | | | Theory | 4 |
| GE | People and Culture of India  OR  Photography  **(GE For Other Departments)**  **Journalism Students will choose GE subject from University Pool of GE Courses** | | | | Theory | 4 |
| AEC | Will be opted from University pool of AEC Courses | | | | Theory/Practical | 2 |
| VAC | Will be opted from University Pool of VAC Courses | | | | Theory/Practical | 2 |
| SEC | Photo Editing | | | | Practical | 2 |
| **Students on exit shall be awarded Undergraduate Certificate in Journalism and Mass Communication**  **after securing the requisite 44 credits in Semester I and II** | | | | | | | | |
| **Undergraduate Diploma in JOURNALISM AND MASS COMMUNICATION** | | | | | | | | |
| **SECOND YEAR** | **III** | DSC | Media Organisations: Structure and Functions | | | | Theory | 4 |
| DSC | Reporting and Writing for Print Media | | | | Theory | 4 |
| DSC | Introduction to Indian Polity and Society | | | | Theory | 4 |
| DSE/GE | Multi-Media Journalism | *Journalism Student can choose any one from these DSE Courses or one from the University pool of GE Courses*  *Students of other departments can choose these courses as GE Course* | | | Theory | 4 |
| DSE/GE | English Communication Skills | Theory | 4 |
| AEC | Will be opted from University Pool of AEC Courses | | | | Theory/Practical | 2 |
| VAC | Will be opted from University Pool of VAC Courses | | | | Theory/Practical | 2 |
| SEC | Newspaper Designing | | | | Practical | 2 |
| **IV** | DSC | Reporting and Writing for Electronic Media | | | | Theory | 4 |
| DSC | Media Issues and Trends | | | | Theory | 4 |
| DSC | International Communication | | | | Theory | 4 |
| DSE/GE | Data Journalism | *Journalism Student can choose any one from these DSE Courses or one from the University pool of GE Courses*  *Students of other departments can choose these courses as GE Course* | | | Theory | 4 |
| DSE/GE | The Art and Essentials of Anchoring | Theory | 4 |
| AEC | Will be opted from University pool of AEC Courses | | | | Theory/Practical | 2 |
| VAC | Will be opted from University pool of VAC Courses | | | | Theory/Practical | 2 |
| SEC | Video Editing | | | | Practical | 2 |
| **Students on exit shall be awarded Undergraduate Diploma in Journalism and Mass Communication after securing the requisite 88 credits on completing Semester IV** | | | | | | | | |
| **BACHELOR OF JOURNALISM & MASS COMMUNICATION** | | | | | | | | |
| **THIRD YEAR** | **V** | DSC | Media Psychology | | | | Theory | 4 |
| DSC | Visual Communication | | | | Theory | 4 |
| DSC | Advertising and Public Relations | | | | Theory | 4 |
| DSE | Strategic Communication | | | *Journalism Student can choose any one subject from these DSE Courses* | Theory | 4 |
| DSE | Environmental Communication | | | Theory | 4 |
| GE | Environmental Communication  ***(For Other Department)***  ***Journalism Students will choose GE subject from the University pool of GE Courses*** | | | | Theory | 4 |
| IAPC | Project (Podcast Production) | | | | Project | 2 |
| **VI** | DSC | Communication Research | | | | Theory | 4 |
| DSC | Radio Production | | | | Theory | 4 |
| DSC | Media Laws and Ethics | | | | Theory | 4 |
| DSE | Mobile Journalism | | *Journalism Student can choose any one subject from these DSE Courses* | | Theory | 4 |
| DSE | Event management | | Theory | 4 |
| GE | Event management  ***(For Other Department)***  ***Journalism Students will choose GE subject from the University pool of GE Courses.*** | | | | Theory | 4 |
| IAPC | Internship | | | | Internship | 2 |
| **Students on exit shall be awarded Bachelor of Journalism and Mass Communication after securing the requisite 132 credits on completing Semester VI.** | | | | | | | | |
| **BACHELOR OF JOURNALISM & MASS COMMUNICATION**  **(HONOURS WITH RESEARCH/ACADEMIC PROJECT)** | | | | | | | | |
| **FOURTH YEAR** | **VII** | DSC | Modern Trends in News Writing and Reporting | | | | Theory | 4 |
| DSE/GE | Television Production | | *Journalism Students can choose any three DSE courses from given subjects*  *OR, Two DSE courses and one GE Course (From University pool of GE courses)*  *OR, One DSE course with two GE courses (From University pool of GE courses)*    *Other department students can choose these subjects as GE courses.* | | Theory | 4 |
| DSE/GE | Changing Facets of Advertising and Public Relations | | Theory | 4 |
| DSE/GE | Documentary Production | | Theory | 4 |
| DSE/GE | Mass Communication: Concept and Theories | | Theory | 4 |
|  | IAPC | Academic Project (Communication/Production-Radio/TV/Print) /Dissertation (Major/Minor) | | | | Project | **6** |
| **VIII** | DSC | Different Forms of Journalism | | | | Theory | 4 |
| DSE/GE | Advanced Research Methodology | | *Journalism Students can choose any three DSE courses from given subjects*  *OR, Two DSE courses and one GE Course (From University pool of GE courses)*  *OR, One DSE course with two GE courses (From University pool of GE courses)*    *Other department students can choose these subjects as GE courses.* | | Theory | 4 |
| DSE/GE | Current Trends in Media Management | | Theory | 4 |
| DSE/GE | Media and Human Rights | | Theory | 4 |
| DSE/GE | Mainstream Cinema and Society | | Theory | 4 |
| IAPC | Dissertation (Major/Minor) | | | | Theory | **6** |
| **Students on exit shall be awarded Bachelor of Journalism and Mass Communication (Honours with Research/Academic Project) after securing the requisite 176 credits on completing Semester VIII.** | | | | | | | | |
| **MASTERS IN JOURNALISM AND MASS COMMUNICATION** | | | | | | | | |
| **FIFTH YEAR** | **IX** | DSC | ICT and New Media | | | | Theory | 4 |
| DSE/GE | Right to Information | | *Journalism Students can choose any three DSE courses from given subjects*  *OR, Two DSE courses and one GE Course (From University pool of GE courses)*  *OR, One DSE course with two GE courses (From University pool of GE courses)*    *Other department students can choose these subjects as GE courses.* | | Theory | 4 |
| DSE/GE | Representation of Women in Culture and Media | | Theory | 4 |
| DSE/GE | Digital Media Production | | Theory | 4 |
| DSE/GE | History and growth of Journalism in Uttarakhand | | Theory | 4 |
| IAPC | Academic Project (Communication Production - Radio/TV/Print)/Dissertation (Major/Minor) | | | | Theory | **6** |
| **X** | DSC | Development Communication | | | | Theory | 4 |
| DSE/GE | Health Communication | | *Journalism Students can choose any three DSE courses from given subjects*  *OR, Two DSE courses and one GE Course (From University pool of GE courses)*  *OR, One DSE course with two GE courses (From University pool of GE courses)*    *Other department students can choose these subjects as GE courses.* | | Theory | 4 |
| DSE/GE | Social Media and Communication | | Theory | 4 |
| DSE/GE | Marketing and Corporate Communication | | Theory | 4 |
| DSE/GE | AI and Digital Media | | Theory | 4 |
| **IAPC** | Academic Project (Communication/Production-Radio/TV/Print) /Dissertation (Major/Minor) | | | | Theory | **6** |
| **Students on exit shall be Masters in Journalism and Mass Communication after securing the requisite 220 credits on completing Semester X.** | | | | | | | | |

**ABILITY ENHANCEMENT COURSE (AEC)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Paper Title** | **Theory/**  **Practical** | **Credit** |
| **FIRST YEAR** | **I** | Indian Language **(As decided by university)** | Theory | 2 |
| **II** | Indian Language **(As decided by university)** | Theory | 2 |
| **SECOND YEAR** | **III** | Indian Language **(As decided by university)** | Theory | 2 |
| **IV** | Indian Language **(As decided by university)** | Theory | 2 |

**VALUE ADDITION COURSE (VAC)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Semester** | **Paper Title** | **Theory/**  **Practical** | **Credit** |
| **FIRST YEAR** | **I** | One from the pool of VAC course | Theory/Practical | 2 |
| **II** | One from the pool of VAC course | Theory/Practical | 2 |
| **SECOND YEAR** | **III** | One from the pool of VAC course | Theory/Practical | 2 |
| **IV** | One from the pool of VAC course | Theory/Practical | 2 |

**Abbreviations:**

**DSC - Discipline Specific Course**

**DSE - Discipline Specific Electives**

**GE - Generic Electives**

**AEC - Ability Enhancement Course**

**VAC - Value Addition Course**

**IAPC - Internship/Apprenticeship/Project/Community Outreach**

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| --- | --- |
| **Programme Specific Outcomes (PSOs) (Undergraduate Programme)**  **After this programme, the learners will be able to:** | |
| **PSO 1** | Use conceptual knowledge and practical training offered by the course to become successful media professionals. |
| **PSO 2** | To prepare students to choose their area of specialization. |
| **PSO 3** | Gain first hand exposure of training in the real world in the form of internship. |
| **PSO 4** | Students will learn about mass media writing, multi-media skills, effective communication etc. |
| **PSO 5** | They will get familiarized with working of the media industry and its scope. |
| **PSO 6** | The programme will help students realize their potentials to work in varied fields. |
| **PSO 7** | Students will be acquainted with the basic knowledge computer fundamentals, different software, internet surfing and related features. |
| **PSO 8** | Students will learn the subjects related to print media, electronic media and new media and other related subjects of Journalism and Mass Communication. |
| **PSO 9** | They will get familiarized with contemporary media skills. |
| **PSO 10** | The students will be able to understand the concept, scope and significance of Mass Communication as a holistic field of study covering multiple facets and its techniques. |

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| **Programme Specific Outcomes (PSOs) (Honours Degree)**  **After this programme, the learners will be able to:** | |
| **PSO 1** | Use conceptual knowledge and practical training offered by the course to become successful media professionals. |
| **PSO 2** | Gain first hand exposure of training in the real world in the form of Research Dissertation. |
| **PSO 3** | To prepare students to choose their area of specialization with training in field projects. |
| **PSO 4** | Enable students to pursue a successful career as mass media professionals with research project. |
| **PSO 5** | Provide students with strong foundational base and increase their familiarity with advanced techniques and mass media tools along with research abilities. |
| **PSO 6** | It is aimed to make students aware about the role of media in human rights promotion, tools and techniques of human rights reporting and nuances of human rights journalism. |
| **PSO 7** | Develop an understanding about different beats reporting and feature writing, develop analytical and critical thinking ability. |
| **PSO 8** | Develop thorough understanding about the concept of news, cultivate necessary skills relevant to finding, choosing, gathering and presenting news. |
| **PSO 9** | The students will be able to understand the concept, scope and significance of Journalism and Mass Communication as a holistic field of study covering multiple facets and its techniques. |

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| **Programme Specific Outcomes (PSOs) -MASTERS IN JOURNALISM & MASS COMMUNICATION**  **After this programme, the learners will be able to:** | |
| **PSO 1** | Gain first hand exposure of training in the real world in the form of Research Dissertation. |
| **PSO 2** | To prepare students to choose their area of specialization. |
| **PSO 3** | Use conceptual knowledge and practical training offered by the course to become successful media professionals. |
| **PSO 4** | To prepare students to choose their area of specialization with training in field projects. |
| **PSO 5** | Enable students to pursue a successful career as mass media professionals with research project. |
| **PSO 6** | Provide students with strong foundational base and increase their familiarity with advanced techniques and mass media tools along with research abilities. |
| **PSO 7** | Use conceptual knowledge and practical training offered by the course to become successful media professionals. |

**Semester-I**

## Undergraduate Certificate in Journalism & Mass Communication

|  |  |
| --- | --- |
|  | **DISCIPLINE SPECIFIC COURSE (DSC)- INTRODUCTION TO COMMUNICATION** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITYAND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Pre-requisite**  **of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Introduction to**  **Communication** | **4** | **4** | **0** | **0** | **Passed Class**  **XII** | **Nil** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme :*Undergraduate Certificate in Journalism & Mass Communication*** | | | | **Year: I** | **Semester: I Paper: DSC** | |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | **Course Title: Introduction to Communication** | | | | |
| **Course Outcomes:**  After studying this course, the student will be able to:   * Acquainted with the basics of “Communication”. * Students will have clear understanding of the process and dynamics of communication processes. * Knowledge about Communication Models and emerging trends. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | | **No. of Hours** |
| **Unit I** | **Meaning and concept of Communication**   * The concept and definition of communication. * Communication process and elements * Verbal and non-verbal communication * Types- Intrapersonal, Interpersonal, Group, Public, Mass communication. * Effective Communication * Barriers in Communication | | | | | 15 |
| **Unit II** | **Communication Models and Theories**   * Model: Definition and concept * Classical Models of Communication: Aristotle’s Model, SMR, SMCR, Newcomb, Lasswell, Osgood, Shannon and Weaver, Wilbur Schramm, George Gerbner, Dance model. | | | | | 15 |
| **Unit III** | **Theories of Communication in Indian Tradition:**   * Sadharanikaran Model, Sahridaya Theory, Natyashastra * Great Indian Communicators and Their Methods: Narad, Ved Vyasa, Buddha, Adi Shankaracharya, Guru Nanak, Swami Vivekananda, Mahatma Gandhi | | | | | 15 |
| **Unit IV** | **Emerging Trends in Communication**   * Digital Communication * Artificial Intelligence in Communication * Communication and Globalization * Media Convergence * Future of Communication | | | | | 15 |

### Recommended Readings

* Mass Communication- Living in the MediaWorld-Ralph.E.Hanson
* Mass Communication in India –KevalJ.Kumar,Jaico Publication
* Handbook of Mass Communication and Journalism-VirBala Aggarwal & V.S. Gupta
* Communication and Mass Communication In India-J.V.Vil’anilam
* The Media of Mass Communication-John Vivian
* Mass Communication Theories-Denis Mc Quail
* Mass Communication Theory and Practice in the 21stcentuary- Diwakar Sharma
* Introduction to Communication Studies-John Fiske
* Mass communication Theory: Foundations, Ferment, and Future -Stanley J. Baran and Dennis K. DaviS
* Swami Vivekananda. *Complete Works*, Vol. I. Advaita Ashram, 1997.
* D.G. Tendulkar. *Mahatma: Life of Mohandas Karamchand Gandhi*. Publications Division, 1951.
* Nanda, B.R. *Gandhi: A Pictorial Biography*. Oxford University Press, 2001.
* Malhotra, Rajiv. *Being Different: An Indian Challenge to Western Universalism*. HarperCollins India, 2011.
* MakarandParanjape. *Sacred India’s Wisdom*. Rupa Publications, 2009.
* Pande, G.C. *Foundations of Indian Culture*. Indian Council of Philosophical Research, 1984.
* **Bharata Muni. *Natyashastra***, trans. by Manomohan Ghosh. Asiatic Society, 1951.
* **Sinha, Durganand.***Sadharanikaran Model and Indian Perspective on Communication*, Journal of Human Values, Vol. 2(1), 1996.
* **Pandey, N.P**. *Sadharanikaran: Bharatiya Sanchar Siddhant*. GranthShilpi, 2007. (Hindi)
* **KapilaVatsyayan**. *Bharata: The Natyashastra*. SahityaAkademi, 1996.

**Suggested Continuous Evaluation Methods**:Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/ short & long questions, attendance and participation in the class

# Semester-I

## Undergraduate Certificate in Journalism & Mass Communication

|  |  |
| --- | --- |
|  | **DISCIPLINE SPECIFIC COURSE (DSC)- HISTORY AND DEVELOPMENT OF MEDIA IN INDIA** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **History and Development of Media in India** | **4** | **4** | **0** | 0 | **Passed Class**  **XII** | **Nil** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Certificate in Journalism & Mass Communication*** | | | | **Year: I** | | **Semester: I Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | **History and Development of Media in India** | | | | |
| **Course Outcomes:**  After studying the course the Students will know :  The history, evolution and development of different forms of Media in India such as:   * Folk media * Traditional media * Print Media * Electronic Media * Cinema | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Media and India**   * Defining media. * Folk Media & Mainstream Media-Differences and attributes * Unique features of each media-Newspapers, Radio, Cinema, Television, New Media * Role of Media in development of India * Digital Media in India | | | | 15 | |
| **Unit II** | **Print Media in India**   * Historical development of Media-Printing Press and its development. * Major Newspaper during Pre-Independence era. * The Vernacular Press * Role of Press in freedom struggle, Censorship and press during freedom movement. * Press council of India. * News agencies-PTI, UNI, NANAP. * Press Commissions. | | | | 15 | |
| **Unit III** | **Indian Cinema**   * Historical and development of media-Indian cinema-its beginnings and development. * Pre-independence days of Indian Cinema. * The Talkies, studio system. ‘New Wave’. * Regional Cinema,Documentary films. * Censorship and cinema. * NFDC * OTT Platforms | | | | 15 | |
| **Unit IV** | **Electronic Media-Radio & Television in India**  **Radio**   * Historical development of media-Radio in India-its beginnings and development. * Popular radio formats and programs. * Community Radio. * The picture today.   **Television**   * Historical development of media-TV in India-its beginnings and development. * Genres of Television broadcasting * Various committees for TV ownership and regulation-Chanda Committee, Verghese Committee. * AIR and Doordarshan. Prasar Bharti Act. * Broadcast Bill. DTH and CAS. * NBA and code of ethics. * Present day Television | | | | 15 | |

**Recommended Readings:**

• Mass Communication in India, Keval J. umar,Jaico Publication

• Modern Journalism-Principles and Practice, N.C.Pant, Kanishka Publishers, distributers

• Handbook of Journalism-VirBala Agarwal and V.S.Gupta

• History of Journalism- P. Rangaswami, Sterling Publications.

• History of Indian Press-J. Natarajan

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Semester-I**

## Undergraduate Certificate in Journalism & Mass Communication

|  |  |
| --- | --- |
|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Folk Media and Cultural Communication(Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Folk Media and Cultural Communication (Theory)** | **4** | **4** | **0** | **0** | **Passed Class**  **XII** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: I** | | **Semester: I Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Folk Media and Cultural Communication(Theory) | | | | |
| **Course Outcomes:**   * The Course aims to offer an in depth understanding Folk Media and Cultural Communication * Students aware about Cultural Communication through Folk Media * The course is designed to familiarize students with all Folk Media, Traditional media and Cultural Communication | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Folk Media and Cultural Communication**   * Definition and Concept of Folk Media * Types of Folk Media * Role of Folk Media in Cultural Transmission * Folk Media and its Relation to Mass Media * Folk Media in Rural and Urban Contexts | | | | 12 | |
| **Unit II** | **Folk Media in Cultural Communication**   * Folk Media and Identity Formation * Storytelling and Folk Narratives * Music, Dance, and Rituals in Folk Media * Folk Theatre and Performance Arts * Folk Media as a Tool for Social Change | | | | 15 | |
| **Unit III** | **Folk Media and Social Movements**   * Folk Media in Protest and Resistance Movements * The Role of Folk Songs in Social Movements * Political Messages in Folk Media * Folklore and Gender Communication * Folk Media in Development Communication | | | | 18 | |
| **Unit IV** | **Cultural Communication through Folk Media**   * Rituals and Festivals in Folk Communication * Folk Media and its Educational Role * Folk Media and Globalization * Folk Media and Cultural Diversity * Preserving Folk Media in the 21st Century * Folk Media and Future Trends | | | | 15 | |

**Recommended Readings:**

1. **Singhal, A., & Rogers, E. M.***India’s Communication Revolution: From Bullock Carts to Cyber Marts.*  
   SAGE Publications, 2001.
2. **Gupta, V. S.***Communication Technology, Media Policy, and National Development.*  
   Concept Publishing Company, 1999.
3. **Melkote, S. R., &Steeves, H. L.***Communication for Development: Theory and Practice for Empowerment and Social Justice.*  
   SAGE Publications, 2015.
4. **Ranganath, H. K.***Folk Media and Communication.*Gyan Publishing House, 1996.
5. **Burke, P.***Popular Culture in Early Modern Europe.*Ashgate Publishing, 2009.
6. **Narayan, B., & Kumar, B. S.***Folk Media and Development Communication.*Kanishka Publishers, 2006.
7. **Pannu, P.***Traditional Folk Media in India: A Study in Cultural Communication.*  
   Commonwealth Publishers, 2008.
8. **Dasgupta, C.***Traditional Folk Media: A Resource for Development.*  
   Mittal Publications, 1993.
9. **Dissanayake, W.***Communication Theory: The Asian Perspective.*SAGE Publications, 1988.
10. **Nair, K. S., & White, S. A.***Perspectives on Development Communication.*SAGE Publications, 1993..

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Semester-I**

## Undergraduate Certificate in Journalism & Mass Communication

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|  | **SKILL ENHANCEMENT COURSE (SEC)- Fundamentals of Computers (Practical)** |

**No. of Hours-30**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **SEC:**  **Fundamentals of Computers**  **(Practical)** | **2** | 0 | **0** | 2 | **Passed Class**  **XII** | **Nil** |

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| **UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Certificate in Journalism & Mass Communication*** | | | | **Year: I** | | **Semester: I Paper: SEC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: SEC** | | **Fundamentals of Computers (Practical)** | | | | |
| **Course Outcomes:**  After completion of this course, the student will be able to :   * Understand an operating system and its working, and solve common problems related to operating systems. * Learn basic word processing, Spreadsheet and Presentation Graphics Software skills | | | | | | |
| **Credits: 2** | | | **Skill Enhancement Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Computer**   * Classification of computer * Hardware and Software * Relationship between Hardware and Software * Categorization of Software * **Components of Computer-** Input & Output Devices, Storage Devices, Processing Device | | | | 6 | |
| **Unit II** | **Operating System**   * Introduction to Operating System * Difference between Single user & Multi User Operating System * Brief Introduction of DOS and Windows * Difference between GUI and CUI * Function of Control Panel * Finding Files and Folders | | | | 8 | |
| **Unit III** | **Introduction to M.S. Excel and M.S. Power Point**   * An overview of M.S. Excel and M.S. Power Point * Creating Charts, Graphs Formatting and Sorting * Tools and Menus of MS Excel and Power Point * Designing and Effective presentation * Using of Animation in Power Point | | | | 8 | |
| **Unit IV** | **Internet**   * Search Engine * Web pages * Websites * Web portal | | | | 8 | |

**Recommended Readings:**

* Singh, RavindraPratap 2001: Doorsanchar, Drashya,Paidrashya, Allahabad, Achariya Publication (1st edt.)
* Gupta, Om, Jasra,Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.)
* Harimohan 2002: SuchnaProdhyogikiAur Jan Madhyam, New Delhi, TaxsilaPrakashan (1st edt.)
* Sharma, GK, Sharma, Hemant 2002, SuchnaProdhyogiki New Delhi, Atlantic Pub. (1st ed.)
* Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication
* Harimohan 2004: SoochnaKrantiaurVishvaBhasha Hindi, Delhi, TaxsilaPrakashan
* Kumar, Suresh 2004: Internet Patrkarita,New Delhi, TaxsilaPrakashan (1st ed)
* Ozha, DD/Satya Prakash 2007: DoorsancharEvamPraudyogiki, Delhi, Gyan Ganga Publication
* Sinha,P.K. 2009:Computer Fundamentals,NewDelhi,BPB Publications
* Rajaraman, V., &Adabala, N. (2014). Fundamentals of computers. PHI Learning Pvt. Ltd..
* Sinha, P. K., & Sinha, P. (2010). Computer fundamentals. BPB publications.
* Tannenbaum,L. (2019). Computer Applications and Networks. TMH.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /, attendance and participation in the class.

**Semester-II**

## Undergraduate Certificate in Journalism & Mass Communication

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|  | **DISCIPLIN SPECIFIC COURSE (DSC)- People and Culture of India (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **People and Culture of India (Theory)** | **4** | **4** | **0** | **0** | **Passed Class**  **XII** | **Nil** |

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| **UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Certificate in Journalism & Mass Communication*** | | | | **Year: I** | | **Semester: II Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | **People and Culture of India (Theory)** | | | | |
| **Course Outcomes:**  Upon completion of the course, the students are expected to develop a critical understanding of thefollowing:   * Develop a foundational understanding of the historical evolution of the Indian civilization; * Know about complex Indian social fabric in terms of linguistic, social, cultural and geographical groupings; * Understand the dynamics of caste, class and ethnicity and related interplay; * Understand the emergence of modern India with its defining characteristics; Be equipped with comprehensive understanding of religious and cultural identities. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Exploring the term ‘Culture’:**   1. Meaning and ambit of ‘culture’ 2. Culture, social practices and everyday life 3. Indian culture in historical and civilizational perspective 4. Understanding culture in modern India | | | | 15 | |
| **Unit II** | **Racial Diversity in India:**   1. Ethnic diversity and ethnic identities in India 2. Ethnicity as culture 3. Ethnic conflicts and resolutions | | | | 15 | |
| **Unit III** | **Social Perspective:**   1. Understanding ‘*varna’*and*‘jati’* 2. Class and class consciousness 3. Caste and Class 4. Tribal culture and issues concerning tribes in modern India | | | | 15 | |
| **Unit IV** | **Culture and Religious and Linguistic Identities:**   1. Formation of religious groups in India: A historical perspective 2. Understanding communalism and communal conflicts in Indian social fabric 3. Linguistic identities 4. Languages and state re-organisation | | | | 15 | |

**Recommended Readings:**

* Jandt, Fred E. (2012), *An Introduction to Intercultural Communication*, SagePublications,retrievedfrom<http://www.sagepub.com/jandt7e/study/chapter.htm>
* Panikkar,K.N.(2013),*History as a Site of Struggle:EssaysonHistory,CultureandPolitics*,
* Das,G.(2000), *IndiaUnbound: FromIndependencetotheGlobalInformationAge*,PenguinBooks
* Basham, A.L. (1963), *The Wonder That Was India*, Sidgwick and Jackson,London
* Dubey,S.C.(1990)*IndianSociety*,NationalBookTrust,retrievedfrom<http://www.scribd.com/doc/188302540/NBT-Indian-Society-SC-Dubey#scribd>
* Berreman, G. Race, Caste and Other Invidious Distinctions in Social Stratification,*Race*
* Chattopadhyay,B.D.(2009), *TheOxfordIndiaKosambi*,OxfordUniversityPress
* Manor, J. Ethnicity & Politics in India, *International Affairs* Vol. 72 (3), 1996retrievedfrom <http://www.jstor.org/stable/2625551>
* Patil, S. Dialectics of Caste and Class Conflict, *Economic and Political Weekly*,Vol.14(7/8),1997,retrievedfrom <http://www.jstor.org/stable/4367349>
* Majumder, P. and Balasubramaniam, D. Our Footprints on the Sands of Time,*Resonance*Vol.11(1)(January,2006)retrievedfrom<http://www.ias.ac.in/resonance/Volumes/11/01/0032-0050.pdf>
* Muni, S.D. (25 February, 2004), Ethnic Conflict, Federalism and Democracy inIndia,retrieved

from<http://archive.unu.edu/unupress/unupbooks/uu12ee/uu12ee0i.htm>

* Shah,A.The Dark Side of Indigeneity?: Indigenous People,Rights and Development in India, *History Compass* 5/6(2007) retrieved from <http://onlinelibrary.wiley.com/doi10.1111/j.14780542.2007.00471.x/pdf>
* Xaxa, V. Transformation of Tribes in India, *Economic and Political Weekly*, Vol.34(24),Jun12-18,1999retrievedfrom <http://www.jstor.org/stable/4408077>
* Padel, F. Mining and Movements: Causes of Tribal Militancy, *Social Action*, Vol.60,2010retrivedfrom <http://www.isidelhi.org.in/saissues/articles/art1jul10.pdf>

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

# Semester-II

## Undergraduate Certificate in Journalism & Mass Communication

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|  | **DISCIPLIN SPECIFIC COURSE (DSC)- Photography (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  Photography (Theory) | **4** | **4** | **0** | **0** | **Passed Class**  **XII** | **Nil** |

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| **UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Certificate in Journalism & Mass Communication*** | | | | **Year: I** | | **Semester: II Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | **Photography (Theory)** | | | | |
| **Course Outcomes:**  After studying this course, the student will be able to -   * Know about historical evolution of photography * Know about principles, elements and accessories of Camera * Know about Visual composition and types of light * know about Various beats of photography | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Photography: History and basic concepts**  History of Photography, Photography as a medium of communication. Eminent Indian photographers and their work, Different types of Cameras. Principle of Image formation, Pin hole concept Different ,parts of a DSLR camera | | | | 10 | |
| **Unit II** | **Tools and Gadgets/Equipment**  Recording medium, Different types of file formats for the digital images, memory card. Shutter speed, Aperture, ISO, White Balance, Focusing, Exposure, Sensor size, Depth of field etc., Lenses-Normal, Wide and Telelenses, Fish eyelenses, Prime and Zoom lenses, Macro Lenses etc., Tripod, Mono pod, hand held mountings Safe handling and Care of equipment,, Lenshood, Flashunit,filters, close up attachment | | | | 20 | |
| **Unit III** | **Aesthetics and Techniques of photography**  Rules of Frame Composition, Different camera shots and Camera angles  Rule of Third, Head Room, Looking Room, Balance Use of lines and dots in a frame  Shape, pattern ,Texture and colors 2DVs 3D Composition  Lighting- Need and importance, Hard light & Soft light, Warm light &Cool Light, Color temperature, Studio Lighting & its functions, Outdoorlighting, Reflectors etc.  Front Light, Back Light, Side light, Catch light, Property Light, Rim Effect, HighKey & Lowkey, Three-point lighting- Key, Fill & back light Make-up, Basics of Photo Editing | | | | 20 | |
| **Unit IV** | **Types of Photography**  Portrait, Candid Photography, Macro, Wild life, Nature and landscapes, Disaster, Social photography, Night photography. Photography for News, Photo Feature | | | | 10 | |

**Recommended Readings:**

* Langford's Basic Photography: Michael Langford, Anna Fox & Richard Sawdon Smith
* Perception and Imaging,Photography-Away of seeing: Richard D.Zakia
* Photoshop CS5: Mark Galer, Philip Andrews
* Canon DSLR: Christopher Grey
* Photographic Lighting: John Child, Mark Galer
* The Advanced Digital Photographer`s Work Book: Wonne J Butler
* Photographic Composition, A Visual Guide: Richard D Zakia and David A Page

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

# Semester-II

## Undergraduate Certificate in Journalism & Mass Communication

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|  | **DISCIPLIN SPECIFIC COURSE (DSC)- Indian Economy and Policy (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Indian Economy and Policy (Theory)** | 4 | 4 | **0** | **0** | **Passed Class**  **XII** | **Nil** |

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| **UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Certificate in Journalism & Mass Communication*** | | | | **Year: I** | | **Semester: II Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | **Indian Economy and Policy (Theory)** | | | | |
| **Course Outcomes:**  After studying this course, the student will be able to learn about:   * Indian Economy: meaning and importance * Concept of Economic growth & Economic Development * Challenges and opportunities for Indian Economy * Indian Economy Policy | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | Indian Economy: meaning and importance, Economy & Economics, Characteristics of Indian Economy, Different Sectors of Indian Economy | | | | 15 | |
| **Unit II** | Concept of Economic growth & Economic Development, Indicators of economic development. Important concepts in economics: GDP, GNP, NNP, Inflation and deflation. Rural Development, Rural Economy, Role of agriculture in Indian economy. | | | | 15 | |
| **Unit III** | Challenges and opportunities for Indian Economy, Future of Indian Economy, Role of International Organizations: ASEAN, WTO, IMF & World Bank. Important Economic Summits: G20, APEC, OECD. NITI Ayog, NGOs and Indian Economy. | | | | 15 | |
| **Unit IV** | Indian Economy Policy: meaning, & objectives, Economic reforms in India- Liberalization, Privatization, and globalization to integrate the Indian Economy with the world economy, Indian Economic Policies: Agriculture, Industry, Foreign Trade, Exchange Rate Management, EXIM Policy, Monetary Policy, Fiscal Policy. Recent Economic Developments. | | | | 15 | |

**Recommended Readings:**

* Srirangam Sri Ram, Manish Kumar and Rohit Deo Jha. (2020). Indian Economy: Principles, Policies and Progress. Pearson Education: Delhi
* Mahajan, M. M. (2022). Indian Economy. Pearson: Delhi
* Datt and Sundaram (2023). Indian Economy. New Delhi: S Chand Publisher.
* Rakesh Mohan. (2018). India transformed: Twenty-five years of economic reforms. Brookings Institution Press: Washington, D.C.
* Anwer, Ejaz. (2019). Agriculture and economic development in India. New Century Publications: Delhi.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

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# Semester-II

## Undergraduate Certificate in Journalism & Mass Communication

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|  | **SKILL ENHANCEMENT COURSE (SEC)- Photo Editing (Practical)** |

**No. of Hours-30**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical/Practice** |
| **SEC:**  **Photo Editing (Practical)** | **2** | 0 | **0** | 2 | **Passed Class**  **XII** | **Nil** |

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| **UNDERGRADUATE CERTIFICATE IN JOURNALISM & MASS COMMUNICATION** | | | | | |
| **Programme: *Undergraduate Certificate in Journalism & Mass Communication*** | | | | **Year: I** | **Semester: II Paper: SEC** |
| **Subject: Journalism & Mass Communication** | | | | | |
| **Course: SEC** | | Photo Editing (Practical) | | | |
| **Course Outcomes:**  After studying this course Student will acquire knowledge and skills pertaining to-   * Basic enhancement techniques to develop a photograph * Equalizing different parameters of a photograph * Compose a good frame by editing * Creating basic graphics * Creating collage | | | | | |
| **Credits: 2** | | | **Skill Enhancement Course** | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | |
| **Unit** | **Topic** | | | | **No. of Hours** |
| **Unit I** | Need and importance of Photo Editing Basic editing in MS word and Power Point. | | | | 5 |
| **Unit II** | Photo Editing in professional software (Photoshop or any other similar application software) Different file formats, Automate Selection Tool, Sharpen and blur tool, Dodge and burn tool, Shape tool, Eye dropper Tool, Spot healing, Red eye, Patch, Eraser, Cropping, transform tools etc. | | | | 10 |
| **Unit III** | Adjustments-Levels, Brightness, Contrast, Vibrancy, Hue and saturations etc. Different Filters-Liquefy, Artistic, Blur, Sharpen, Sketch, Texture etc. Multi-layer editing | | | | 8 |
| **Unit IV** | Creative use of Typing Tool, Collage Making, Basic graphics etc. | | | | 7 |

**Recommended Readings:**

* Photoshop CS5: Mark Galer,Philip Andrews
* The Advanced Digital Photographer`s Work Book:Wonne J Butler
* Photographic Composition, A Visual Guide: Richard D Zakia and David A Page

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /, attendance and participation in the class.

**Semester-III**

## Undergraduate Diploma in Journalism & Mass Communication

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| --- | --- |
|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Media Organizations: Structure and Functions (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Media Organizations: Structure and Functions (Theory)** | 4 | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | **Semester: III Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | |
| **Course: DSC** | | Media Organizations: Structure and Functions (Theory) | | | |
| **Course Outcomes:**  On completion of this course, students will be acquainted with   * Structures of different Media organizations. * Functions of different Media organizations. | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | |
| **Unit** | **Topic** | | | | **No. of Hours** |
| **Unit I** | **Media Organization and Management**   * Principles of Management * Types of Organization and their functions * Ownership patterns * Advantages and Disadvantages of Various forms of Ownership | | | | 15 |
| **Unit II** | **Newspapers finance and control**   * Budgeting and Financial management * Newspaper registration –RNI– * Recruitment policy – training– * Wage policy- Wage boards –Readerships surveys * ABC-Advertising policy | | | | 15 |
| **Unit III** | **Organizational Structure of Media houses**   * Organizational Structure of Print Media Organizations * Organizational structure of Radio station * Organizational Structure of Television News Channels * Organizational Structure of News Agencies | | | | 15 |
| **Unit IV** | **Media Organizations in India**   * Press Council of India * Government Information Systems: Concept and Philosophy * Prasar Bharti, AIR, Doordarshan, CableTV ,DTH, CAS-TV * PIB, DAVP, DFP, Song and Drama Division, Films Division, etc. | | | | 15 |

**Recommended Readings:**

* Mastering Beats in Journalism (Specialized Reporting, Editing and Emerging Technologies in the Digital Era), Ist Edition by Surbhi Dahiya and Shambhu Sahu
* Digital First: Entrepreneurial Journalism In India, by Prof Surbhi Dahiya
* The House That Zee Built by Surbhi Dahiya
* Newspaper Organisation and Management-Herbert Lee
* Broadcasting in India-P.C.Chatterji
* Media Ethics-PronjoyGuhaThakurta
* Handbook of Journalism and Mass Communication in India-Virbala Aggarwal and V.S.Gupta

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

# Semester-III

## Undergraduate Diploma in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Reporting and Writing for Print Media (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Reporting and Writing for Print Media (Theory)** | **4** | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | | **Semester: III Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Reporting and Writing for Print Media (Theory) | | | | |
| **Course Outcomes:**  After studying this course, the student will be able to:   * Skill of writing for the print media * Specialized reporting skills and reporting analysis * Understanding of the basics of reporting and writing for print media focusing on its various elements and features * Understanding as to how a reporter covers a news event and writes a news story/feature. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **News Perspectives:**  Definition, Principles of news: News values, Lead - five w’s and 1 h,Types of lead, Structure of news – Inverted pyramid style, Writing news in an inverted pyramid, News writing styles, types of news; Soft news, hard news; Importance of Headline; Intros and their importance, Lead copy | | | | 15 | |
| **Unit II** | **General Assignment Reporting:**  Beat reporting- Types of beat reporting: political reporting, religious reporting, education reporting; environment reporting, cultural reporting, sports reporting, parliament reporting, court reporting, crime reporting, and war reporting. Reporting for the Magazines; Use of computers by reporters; Online reporting, Blog and Web writing, Citizen Journalism, Photo Journalism.  Techniques of reporting: investigative reporting, interpretative reporting, in-depth reporting. Interviewing: principles and techniques; types: news interview; profile, writing questionnaire for interviews, techniques of writing questions on the spot, open ended, profile interviews | | | | 15 | |
| **Unit III** | **News Sources:**  Sources of news; news gathering techniques; types of sources: news agency, press release, and press conference and other types–primary, secondary sources; Oral press briefing, special press briefing; Press Release, Press Note. | | | | 15 | |
| **Unit IV** | **Essentials of Good Writing and Purpose of Media Writing:** Writing to Inform, Writing to Describe, Writing to Persuade, Writing to Educate; The ABCD of Media Writing: i. Accuracy ii. Brevity iii. Clarity. Discernment; Principles of Media Writing, Robert Gunning’s Principle of writing. | | | | 15 | |

**Recommended Readings:**

* News Reporting & writing: Melvin Mencher;
* News Writing: George;
* Headlines from the heart:Ninan;
* Essentials of practical journalism:VirBala;
* The Changing faces of Journalism:John Eldridge;
* News Reporting–B.N. Ahuja and S.S.Chhabra;
* News Writing and Reporting–Mames M Neal and Suzanne S Brown;
* Investigative Reporting and Editing–P.N.Williams;
* Reporting for the Print Media–F.Fedler;
* Writing for Media, Vision Books:New Delhi: Sunny Thomas;
* Basic Media Writing,William C Brown Publication :Melvin Mencher;
* Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press:A.S. Hornby;
* High School English Grammar &Composition,S.Chand: Wren & Martin;
* Writing and Reporting News: A Coaching Method,”3rd edition:CaroleRich;
* Beyond the Headlines: MV Desai &SevantiNinan;
* Mass Communication & Journalism in India: DS Mehta;
* Indian Journalism:BG Varghese.
* Mass Communication: A Critical analysis, KevalJ.Kumar

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /short & long questions, attendance and participation in the class.

# Semester-III

## Undergraduate Diploma in Journalism & Mass Communication

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| --- | --- |
|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Introduction to Indian Polity and Society (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Introduction to Indian Polity and Society (Theory)** | **4** | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | | **Semester: III Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Introduction to Indian Polity and Society (Theory) | | | | |
| **Course Outcomes:**  After studying this course, the student will be able to understand the following:   * Historical and philosophical underpinnings of complex dynamics of Indian society * Evolve a comprehensive understanding of Indian social structure, dynamics and processes of social change * Indian political structure, system of government, parliamentary system and Indian Constitution * Critically analyse social and political process and the interplay between the two * Develop ability to assess and make critical and logical inferences with regard to current social and political affairs | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Indian Society: An Overview**   * Indian Society through history * Unity in diversity and national integration * Tradition and modernity * Rural and urban India * Social Change: Modernisation, Westernisation, Sanskritisation | | | | 15 | |
| **Unit II** | **Indian Social Structure**   * Social stratification: caste and class, backward classes * Indian villages, agrarian class structure, village autonomy, jajmanisystem, Family,marriage and kinship * Scheduled Tribes, Minorities and other social groups | | | | 15 | |
| **Unit III** | **Constitutional Framework**   * Constitution: Preamble and basic features * Fundamental Rights and Directive Principles * Organs of government: The Legislature, Executive and Judiciary | | | | 15 | |
| **Unit IV** | **Government System and Federal Structure**   * Parliamentary system * Central government, state governments * Inter-state relations * Panchayati Raj, urban local bodies * Constitutional and Non-Constitutional bodies | | | | 15 | |

**Recommended Readings:**

* Chakrabarty,B.,PandeyRK(2008), *Indian Government and Politics*,Sage.
* Dube,S.C.(1990), *Indian Society,* New Delhi, National Book Trust.
* Srinivas, MN, (1980) *India: Social Structure*,Transaction Publishers.
* *Indian Constitution at Work*,(Textbook in Political Science),NCERT
* Laxmikanth,M,(2016) *Indian Polity*, McGraw Hill.
* Hasnain, N.(2004) *Indian Society and Culture: Continuity and Change*. New Delhi,Jawahar Publishers and Distributors.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-III

## Undergraduate Diploma in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)- Multi-Media Journalism (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE:**  **Multi-Media Journalism (Theory)** | 4 | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | | **Semester: III Paper: DSE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE** | | Multi-Media Journalism (Theory) | | | | |
| **Course Outcomes:**  After studying this course, the student will be able to:   * Develop the learners advanced skills for the converged multimedia news platforms. * Will learn the essential software used in the development of various forms of media content, i.e., text, audio, video, graphics. * The course will acquaint the learners with the authoring tools used in multimedia content development. | | | | | | |
| **Credits: 2** | | | **Discipline Specific Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | Introduction to Multimedia: Basics of multimedia reporting; Importance of audio, photo and video production skills in the newsroom in contemporary times; Developing a portfolio – print and online; Legal and ethical issues and diversity in the media. Impact of new technology on language and medium; Recording and editing the story, link and hyperlink, Blogging, podcasting & multi-media storytelling. | | | | 15 | |
| **Unit II** | Photograph Photo on Screen: Rule of thirds; Focal point, Composition. Photography as a powerful tool to tell a story; Dynamic content and visual medium. | | | | 15 | |
| **Unit III** | Audio & Video Content: Audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting. | | | | 15 | |
| **Unit IV** | Multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive user’s vs linear narratives, elements of an interactive writer. | | | | 15 | |

**Recommended Readings:**

* S. Saxena, Web Journalism 2.0, Tata McGraw Hill Publishing Company Ltd., 2012.
* M. Briggs, Journalism 2.0: how to survive and thrive, ebook by Creative Commons, 2007.
* A. Godbole & A. Kahate, Web Technologies, New Delhi, India, Tata McGraw Hill, 2017.
* A.B. Albarran & D.H. Goff, Understanding the web: Social, political and economic dimensions of the Internet, New Delhi, India, Surjeet Publications, 2000.
* Journalism and New Media by John V Pavlik
* Convergence Culture: Where old and new media collide by Henry Jenkins
* Digital Media & Society: An Introduction by Athique, Adrian, First edition, Paperback, Polity; Cambridge Sep 2013

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-III

## Undergraduate Diploma in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)- English Communication and Skills (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE:**  **English Communication Skills (Theory)** | 4 | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | **Semester: III Paper: DSE** |
| **Subject: Journalism & Mass Communication** | | | | | |
| **Course: DSE** | | English Communication Skills (Theory) | | | |
| **Course Outcomes:**   * Develop good communication (both oral and written) skills, listening skills. * Gain confidence in conversing in English. * Capable of reading English and comprehending the read matter. * Handling presentations with confidence | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective** | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | |
| **Unit** | **Topic** | | | | **No. of Hours** |
| **Unit I** | LISTENING SKILLS: Listening to short and extended dialogues, telephone conversations, discussion Listening to prose & poetry reading Listening to video clips, documentaries, feature films, presentations. | | | | 15 |
| **Unit II** | SPEAKING SKILLS: Introducing oneself or expressing personal opinion -- Simple oral or casual interaction – Dialogue -- Conversation – Participating in group discussions, role plays and interviews, Addressing a small group or a large formal gathering. | | | | 15 |
| **Unit III** | READING SKILLS: Basic Reading Comprehension and interpretation, Reading for the gist of a text, for information transfer and interpretation. Reading for specific information, instructions, recommendations, functional checklists. | | | | 15 |
| **Unit IV** | WRITING SKILLS: Writing emails, messages, notices, agendas, leaflets, brochures, minutes of a meeting Writing formal business and official Letters inviting, accepting, declining the invitation, Requesting permission for industrial visits or implant training, | | | | 15 |

**Recommended Readings:**

* Oxford Guide to Effective Writing & Speaking skills,
* John Seely, Oxford Publishing, 2013 2.
* Wren & Martin, High School English Grammar and Composition,
* D.V. Prasada Rao N, N.D.V. Prasada Rao, 2017

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Semester-III**

## Undergraduate Diploma in Journalism & Mass Communication

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|  | **SKILL ENHANCEMENT COURSE (SEC)- Newspaper Designing (Practical)** |

**No. of Hours-30**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical/Practice** |
| **SEC:**  **Newspaper Designing (Practical)** | 2 | 0 | **0** | 2 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | | **Semester: III Paper: SEC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: SEC** | | Newspaper Designing (Practical) | | | | |
| **Course Outcomes:**  After studying this course, the student will be able to get hand-on training about:   * Newspaper & Magazine layouts * Adobe InDesign, Page Layout * Professional Typesetting Techniques | | | | | | |
| **Credits: 2** | | | **Skill Enhancement Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | Introduction to Adobe InDesign, Page Layout Letter Creation, Setting preferences, The Control panel, Text frames, Basic text attributes, Basic keyboard. | | | | 6 | |
| **Unit II** | Large Type Letter, More text attributes, More Text Styling, Baseline shift, Small caps, The Line tool, Making proper fractions, Magazine Ad, Setting up a document bleed, Placing images, | | | | 8 | |
| **Unit III** | Professional Typesetting Techniques, Bulleted lists, Hanging bullets, Hyphenation, Discretionary hyphens, Special break characters, Drawing Bezier Curves, The Pen tool, Segments, anchor points, & curves, Multiple Column Ad with Text Wrap. | | | | 8 | |
| **Unit IV** | Multiple text columns, Drop caps, The baseline grid, Text wrap, Magazine Cover, Placing transparent art, Defining & using color, swatches, Type on a path. Shortcuts Combining text & images, White type on a black background | | | | 8 | |

# Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /, attendance and participation in the class.

# Semester-IV

## Undergraduate Diploma in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC) - Reporting and Writing for Electronic Media (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THECOURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Reporting and Writing for Electronic Media (Theory)** | 4 | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | **Semester: IV Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | |
| **Course: DSC** | | Reporting and Writing for Electronic Media (Theory) | | | |
| **Course Outcomes:**  Students will acquire skills for working in Radio and Television departments such as:   * Input, Output, Assignment, Reporting , Production, Editing. | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | |
| **Unit** | **Topic** | | | | **No. of Hours** |
| **Unit I** | **Basics of Electronic Media**   * Definitions-Elements and related Concepts * Print versus Electronic Media * Sources of News * Reporter at Work * Challenges and Demands of the Profession * TV news: Principles, Elements and Concepts * Structure of a television news channel and a newsroom * Role and responsibilities of news team members * Types of news bulletin and their structure | | | | 15 |
| **Unit II** | **TV News Production**   * Various Formats of News and News Programmes-News package, Visual on anchor, anchor read, anchor graphics, anchor byte etc. * Stand Up, Piece to camera(PTC), Phono and Vox-pop in television news. * Studio/Panel discussions * Interviewing Techniques * Beat Reporting, Live reporting * Covering Disasters and Tragedies * Presentation Skills, Phono/Phoner * Sting Operation, Media Trials * Storytelling, Fakenews, Post Truth | | | | 15 |
| **Unit III** | **Radio News Production**   * Radio [news: Principles](news:Principles) and concept * Structure of Radio News Room * Roles and responsibility of Radio broadcasters * Radio Broadcasting AIR * Radio News Formats-Radio Bulletin * Studio Discussion/Panel Discussion * Phone-in Program * Voice Modulation | | | | 15 |
| **Unit IV** | **Radio & TV Script**   * Grammar of sound * Features of Radio Script * Newswriting–structuring radio-copy; editing agency copy, reporter’s copy compiling radio news programs * Structuring a radio report–news capsuling * Presentation skills * News Writing * Formats of TV News Script * Importance of Slug, Anchor, Voice- Over, Byte * Reporter’s Copy & Producers Copy * News Editing, Character Generation | | | | 15 |

**Recommended Readings:**

* Writing and Reporting News-Carol Rich
* Broadcast Journalism-A critical introduction-Jane Chapman and Marie Kinsey
* News Reporting and Writing –Melvin Mencher
* Broadcast Journalism:Technique of Radio and Television News-Andrew Boyd etal
* Reporting and Communication Skills-V.S.Gupta

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Semester-IV**

## Undergraduate Diploma in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC) - Media Issues and Trends (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THECOURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Media Issues and Trends (Theory)** | 4 | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | **Semester: IV Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | |
| **Course: DSC** | | **Media Issues and Trends** (Theory) | | | |
| **Course Outcomes: To learn about:**   * Media and Social Issues * Media and Politics * Media and Legal Aspects * Media and Current Issues | | | | | |
| **Credits: 4** | | | **Discipline Specific COURSE** | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | |
| **Unit** | **Topic** | | | | **No. of Hours** |
| **Unit I** | Media and Social Issues: Media and Gender Issues, Media and Children, Media and Religion, Media and Social Responsibility. | | | | 15 |
| **Unit II** | Media and Politics: Reporting Parliaments; Assembly; Propaganda; Emergence of Regional Media; Media ownership patterns | | | | 15 |
| **Unit III** | Media and Legal Aspects: Media Freedom, Media Activism, Legal Reporting. Media and Business: Corporatization of Media; Investments in Media; Self-censorship | | | | 15 |
| **Unit IV** | Media and Current Issues: prominent regional, national and international issues. | | | | 15 |

**Recommended Readings:**

1. E. Devereux, Media Studies: Key Issues and Debates, SAGE, 2007.
2. S. Oates, Introduction to Media and Politics, SAGE, 2008.
3. V. Kohli, The Indian Media Business, SAGE Publishing India, 2013.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Semester-IV**

## Undergraduate Diploma in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC) – International Communication (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THECOURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **International Communication (Theory)** | 4 | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | | **Semester: IV Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | International Communication (Theory) | | | | |
| **Course Outcomes:**  Upon completion of the course, the students are expected to develop acritical understanding of the following:   * Understanding International Communication perspectives and the need in a rapidly changing globalized world; * Evolution of International Communication in the context of historical global dynamics; * The evolution of international communication in the context to global media policy patterns; * Issues and challenges in International Communication, particularly with regard to dynamics of flows of information around the world; * Concepts and definitions of culture and inter-cultural communication in a globalized world. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **International Communication and Communication Patterns in Historical Perspective**   * International Communication: Definition, history, evolution and role of propaganda * Evolution of international news agencies: Structure and functions * MacBride Commission’s Report, UNESCO Response, World Culture Report, Role of NAM and IPDC | | | | 15 | |
| **Unit II** | **Debate over International Information Flow and Global Power Dynamics**   * Media flow imbalance: Global media flows, contra flows, types of flows and statistics * Digital divide and digital opportunities: Digital natives, digital immigrants and digital subalterns. * ICTs and NICTs and their impact on global communication (Current statistics and reports) | | | | 15 | |
| **Unit III** | **Globalisation and International Communication**   * Information flow and media and cultural imperialism * Globalisation, media ownership and monopolies * Softpower, nation state and globalization * Information Society, WSIS etc. | | | | 15 | |
| **Unit IV** | **Understanding Intercultural Communication**   * Intercultural Communication: Theory, concepts, patterns * Cultural values and identities * Understanding Intercultural Communication differences, challenges and opportunities * Ethnocentrism, bias, stereotyping, culture shock, assimilation, cultural relativism * Cultural context in verbal and non verbal communication | | | | 15 | |

**Recommended Readings:**

* Thussu,D.K.eds.(2009).*International Communication: AReader*.Routledge
* Mody, B. eds. (2003). *International and Development Communication: A 21stCenturyPerspective*. Sage Publications
* Siapera, E.(2011).*UnderstandingNew Media*.SagePublications4.
* Durham, M.G. & Kellner, D.M. (2012) *Media and Cultural Studies Keyworks*. Wiley-Blackwell
* Goggin, G. &McLelland, M. eds (2009) *Internationalizing Internet Studies: Beyond Anglo phone Paradigms*. Routledge
* Delfanti,A.&Arvidsson,A.(2019) *Introduction to Digital Media*.Wiley-Blackwell
* Thussu,D.K.(2013).*CommunicatingIndia’sSoftPower:From Buddha to Bollywood*.Palgrave- Macmillan
* Flew,T.(2014).*New Media: AnIntroduction*. OUP,Australia
* Thombre,A, Ramesh N.Rao (2015) *Specific ations of Intercultural Communication:The Indian Context,*Sage Publications India Pvt Ltd.
* Martin, J.N. & Nakayama, T. K. (2009) *Intercultural Communication in Context,* 5thEdition,McGraw-Hill
* Edwin, Retal. (2014)*SpecificationsofInterculturalCommunication: AReader,* CengageLearning.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-IV

## Undergraduate Diploma in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)- Data Journalism (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE:**  **Data Journalism (Theory)** | 4 | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | | **Semester: IV**  **Paper: DSE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE** | | Data Journalism (Theory) | | | | |
| **Course Outcomes:** After studying this course, the student will be able to:   * Understand the basics and evolution of data journalism * Recognize the significance of data in storytelling and reporting * Identify credible sources of data * Apply methods of data collection ethically and effectively * Develop skills to clean, analyze and interpret data * Create compelling visualizations for journalistic content | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Data Journalism**   * Definition, scope and evolution of data journalism * Differences between data journalism, traditional journalism, and investigative journalism * Role and importance of data in modern journalism * Key characteristics of a data journalist * Understanding the data journalism ecosystem: sources, audience, impact | | | | 15 | |
| **Unit II** | **Data Sources and Collection**   * Types of data: Open data, structured vs. unstructured data * Primary vs. secondary data * Government, NGOs, private and international sources of data * Tools and methods for data scraping and mining * Legal and ethical aspects of data sourcing | | | | 15 | |
| **Unit III** | **Data Analysis and Visualization**   * Basic concepts of statistics relevant to journalists * Cleaning and interpreting datasets * Introduction to data analysis tools: Excel, Google Sheets, Tableau, Flourish * Data visualization techniques: charts, graphs, maps, timelines * Best practices for visual storytelling | | | | 15 | |
| **Unit IV** | **Data-Driven Storytelling and Case Studies**   * Writing and structuring a data story * Case studies of impactful data journalism (e.g., Panama Papers, Covid-19 tracking) * Fact-checking and verification in data journalism * Role of automation and artificial intelligence in data journalism * Challenges and future trends in data journalism | | | | 15 | |

**Recommended Readings:**

* **Jonathan Gray, Liliana Bounegru & Lucy Chambers** – *The Data Journalism Handbook* (O’Reilly Media)
* **Paul Bradshaw** – *Data Journalism Heist*
* **Steve Doig** – *Data Journalism and the Computer-Assisted Reporting*
* **Alberto Cairo** – *The Functional Art: An Introduction to Information Graphics and Visualization*
* **Philip Meyer** – *Precision Journalism: A Reporter’s Introduction to Social Science Methods*
* **Simon Rogers** – *Facts are Sacred: The Power of Data*
* **Nathalie Marechal** – *Ethics in Data Journalism: Rights and Responsibilities*
* Websites: [datajournalism.com](https://datajournalism.com), [Our World in Data](https://ourworldindata.org), [Kaggle](https://www.kaggle.com)

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

**Suggested equivalent online courses:** <https://www.jardhariclasses.com/2020/07/history-of-journalism-in-uttarakhand.html>

# Semester-IV

## Undergraduate Diploma in Journalism & Mass Communication

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| --- | --- |
|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)- The Art and Essentials of Anchoring (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE:**  **The Art and Essentials of Anchoring (Theory)** | 4 | 4 | **0** | 0 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | | **Semester: IV**  **Paper: DSE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE** | | The Art and Essentials of Anchoring (Theory) | | | | |
| **Course Outcomes:**  Student will acquire knowledge and skills-   * About basic Anchoring * Advance Anchoring with Teleprompter * Hosting in Events * Reading News Bulletin * Anchoring Requirements and Process | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Anchoring:**  Anchoring as a performing art, Career options in Anchoring-Radio, Television & Events, Structure of Anchoring script-- Intro, body and conclusion. Role and responsibilities of anchors in news, entertainment, and current affairs. | | | | 15 | |
| **Unit II** | **Anchoring Requirements and Process:**  Command on Language, Preparation of script, Voice Command- Tone, Pauses-Punches & Pronunciation, Mirror Practice. Voice modulation, pronunciation, articulation, and pacing, Non-verbal communication: posture, eye contact, gestures, Understanding audiences and tone modulation across platforms. | | | | 15 | |
| **Unit III** | **News Anchoring:**  Teleprompter, Understanding News Values, TV Studio Anchoring, Piece to Camera, Live News Anchoring, Anchoring of Recorded Shows, Interviews. Understanding rundown formats: bulletins, links, intros/outros, Script writing for radio: cue sheets, news reads, RJ talk segments, TV anchoring scripts: live news reads, interviews, debates, Teleprompter reading and improvisation techniques, Coordination with producers, reporters, and technical crew. | | | | 15 | |
| **Unit IV** | **Practical Anchoring Skills:**  Field anchoring vs. studio anchoring (radio and TV), Live event anchoring: press conferences, cultural shows, elections, Radio anchoring formats: news, talk shows, phone-ins, podcasts, TV anchoring formats: bulletins, panel discussions, infotainment shows, Interviewing skills: setting tone, managing time, handling difficult guests  **Hosting of Events:** Greetings, Welcome note, Introduction to Programme, About Guests/Speakers/Performers, Call for activities, Use of catchy phrases and appropriate punches, Concluding comment & Vote of Thanks. | | | | 15 | |

**Recommended Readings:**

* Anchoring Change by Harper Collins India
* Kalra, R. J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson Education India.
* Sidlow, E., & Stephens, J. (2021). Broadcast news in the digital age: A guide to reporting, producing and anchoring online and on TV. Routledge.
* Ghose, S. (2011). A textbook of interview journalism and television anchoring. Dominant Publishers & Distributors.
* Schultz, B. (2016). Sports media: Reporting, producing, and planning (3rd ed.). Routledge.
* Chandra Kumar Bhawesh (2018), ‘Reporting Se Anchoring Tak: From Facts to Emceeing’

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-IV

## Undergraduate Diploma in Journalism & Mass Communication

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|  | **SKILL ENHANCEMENT COURSE (SEC)- Video Editing (Practical)** |

**No. of Hours-30**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course (if any)** |
| **Lecture** | **Tutorial** | **Practical/Practice** |
| **SEC:**  **Video Editing (Practical)** | 2 | 0 | **0** | 2 | **Passed Undergraduate Certificate Course** | **Nil** |

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| **UNDERGRADUATE DIPLOMA IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Undergraduate Diploma in Journalism & Mass Communication*** | | | | **Year: II** | | **Semester: IV**  **Paper:SEC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: SEC** | | Video Editing (Practical) | | | | |
| **Course Outcomes:**  Student will acquire knowledge and skills-   * About basic Non-Linear editing * Adding different Visual effects and transitions * To correct color and audio * To add basic graphics * To export edited video in desired format | | | | | | |
| **Credits: 2** | | | **Skill Enhancement Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Basics of Video Editing:**  Need and importance of Video Editing, Basic understanding about Non-Linear Editing Different Formats and Aspect ratio/ Pixel Ratio | | | | 8 | |
| **Unit II** | **Working over a video editing software-I:**  Adobe Premier / FCP or any other Professional Video editing software Basic Tools, Setting up a project Importing , Media Organizing Media | | | | 7 | |
| **Unit III** | **Working over a video editing software-II:**  Mastering the essentials of Video editing, Using Transitions(Cut,Fadein- Fadeout, Dissolve,wipeetc)  Working, with Clips and Markers, Adding Video effects, Mastering Advanced Editing Techniques Putting Clips in Motion | | | | 8 | |
| **Unit IV** | **Working over a video editing software-III:**  Editing and Mixing Audio Improving, Audio Applying Color Correction and Grading Exploring Compositing Techniques Creating New Graphics, Exporting Project | | | | 7 | |

**Recommended Readings:**

* Aaron Goold,The Video Editing Handbook
* Patrick McGrath and Robert M. Goodman,Editing Digital Video: TheComplete Creative and Technical Guide
* Sonja Schenk, Premiere Pro for Filmmakers
* Adobe Premiere Pro Classroom in a Book
* Diana Weynand, Final Cut Pro X
* Iain Anderson, Final Cut Pro Efficient Editing: A Step-by-step Guide to Smart Video Editing with FCP 10.5

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments /, attendance and participation in the class.

# Semester-V

## Bachelor in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Media Psychology(Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Media Psychology (Theory)** | 4 | 4 | **0** | **0** | **Passed Undergraduate Diploma Course** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: V Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Media Psychology(Theory) | | | | |
| **Course Outcomes:** Upon completion of the course, Students will develop   * Understand the foundations of media psychology * Analyze how media affects mental processes and social behavior * Evaluate psychological impacts of media content * Understand media’s role in influencing identity and emotions * Assess behavioral changes linked to digital and interactive media * Explore online behavior patterns from a psychological perspective | | | | | | |
| **Credits: 4** | | | **Discipline specific course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Media Psychology**   * Definition, scope, and evolution of media psychology * Key theories: Uses and Gratifications, Agenda Setting, Cultivation Theory, Social Learning Theory * Understanding media as a psychological environment * Role of media in shaping perception, attitudes, and behavior * Media literacy and psychological impact | | | | 15 | |
| **Unit II** | **Media Effects on Individuals and Society**   * Short-term vs. long-term effects of media * Media violence and aggression * Body image, self-esteem, and media representation * Media influence on children and adolescents * Emotional responses to media (fear, empathy, desensitization) | | | | 15 | |
| **Unit III** | **Digital Media and Human Behavior**   * Psychology of social media: validation, addiction, FOMO * Impact of smart phones, gaming, and virtual environments * Cyberbullying, trolling, and online disinhibition * Parasocial interaction and digital relationships * Psychological effects of multitasking and information overload | | | | 15 | |
| **Unit IV** | **Media Psychology in Practice and Future Trends**   * Rise of digital and online news platforms * Globalization and convergence of media * Press freedom and challenges globally (with reference to World Press Freedom Index) * Media monopolies and corporate ownership * Role of alternative and citizen journalism | | | | 15 | |

**Recommended Readings:**

* **David Giles –** *Media Psychology* (Routledge)
* **Pamela Rutledge –** *Introduction to Media Psychology* (Oxford University Press – Articles & Case Studies)
* **Dill, Karen E. –** *The Oxford Handbook of Media Psychology*
* **Mary Beth Oliver & Jennings Bryant –** *Media Effects: Advances in Theory and Research*
* **Zillmann & Vorderer –** *Media Entertainment: The Psychology of Its Appeal*
* **Bandura, A. –** *Social Learning Theory*
* **APA Division 46 –** Society for Media Psychology and Technology resources

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-V

## Bachelor in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Visual Communication (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Visual Communication (Theory)** | **4** | **4** | **0** | 0 | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: V Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | **Visual Communication** (Theory) | | | | |
| **Course Outcomes:**  Upon completion of the course, the students will acquire understanding of:  • Visual messages: visual perception, design syntax, design elements and how they fit in the visual communication of mass media.  • Theoretical concepts of vision and perception, visual literacy, visual language, visual persuasion/manipulations, and the cultural implications of visual images. | | | | | | |
| **Credits: 4** | | | **Discipline specific course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | Meaning and importance of Visual communication: Meaning of Visuals, Visual Literacy, Visual thinking, Visual learning, Uses of Visuals, Functions of Visuals Factors affect Perceptions of persons to watch visuals, Past experience and learning, attitude and interests, needs and feelings, current situations etc. History of Visuals- Paintings (from caves to present era). Architectures (Historical buildings), Photography (From Plate to digital), Movies (from silent to digital, Advertisements etc. | | | | 15 | |
| **Unit II** | Visual Communication- Elements and its significance: Homogeneous and heterogeneous field, Figure –Ground Boundary, Notan, Visual search. Illusion, Morphics Gestalt Grouping- Law of Proximity, Law of Similarity, Law of Continuity and law of Closure, Space/Depth Cues- Relative size, Linear Perspective, Texture Gradient, Color, Shadow, Interposition 10 L+ 7 P Page 64 of 87 Elements of Visual- Dot, Line, Shape, Pattern, Texture etc. | | | | 15 | |
| **Unit III** | Visual designing: Composition, Rule of third, Balance, Movement, Rhythm, Visual search etc. Designing for Visual communication- Poster, cartoons, Book jacket, Interior designing, greeting cards, Pottery designing, t-shirt etc. | | | | 15 | |
| **Unit IV** | Applied form of Visual Communication: Gestures and sign languages, signs and symbols, calligraphy, poster, electronic moving display messages, exhibitions, dramas, dance and cultural programmes, leaflets, newspapers, magazines and journals, comics books, window display - point of sale, films, television graphics, web displays etc. | | | | 15 | |

**Recommended Readings:**

* K. Parry & G. Aiello, Visual communication: Understanding images in media culture, Sage Publications, 2019.
* N. Mirzoeff, The Visual Culture Reader (3rd edition), London: Routledge, 2012.
* J. Seppaenen, The Power of the Gaze: An Introduction to Visual Literacy (New Literacies and Digital Epistemologies), NY: Peter Lang Publishing, 2006.
* C. Jenks, Visual culture, Routledge, 2006.
* R. Howells & J. Negreiros, Visual culture (3rd edition). Polity, 2018.
* J.A. Walker & S. Chaplin, Visual culture: An introduction, Manchester University, 1997.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-V

## Bachelor in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Advertising and Public Relations (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Advertising and Public Relations (Theory)** | **4** | **4** | **0** | **0** | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: V Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Advertising and Public Relations (Theory) | | | | |
| **Course Outcomes:**  After studying this course, the student will be able to:   * Learn the difference between PR and Advertising * Learn the creative aspects of advertising * Learn writing Press Releases. * Get advanced knowledge and skills in relation to PR and Advertising. | | | | | | |
| **Credits: 4** | | | **Discipline specific course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Public Relations & Advertising:**   * PR-Definition and Concept * Advertising—Definition and Concept * Difference between PR and Advertising * PR Vs Advertising Vs Propaganda * PR Vs Advertising Vs Publicity * PR Vs Advertising Vs Public affairs * PR Vs Advertising Vs Lobbying | | | | 15 | |
| **Unit II** | **Advertising & Public Relations: History and Theories**   * Evolution of Public Relations * Ivy Lee, Edward Bernays, George Creel * James Grunig’s Models * Evolution of Advertising   + Advertising in pre-print era   + The Industrial Revolution   + World Wars   + Great Depression * History of Indian Advertising * Advertising theories-DAGMAR,AIDA, Hierarchy of Needs ,Hierarchy of Effects, Marketing Mix | | | | 15 | |
| **Unit III** | **Fundamentals of Public Relations & Advertising:**  PR CONCEPTS   * Basic Principles- Audience Analysis, Public Interest, Change Agent, Social Responsibility etc. * Public sin PR- who is the public? * Public Opinion and Opinion Leaders   ADVERTISING CONCEPTS   * Brand-definition, evolution, life-cycle, positioning * Brand Equity, Brand Image and Brand Loyalty * Classification of Advertising on the basis of:   (a)Purpose (b) Media(c)Geography (d)Audience   * Types of Advertising * Functions of Advertising * Advertising Appeals-Meaning & Concept * Discussion on various advertising appeals | | | | 20 | |
| **Unit IV** | **Advertising and PR-Process and Tools:**   * RPCE model * PR Tools-Press Conference/Meets * Press Releases/ Communiqué/Briefs/Rejoinders/White Papers Blogs, newsletters etc. * PR writing-Position papers, White papers etc.   **Ethics: PR and Advertising:** PR ethics- Free Flow of Information, Disclosure of Information, Defamation, Privacy, etc. Corporate Social Responsibility (CSR), Codes of ethics 4. A discussion on PRSI, PRSA. | | | | 10 | |

**Recommended Readings:**

* Effective Public Relations and Media Strategy-CV NarasimhaReddi
* Public relations management-J.Jethwaney
* PR! A social history of Spin-Stuart Ewen
* Mass CommunicationinIndia, Keval J. Kumar, Jaico Publication
* Handbook of Journalism and Mass Communication-VeerBala Agarwal
* Advertising Theory Shelly Rodgers and Esther Thorson

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-V

## Bachelor in Journalism & Mass Communication

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| --- | --- |
|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)- Strategic Communication (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE:**  **Strategic Communication (Theory)** | **4** | **4** | **0** | **0** | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: V Paper: DSE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE** | | Strategic Communication (Theory) | | | | |
| **Course Outcomes:**   * Advanced knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle-level positions in media & communication sector. They may also start their own ventures. * Identify key concepts and central discussions within the professional and academic fields of modern-day communication. * To learn to develop a strategic framework for effective communication campaigns. * To understand the expanse of Strategic Communication from PR, Advertising to Development | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Strategic Communication:**   * Strategic Communication -Concept, Definition and Dimension. * Corporate Communication-Meaning & Concept * Integrated Marketing Communication (IMC) * Strategic Management Vs Operational Management | | | | 15 | |
| **Unit II** | **Strategic Communication: Public Relations:**   * Propaganda, Public affairs, Lobbying * Issues Management * Corporate Identity * Crisis Communication * Stakeholder Management | | | | 15 | |
| **Unit III** | **Strategic Communication: Advertising**   * Brand Personality and Identity * Limits to Branding * Framing the message * The Elaboration Likelihood Model | | | | 15 | |
| **Unit IV** | **Strategic Communication: Development and related concepts**   * Nation Branding * Behaviour Change Communication * Preparing IEC Material * Seeking Beneficiary Participation | | | | 15 | |

**Recommended Readings:**

* Living the Brand: The Identity Strategies of Nation-Branding Consultants, in: Branding the Nation. The Global Business of National Identity (2013)- Aronczyk, Melissa
* We are professional manipulators' – PR pros, are we lying to ourselves? PR Week, August 12, 2015-Bowen, Shannon
* Stakeholder Management and Communication and Issues Management in: Corporate Communication. Cornelissen, Joep
* It's the (Democracy-Poisoning) Golden Age of Free Speech, in Wired, January 16, 2018- Zeynep, Tufekci

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

# Semester-V

## Bachelor in Journalism & Mass Communication

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| --- | --- |
|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)- Environmental Communication (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE:**  **Environmental Communication (Theory)** | **4** | **4** | **0** | **0** | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: V Paper: DSE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE** | | Environmental Communication (Theory) | | | | |
| **Course Outcomes:**   * Students will be sensitized about the nature, scope and significance of Environmental Communication. * Students will develop skills for planning and executing environmental communication programs. | | | | | | |
| **Credits: 4** | | | **Discipline specific elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Environmental Communication:**  The study of Environmental Communication; Concepts of “Nature” and “Environment”; Deep Ecology and Critical Theory; Anthropocentrism vs. Eco centrism, Public Participation in Environmental Decisions | | | | 15 | |
| **Unit II** | **Environmental Journalism:**  Communication and Disaster Management: Disaster and Disaster Preparedness; Response: Rescue, relief and rehabilitation; Technology and Disaster communication: Emergency Response community radio, internet, email, mobile, social media, blogging; Risk Communication | | | | 15 | |
| **Unit III** | **Natural Disaster and role of Media:**  The Nepal Earthquake of April 2015, Orissa Cyclone 2014, Uttarakhand Disaster 2013 and role of media in disaster mitigation with reference to Uttarakhand. | | | | 15 | |
| **Unit IV** | **Communication, Risk, and Society:**  Environmental movements; Campaigns; Environmental Advocacy: Advocacy and Engagement in action | | | | 15 | |

**Recommended Readings:**

* Cox,R.(2009) EnvironmentalCommunicationandthePublic Sphere
* Killingworth, M. J., & Palmer, J. (1996). Millennial ecology: The apocalypticnarrative from Silent Spring to GlobalWarming
* Carson,R.(1962).Silentspring.NewYork:Fawcett
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* Naess,A. (2005). Thebasics of deep ecology.TheTrumpeter, 21(1),61-71
* White,L.(1967).The historical roots of our environmental crisis. Science,155(3767),1203-1207
* Hardin,G. (1968).The tragedy of the commons. Science,162(3859),1243-1248
* Gelbspan,R.(1998).The coming permanent state of emergency
* Senecah, S. L. (2004). The trinity of voice: The role of practical theory in planningandevaluatingtheeffectivenessofenvironmentalparticipatoryprocesses
* Bullard,R.D.(1994).DumpingonDixie:Race,class,andenvironmentalquality.Boulder, CO: Westview Press
* Pearce, W.B., & Littlejohn, S. (1997). Moral conflict: When social worlds collide.ThousandOaks, CA:Sage
* Short, B. (1991): Earth First! and the rhetoric of moral confrontation. CommunicationStudies,42, 172-188
* Lange,J.I.(1993).Thelogicofcompetinginformationcampaigns:Conflictoveroldgrowthand thespotted owl. CommunicationMonographs, 60, 239-257
* Hannigan,J.A.(1995). Constructingenvironmentalrisks.InJ.A. Hannigan,
* Environmental sociology: A social constructionist perspective (pp. 92-108). NewYork:Routledge
* Friedman, S. M. (2004). And the beat goes on: The third decade of environmentaljournalism. In S. Senecah (Ed.), Environmental Communication Yearbook, vol. 1 (pp.175-187).Mahwah, NJ: Erlbaum

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

# Semester-V

## Bachelor in Journalism & Mass Communication

|  |  |
| --- | --- |
|  | **INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH(IAPC)- ACADEMIC PROJECT (Podcast Production)** |

**No. of Hours-30**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **IAPC:**  **Academic Project (Podcast Production)** | **2** | **0** | **0** | 2 | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: V Paper: IAPC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: IAPC** | | **Academic Project (Podcast Production)** | | | | |
| **Course Outcomes:**   * Students will be sensitized about the nature, scope and significance of research & intervention projects. * Students will develop skills for planning and executing research studies | | | | | | |
| **Credits: 2** | | | **IAPC Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | Draft a script for interview/ news/ programme for your PODCAST to prepare audio recording content with a report on an event and to edit and publish a PODCAST on YouTube. | | | | 30 | |

**Recommended Readings:**

* Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media.
* August E Grant, Understanding Media Convergence, Oxford University Press.
* Daniel Larsen-Podcasting make simple

**Suggested Continuous Evaluation Methods**: Presentation /submission of Project report/production output.

# Semester-VI

## Bachelors in Journalism & Mass Communication

|  |  |
| --- | --- |
|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Communication Research (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Communication Research (Theory)** | **4** | **4** | **0** | **0** | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: VI Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Communication Research (Theory) | | | | |
| **Course Outcomes:**  Upon completion of the course the students will learn the basics of research, particularly in relation to:   * Problems/ subjects relevant to Media and Communication Research. * Literature review * Data collection * Data Analysis * Data Interpretation * Writing Findings | | | | | | |
| **Credits: 4** | | | **Discipline specific course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Communication Research:**   * Concept & definition of research in general & Communication Research in particular * Difference between Media Research & Communication Research * Development of Media Research * Four Phases of Mass Media Research * Objectives of Research | | | | 15 | |
| **Unit II** | **Research Concepts:**   * Types of Research- Descriptive, exploratory, Applied, Fundamental, Qualitative, Quantitative etc. * Variables-Types of Variables and their concepts * Sampling-Meaning, Concept & Need * Probability &Non-Probability * Types of Probability Sampling & Non-Probability Sampling * Hypothesis: Meaning, definitions. | | | | 15 | |
| **Unit III** | **Research Methods:**   * Survey Method * Observation Method * Content Analysis * Case Study * Experimental Research * Moving Image Analysis * Policy Research | | | | 15 | |
| **Unit IV** | **Research Writing**   * Report writing & Interpretation * Layout of Research Report * Significance of Report Writing * Writing Abstracts & Synopsis * Research Paper Writing * Bibliography (Introduction to APA) * Ethics in Research and Publication | | | | **15** | |

**Recommended Readings:**

* Mass Communication Research Methods by Hansenet.al.
* Doing Media Research by S.H.Priest
* Donald Tread well, Introducing Communication Research:Paths of enquiry
* Arthur As a Berger, Mass Media and Communication Research methods

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

# Semester-VI

## Bachelors in Journalism & Mass Communication

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| --- | --- |
|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Radio Production (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Radio Production (Theory)** | **4** | **4** | **0** | **0** | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: VI Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Radio Production (Theory) | | | | |
| **Course Outcomes:**   * To familiarize the students with the different formats of Radio programme. * Students will acquire skills for Studio production & O.B. production * Students will also learn tools and techniques of Radio Programme editing i.e., different aspects and techniques of Post-production. | | | | | | |
| **Credits: 4** | | | **Discipline specific course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Radio Programmes:**   * Quality of Radio as a medium. * General Principles of Writing for Radio, Radio programmes formats: overview of and introduction to all programme, formats in fiction, non-fiction/newsbased/entertainment talks, talkshows, phone-in programmes. Radio magazine, Interview, Discussion, Feature, Documentary etc. | | | | 15 | |
| **Unit II** | **Radio Production Tools and Technology:**   * Analog Vs digital sound, Digitalization of sound and Different Sound formats. * Nature of sound ***–*** Sound wave, Stereo Vs Mono sound, Pitch, Volume, Baas, Treble, Echo, Reverb, Noises and ambience etc. * Microphones*–*Different types–Dynamic, Ribbon, Condenser, Different types according to pick up pattern–Unidirectional, bidirectional, Omnidirectional, cardioids etc., Special types- wireless, lapel, reflected type, shotgun etc. | | | | 15 | |
| **Unit III** | **Process of Radio Programme Production:**   * Pre-production– Idea and concept, target audience, Research, developing Script, marking the script, rehearsal etc. * Production-Indoor Vs outdoor recording**,** Different cables and Connectors, different types of recorders***,*** Audio Console, Precautions during recording. * Studio console: recording and mixing; Personnel in Production process –Role and Responsibilities. * Post production**-** Editing terminologies- fade in, fade out, Cross fade, bed, SFX etc., Exposure of sound editing software. Single track editing, multi-track editing. | | | | 15 | |
| **Unit IV** | **Radio Programmes**   * Radio News, Radio talks, Radio Interviews, Radio Jingles, Radio Drama, Radio Documentary * Voice Quality: Pitch, Modulation, Pace, Energy, Timbre, Tone etc. Announcing and Presentation for different program formats, * Mis consciousness * Pronunciation and delivery of words Voice personality etc. | | | | 15 | |

**Recommended Readings:**

* Radio Production: Robert McLeish
* Broadcast Production Worktext: Alan R Stephenson, David E Reese,Mary E Beadle
* Television and Radio Announcing: Stuart W Hyde
* Radio Station:Michael C Keith
* Audio Production Worktext: David E Reese,Lynne S Gross, Brian Gross
* Essential Radio Skills: How to Present and Produce a Radio Show (Professional Media Practice): Peter Stewart
* Creating Powerful Radio:ValerieGeller
* Introduction To Radio: Production and Programming: Michael H Adams, Kimberley K Massey

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

# Semester-VI

## Bachelors in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Media Laws and Ethics (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Media Laws and Ethics (Theory)** | **4** | **4** | **0** | **0** | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: VI Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Media Laws and Ethics (Theory) | | | | |
| **Course Outcomes:**   * Students shall develop understanding and acquire knowledge in relation to different laws which are relevant for journalists and media practitioners. * Students shall also be acquainted with ethics and ethical concerns in media profession so as to make them responsible media and communication practitioners. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Basics of Indian Constitution:**  Introduction; Features; fundamental rights; Reasonable restrictions; Directive Principles of State Policy; Media Freedom, Freedom of expression(Article19(1)(a)andArticle19(1)2) | | | | 15 | |
| **Unit II** | **Media Laws:**  Press and registration of books Act, 1867; Vernacular Press Act of 1878; Official secrets Act of 1923; Cinematography Act 1953; Cable Television Act; First Press Commission and Second Press Commission; Working journalist Act; Law on Defamation, Contempt of Courts, Prasar Bharti Act; Right to information Act, Related Laws and case studies- Indecent Representation of Women (Prohibition) Act,1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67of IT Act 2000, Digital Media ethics code 2021 and 292 IPC etc. | | | | 15 | |
| **Unit III** | Cyber Media and New Media Laws: Cyber Crime regulated by cyber laws or Internet laws; Digital Personal Data Protection Act 2023; IT (Amendment) Act 2018; Media Values - Concept and Meaning of values. | | | | 15 | |
| **Unit IV** | **Media Ethics**  Meaning and Concept; Ethical challenges; Codes of Media Ethics, Regulatory Bodies: PCI, TRAI, CBFC, NBSA, BCCC, ASCI, ICANN, Self-Regulation**,** Media Content- Debates on morality and Accountability: Taste, Culture and Taboo Censorship and media debates. | | | | 15 | |

**Recommended Readings:**

* Thakurta,ParanjoyGuha, Media Ethics, Oxford University Press, 20092. Barrie Mc Donald and Michel Petheran Media Ethics, Mansell,1998
* Austin Sarat Where Law Meets Popular Culture (ed.),The University of Alabama Press,2011
* VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
* IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
* RaminderKaur,WilliamMazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
* Linda Williams, Hard COURSE:Power, Pleasure, and the "Frenzy of the Visible"

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

# Semester-VI

## Bachelors in Journalism & Mass Communication

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| --- | --- |
|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)- Mobile Journalism (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE:**  **Mobile Journalism (Theory)** | **4** | **4** | **0** | **0** | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: VI Paper: DSE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE** | | Mobile Journalism (Theory) | | | | |
| **Course Outcomes:**  Students will acquire skills on –   * Mobile Journalism-its tools, techniques and relevance. * Working with smart phones and mobile edit software. * MoJo and Social Media | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Mobile Journalism**   * Journalism-Concept ,Principles and Demands * Newsgathering-Sources, News Values and Elements * Roles and Responsibility of journalist * Beat Reporting & News Writing * Citizen Journalism * Mobile Journalism(Mojo)-Concept and Process * Importance of Mobile Journalism * Introduction to Smartphone * Storytelling through Mobile or Smartphone * Limitations of Mobile phone | | | | 15 | |
| **Unit II** | **Mobile Photography and Videography**   * Mobile Photography Using smart phones for taking effective pictures * Shooting video with Smart phones * Conducting Interviews * Event coverage using Mobile Phones * Streaming Live Videos with Mobile Phones | | | | 15 | |
| **Unit III** | **Editing on Mobile**   * Editing photos and videos taken on smartphones * Use of Mobile video editing apps * Editing software for Mobile * Editing and uploading mobile photo and video on Web Media | | | | 15 | |
| **Unit IV** | **MoJo and Social Media**   * Understanding Social media * Impact of MoJo on Social media * Impact of MoJo on Mainstream Media * Concept of Fake News, Paid news and Post-Truth * Ethics and Best practices in Mobile Journalism | | | | 15 | |

**Recommended Readings:**

* Mobile and Social Media Journalism: Anthony Adornato
* Smartphones video Storytelling-Robb Montgomery
* The MoJoHandbook:Theory to Praxis- Ivo Burum
* Democratizing Journalism Through Mobile Media:TheMojo Revolution-Ivo Burum

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

# Semester-VI

## Bachelors in Journalism & Mass Communication

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| --- | --- |
|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)- Event Management (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE:**  **Event Management (Theory)** | **4** | **4** | **0** | **0** | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: VI Paper: DSE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE** | | Event Management (Theory) | | | | |
| **Course Outcomes:**  Upon completion of the course, the students shall acquire skills of:   * Handling various events * Scheduling various Events * Managing various Events * Hosting various events | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Event Management:**   * Introduction to Event Management * Historical Perspective * Size & type of event * Event Team * Code of ethics | | | | 15 | |
| **Unit II** | **Principles of Event Management:**   * Principles of Event Management, * Concept & designing. * Analysis of concept * Logistics of concept. | | | | 15 | |
| **Unit III** | **Event Planning & Team Management:**   * Aim of event * Develop a mission * Establish Objectives * Preparing event proposal * Use of planning tool | | | | 15 | |
| **Unit IV** | **Event Marketing, Advertising & PR:**   * Nature and Process of Marketing * Marketing mix, Sponsorship * Image, Branding * Advertising * Publicity and Public Relations | | | | 15 | |

**Recommended Readings:**

* Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.
* GhouseBasha – Advertising & Media Mgt, VBH.
* Anne Stephen – Event Management, HPH.
* K. Venkataramana, Event Management, SHBP.
* Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
* The Complete Guide to successful Event Planning – Shannon Kilkenny
* Human Resource Management for Events – Lynn Van der Wagen (Author)
* Successful Team Manageemnt (Paperback) – Nick Hayed (Author)
* Event Management & Public Relations by Savita Mohan – Enkay Publishing House
* Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignment/short & long questions, attendance and participation in the class.

# Semester-VI

## Bachelor in Journalism & Mass Communication

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| --- | --- |
|  | **INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH(IAPC)- INTERNSHIP** |

**No. of Hours-30**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **IAPC:**  **Internship** | **2** | **0** | **0** | 2 | **Passed Undergraduate Diploma Course** | **Nil** |

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| BACHELOR IN JOURNALISM & MASS COMMUNICATION | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication*** | | | | **Year: III** | | **Semester: VI Paper: IAPC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: IAPC** | | **Internship** | | | | |
| **Course Outcomes:**   * Gain first hand exposure of working in the real world. * Allow harnessing skills, knowledge and theoretical practice learnt during the course. * Develop and refine skills to suit the industry demands and build a strong network with professionals in the field. * Gain confidence and improve chances as a job applicant. | | | | | | |
| **Credits: 2** | | | **Apprenticeship/Project/Community Outreach(IAPC)** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | Internship will be undertaken with any reputed media organization/NGO for one month. | | | | 30 | |

**Suggested Continuous Evaluation Methods**: Submission of Internship Report/Attendance.

# Semester-VII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)

|  |  |
| --- | --- |
|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Modern Trends in News Writing and Reporting (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Modern Trends in News Writing and Reporting(Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester: VII Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | **Modern Trends in News Writing and Reporting (Theory)** | | | | |
| **Course Outcomes:**  Students will acquire knowledge about different aspects of Modern Trends in News Writing and Understand writing evolution and techniques and learn to:   * Apply Modern Writing and Reporting Tools * Demonstrate Ethical and Accurate Reporting * Analyze Global Trends in Journalism * Modern Trends and Challenges in Journalism | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Evolution of News Writing and Reporting**   * History and evolution of news writing styles * Traditional vs. modern reporting techniques * News values and elements of news * Inverted pyramid vs. narrative styles | | | | 15 | |
| **Unit II** | **Modern News Writing Techniques**   * Convergent journalism and multimedia storytelling * Use of infographics, data, and visuals in writing * Writing for web, mobile, and social platforms * SEO writing and clickbait vs. ethical headlines * Engagement-focused news writing (tweets, reels, blurbs) | | | | 15 | |
| **Unit III** | **Field Reporting in the Digital Age**   * Beat reporting: politics, religion, crime, sports, health, environment, entertainment * On-the-ground live reporting: best practices * Digital tools for verification and research * Use of AI tools in data gathering and automation * Handling misinformation, disinformation, and fake news * Safety and legal challenges in digital field reporting | | | | 15 | |
| **Unit IV** | **Ethical and Global Trends in News Media**   * New ethics in the age of speed and virality * Fact-checking and credibility building * Impact of citizen journalism and user-generated content * Global journalism trends: immersive reporting (AR/VR), longform multimedia * Collaborative journalism and cross-border reporting * Case studies: Pulitzer Prize-winning modern journalism, coverage of global crises | | | | 15 | |

**Recommended Readings:**

* Harrower, Tim – *Inside Reporting: A Practical Guide to the Craft of Journalism*
* Rich, Carole – *Writing and Reporting News: A Coaching Method*
* Bradshaw, Paul & Rohumaa, Liisa – *The Online Journalism Handbook*
* Kovach, Bill & Rosenstiel, Tom – *The Elements of Journalism*
* Allan, Stuart – *Online News: Journalism and the Internet*
* Craig, Richard – *Online Journalism: Reporting, Writing, and Editing for New Media*
* Mehta, D.S. – *Mass Communication and Journalism in India*
* Singh, R. – *Digital Media and News Reporting*

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/hort & long questions, attendance and participation in the class.

# Semester-VII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)

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| --- | --- |
|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Television Production (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Television Production (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester: VII Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Television Production (Theory) | | | | |
| **Course Outcomes:**   * To familiarize the students with the different formats of Television programme. * Students will acquire skills for Studio production, Single camera production and Multi camera production. * Students will also learn tools and techniques of Television Program editing i.e., different aspects and techniques of Postproduction. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Fundamentals and Formats of TV Production**   * Characteristics of TV as a medium: immediacy, visual storytelling, credibility * Types of TV programs: news bulletins, talk shows, reality TV, infotainment, OTT/web series * Key production personnel: producer, director, scriptwriter, editor, presenter * Production workflows: studio-based, field-based, and hybrid formats * Ethical and legal considerations in content creation | | | | 15 | |
| **Unit II** | **Pre-Production Planning**   * Concept development and audience targeting * Scripting: News script, show rundown, interview prep, storyboarding * Scheduling and budgeting basics * Location scouting, permissions, and logistics * Production planning for live shows and digital-first formats | | | | 15 | |
| **Unit III** | **Production Techniques and Tools**   * Studio vs. field production: Key differences * Camera operations: Single-camera and multi-camera setups * Framing, composition, shot types, and transitions * Lighting for studio and outdoor shoots (LED panels, ring lights, soft boxes) * Audio recording: Lapel and shotgun mics, audio mixers * On-screen graphics, teleprompter usage, green screen shoots | | | | 15 | |
| **Unit IV** | **Post-Production and New Trends**   * Editing techniques: Linear vs. non-linear, multi-cam editing, motion graphics * Software overview: Adobe Premiere Pro, DaVinci Resolve, After Effects basics * Packaging: Intros, outros, tickers, sound beds, voiceovers * Mobile journalism (MoJo): Smartphones, apps, live reporting * Live streaming (OBS, vMix, YouTube/Facebook Live)   Content creation for OTT platforms: Format, length, monetization, audience analytics. | | | | 15 | |

**Recommended Readings:**

1. Zettl, Herbert.*Television Production Handbook.* 12th ed., Cengage Learning, 2018.
2. Alkin, Giles.*Sound Techniques for Radio and Television.* 4th ed., Routledge, 2014.
3. Shook, Fred.*Television Field Production and Reporting.* 7th ed., Routledge, 2013.
4. Hilliard, Robert L.*Writing for Television, Radio, and New Media.* 11th ed., Cengage Learning, 2014.
5. Thompson, Roy.*Grammar of the Edit.* 3rd ed., Focal Press, 2013.
6. Beck, Andrew.*Communication Studies: The Essential Resource.* Routledge, 2017.
7. Rosenberg, Howard.*No Time to Think: The Menace of Media Speed and the 24-Hour News Cycle.* Continuum, 2008.
8. *Owens, J., & Millerson, G. (2009). Television production (15th ed.). Focal Press.*
9. *Owens, J. (2012). Video production handbook (5th ed.). Focal Press.*
10. *Belavadi, V. (2013). Video production (2nd ed.). Oxford University Press.* [*Oxford University Press*](https://global.oup.com/academic/product/video-production-9780198085416?utm_source=chatgpt.com)
11. *Musburger, R. B. (2010). Single-camera video production (5th ed.). Focal Press.*

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-VII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project )

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Changing Facets of Advertising and Public Relations (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Changing Facets of Advertising and Public Relations**  **(Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester: VII Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Changing Facets of Advertising and Public Relations | | | | |
| **Course Outcomes:**   * Upon completion of the course, the students are expected to develop a critical understanding of the following: * Developing intellectual tools to comprehend eve expanding nature of Advertising and their evolution; * Understanding the history of Advertising and their impact on society; * The role of social forces in shaping development of Advertising and Public Relation;   Contextualizing and understanding Advertising and Public Relation. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Evolution of Advertising and PR**   * History and Growth of Advertising * History and Growth of Public Relations * Advertising and PR in the Digital Era * Integration of Advertising and PR * Ethics in Advertising and PR | | | | 15 | |
| **Unit II** | **Advertising: Strategies and Techniques**   * Generic Advertising Strategies * Emotion-Based Advertising Strategies * Persuasion Techniques in Advertising * Creativity in Advertising * Advertising Media Planning | | | | 15 | |
| **Unit III** | **Public Relations: Strategic Importance**   * PR as a Business Tool * Tools of Public Relations * Corporate Social Responsibility (CSR) * Crisis Communication * PR for Digital and Social Media | | | | 15 | |
| **Unit IV** | **Future Trends and Challenges**   * Emotional Branding * Personalization in Advertising * Use of Emerging Technologies * Challenges in the Digital Age * Cross-Cultural Communication * Impact of Advertising and PR on Society | | | | 15 | |

**Recommended Readings:**

1. **Belch, George E., and Michael A. Belch.***Advertising and Promotion: An Integrated Marketing Communications Perspective.* 12th ed., McGraw Hill Education, 2021.
2. **Batra, Rajeev, John G. Myers, and David A. Aaker.***Advertising Management.* 5th ed., Pearson, 2020.
3. **Kotler, Philip, Kevin Lane Keller, and Alexander Chernev.***Marketing Management.* 16th ed., Pearson, 2021.
4. **Shah, Kruti, and Alan D’Souza.***Advertising and Promotions: An IMC Perspective.* 2nd ed., Tata McGraw-Hill Education, 2021.
5. **Ogilvy, David.***Ogilvy on Advertising.* Vintage Books, 1983.
6. **Hallahan, Kirk, etal.***Integrated Public Relations: Perspectives and Strategies.* Routledge, 2021.
7. **Arens, William F., etal.***Contemporary Advertising and Integrated Marketing Communications.* 16th ed., McGraw-Hill Education, 2020.
8. **Moriarty, Sandra, etal.***Advertising and IMC: Principles and Practice.* 11th ed., Pearson, 2021.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-VII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project )

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Documentary Production(Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Documentary Production(Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester: VII Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Documentary Production(Theory) | | | | |
| **Course Outcomes:**  The course intends to educate the learner about the Documentary Production   * It is aimed to make the student aware about Documentary Production * The course will acquaint the learner about the tools and techniques of Documentary Production * The student will learn the intricacies of documentary making . * The course will also highlight the Documentary Production and Documentary Making in India | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Documentary**   * History of Documentaries * Types of Documentaries * Key Elements of a Documentary * Role of Documentaries in Society * Ethical Considerations in Documentaries | | | | 15 | |
| **Unit II** | **Pre-Production for Documentaries**   * Research and Concept Development * Scripting and Storyboarding * Budgeting and Scheduling * Casting and Interview Planning * Location Scouting and Permissions | | | | 15 | |
| **Unit III** | **Production Techniques for Documentaries**   * Camera Techniques * Lighting for Documentaries * Sound Recording * Conducting Effective Interviews * Handling On-Location Challenges | | | | 15 | |
| **Unit IV** | **Post-Production and Distribution and Trends in Documentaries**   * Editing Techniques * Platforms for Documentary Distribution * Audience Engagement * Trends in Documentary Filmmaking * Case Studies of Iconic Documentaries | | | | 15 | |

**Recommended Readings:**

1. **Rabiger, Michael, and Courtney Hermann.***Directing the Documentary.* 7th ed., Routledge, 2020.
2. **Aufderheide, Patricia.***Documentary Film: A Very Short Introduction.* Oxford University Press, 2007.
3. **Yorke, Alastair.***Documentary Filmmaking for Beginners.* Routledge, 2018.
4. **Hampe, Barry.***Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries.* 2nd ed., Holt Paperbacks, 2007.
5. **Nash, Kate, et al.**  
   *New Documentary Ecologies: Emerging Platforms, Practices, and Discourses.* Palgrave Macmillan, 2014.
6. **Smaill, Belinda.***The Documentary: Politics, Emotion, Culture.* Palgrave Macmillan, 2010.
7. **Ellis, Jack C., and Betsy A. McLane.***A New History of Documentary Film.* 2nd ed., Bloomsbury Academic, 2012.
8. **Ward, Paul.***Documentary: The Margins of Reality.* Wallflower Press, 2005.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-VII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project )

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- MASS COMMUNICATION: CONCEPT AND THEORIES (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Mass Communication: Concept and Theories (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester: VII Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Mass Communication: Concept and Theories(Theory) | | | | |
| **Course Outcomes:**   * To get a brief idea about Introduction to Communication, Theories and Models * To maintain Favourable understanding with Introduction to Communication * To understand how to get aware of issues in India related to Communication * The objective of the paper is to familiarize the students with different aspects of Communication | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Mass Communication and Mass Media**   * Mass Communication: Meaning & definitions, Characteristics & features * The Function and Context of Mass Communication * Scope and the concept of Mass &Mass Culture of Mass Communication. * Mass Media-Definition and meaning * Tools of Mass Media-Books, Newspaper, Radio, Television, New media: Books, Newspapers, Magazines, Radio, TV,Films, Video * Modern Mass Media Channels, Internet, social networking media, Blog, Podcasts, Vlog. | | | | 10 | |
| **Unit II** | **Mass Communication Theories**   * Introduction: Meaning of and need for “theory”, * **Direct effect paradigm**-Hypodermic or Magic Bullet Theory * **Limited Effect Paradigm**-Individual Differences, Personal Influence theory * **Sociological Theories**-Cultivation theory, Agenda Setting theory, The Uses and Gratification theory, Dependency theory | | | | 15 | |
| **Unit III** | **Normative Theories of Mass Media**   * Authoritarian Theory * Libertarian or Free Press Theory * Social Responsibility Theory * Communist Press Theory * Development Communication Theory * Democratic-Participant Media theory | | | | 20 | |
| **Unit IV** | **Emerging Trends in Mass Communication**   * Digitization of Mass Communication * Artificial Intelligence in Mass Communication * Mass Communication and Globalization * Media Convergence * Future of Mass Communication | | | | 15 | |

**Recommended Readings:**

1. **McQuail, D. (2010).***McQuail's Mass Communication Theory* (6th ed.). Sage Publications.
2. **Berlo, D. K. (1960).***The Process of Communication: An Introduction to Theory and Practice.*Holt, Rinehart and Winston.
3. **Schramm, W., & Roberts, D. F. (1971).***The Process and Effects of Mass Communication.*University of Illinois Press.
4. **Fiske, J. (1990).***Introduction to Communication Studies* (2nd ed.).Routledge.
5. **Littlejohn, S. W., Foss, K. A., &Oetzel, J. G. (2017).***Theories of Human Communication* (11th ed.).  
   Waveland Press.
6. **Tubbs, S., & Moss, S. (2008).***Human Communication: Principles and Contexts* (11th ed.).McGraw-Hill Education.
7. **Hartley, P. (1999).***Interpersonal Communication* (2nd ed.).Routledge.
8. **Trenholm, S., & Jensen, A. (2017).***Interpersonal Communication* (8th ed). Oxford University Press.
9. **Kumar, K. J. (2010).***Mass Communication in India* (4th ed.).Jaico Publishing House.
10. **Kuppuswamy, B**. *Communication and Social Development in India*. Jaico Publishing, 1981.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-VII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project )

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|  | **INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH(IAPC)- ACADEMIC PROJECT (Communication/Production-Radio/TV/Print)/DISSERTATION (Major/Minor)** |

**No. of Hours-90**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **IAPC:**  **Academic Project**  **Communication/Production-Radio/TV/Print/Dissertation (Major/Minor)** | **6** | **6** | **0** | 0 | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester: VII Paper: IAPC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: IAPC** | | **Academic Project (Communication/Production-Radio/TV/Print)/Dissertation (Major/Minor)** | | | | |
| **Course Outcomes:**   * Analyze capabilities as a researcher. * A student can identify and choose his/her own area of interest/specialization. * Helps a student in exploring a subject in depth, manage a media related project, define suitable objectives and use appropriate tools. | | | | | | |
| **Credits: 6** | | | **Internship/Apprenticeship/Project/Community Outreach (IAPC)/Dissertation (Major/Minor)** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | The students are required to produce a blog/YouTube channel/publication/any other media related content of their own. The topic must be finalized in consultation with the faculty member guide assigned to the student while the project summary must be submitted by the end of the semester. Each student with his/her project will be subjected to a viva voice by an external examiner.  As part of their academic project, students are encouraged to undertake field-based practical work such as field reporting, surveys, interviews, short film production, and documentary shooting.  **OR**  The students are required to register themselves for a dissertation topic and start initial work on the dissertation (Major/Minor). The topic must be finalized in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the semester. | | | | 90 | |

**Suggested Continuous Evaluation Methods**: Presentation /submission of Project report/production output/ dissertation report.

**Semester-VIII**

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)

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|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Different Forms of Journalism**  **(Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Different Forms of Journalism (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester:VIII Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Different Forms of Journalism (Theory) | | | | |
| **Course Outcomes:**  Students will have critical understandings of Different forms of Journalism of Mass Communication such as:   * Parliamentary Journalism * Business Journalism * Sports Journalism * Science Journalism | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Parliamentary Journalism**   * Introduction to Parliamentary Journalism * Structure and Functioning of Parliament * Covering Parliamentary Sessions * Ethics in Parliamentary Reporting * Challenges in Parliamentary Journalism | | | | 15 | |
| **Unit II** | **Business Journalism**   * Introduction to Business Journalism * Financial Terminologies for Journalists * Covering Corporate News * Reporting on Economy and Policies * Challenges in Business Journalism | | | | 15 | |
| **Unit III** | **Sports Journalism**   * Basics of Sports Journalism * Covering Live Sports Events * Interviewing Athletes and Coaches * Ethical Issues in Sports Reporting * Challenges in Sports Journalism | | | | 15 | |
| **Unit IV** | **Science Journalism**   * Introduction to Science Journalism * Simplifying Scientific Concepts * Reporting on Health and Environment * Ethics in Science Journalism * Challenges in Science Journalism | | | | 15 | |

**Recommended Readings:**

* **Chopra, Pran.***Parliament and the Press.* National Book Trust, 2005.
* **Rai, M. R.***Parliamentary Reporting in India.* Concept Publishing Company, 2017.
* **Rosenbaum, Martin.***Open Government: Freedom of Information and Parliamentary Reporting.* Palgrave Macmillan, 2010.
* **Chakrabarty, Bidyut, and MohitBhattacharya.***Indian Parliament: A Critical Study.* Oxford University Press, 2016.
* **Sharma, Anil Kumar.***Reporting Parliament: A Guide for Journalists.* Academic Press, 2019.
* **Schiffrin, Anya.***Global Muckraking: 100 Years of Investigative Journalism from Around the World.* The New Press, 2014.
* **Tambini, Damian, and Danilo Leonardi.***Financial Journalism.* Routledge, 2015.
* **Chakravarty, Udayan.***Indian Financial Markets and Media.* Sage Publications, 2018.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-VIII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project )

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Advanced Research Methodology(Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Advanced Research Methodology (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester:VIII Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Advanced Research Methodology (Theory) | | | | |
| **Course Outcomes:**   * Gain knowledge about Research Methodology. * Learn about all the methods and tools of research. * Knowledge about types and approaches of research. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Research**   * Definition and Scope of Research * Objectives of Research * Characteristics of Good Research * Research Process * Importance of Research * Types of Research: 1. Grounded Theory in brief 2. Triangulations / Mixed Methods in brief 3. Experimental   Researches- Experimental and Control Groups 4. Cross –sectional researches 5. Longitudinal Research 6. Naturalistic Enquiry (Ethnographical Research) etc. | | | | 15 | |
| **Unit II** | **Research Concepts I:** Variables, Types of Variables and their concepts, Reliability & Validity in Research, Concepts & Constructs, Inductive and Deductive Approaches to Research, Measurement and research NOIR 6. Measurement Scales  **Research Concepts II:** Generating Research Questions & Hypotheses, Sampling -Meaning, Concept & Need, Probability & Non-Probability Sampling, Types of Probability Sampling & Non-Probability Sampling, Hypothesis: Meaning, definitions. | | | | 15 | |
| **Unit III** | **Research Methods:**   * Survey Method * Observation Method * Interview Method * Content Analysis * Case Study * Experimental Research * Data Preparation | | | | 15 | |
| **Unit IV** | **Research Writing:**   * Report writing & Interpretation * Types of Report * Layout of Research Report * Significance of Report Writing * Writing Abstracts & Synopsis * Research Paper Writing * APA style of in-text citation and referencing   **Research& Publication Ethics:**   * Ethics in Publication * Ethics in Research * Impact factor | | | | 15 | |

**Recommended Readings:**

1. **Kothari, C. R., and Gaurav Garg.***Research Methodology: Methods and Techniques.* New Age International Publishers, 4th Edition, 2019.
2. **Creswell, John W.***Research Design: Qualitative, Quantitative, and Mixed Methods Approaches.* Sage Publications, 5th Edition, 2018.
3. **Babbie, Earl.***The Practice of Social Research.* Cengage Learning, 14th Edition, 2020.
4. **Bryman, Alan.***Social Research Methods.* Oxford University Press, 5th Edition, 2016.
5. **Neuman, W. Lawrence.***Social Research Methods: Qualitative and Quantitative Approaches.* Pearson, 8th Edition, 2014.
6. **Singh, Yogesh Kumar.***Fundamentals of Research Methodology and Statistics.* New Age International Publishers, 2006.
7. **Walliman, Nicholas.***Research Methods: The Basics.* Routledge, 2nd Edition, 2017.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/short & long questions, Written Assignments,attendance and participation in the class.

# Semester-VIII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Current Trends in Media Management (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Current Trends in Media Management (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester:VIII Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Current Trends in Media Management (Theory) | | | | |
| **Course Outcomes:**   * Understand Media Management Concepts * Evaluate Emerging Media Business Models * Apply Technological Innovations * Analyze Legal and Ethical Challenges * Examine Global and Indian Media Trends | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Fundamentals of Media Management**   * Definition, scope, and importance of media management * Traditional vs. modern media business models * Organizational structure of media houses (Print, Radio, TV, Digital) * Functions of media management: planning, production, marketing, finance, HR * Media convergence and cross-platform synergy | | | | 15 | |
| **Unit II** | **Current Business Models and Revenue Strategies**   * Subscription vs. advertising-based models * Hybrid and freemium models in digital media * Monetization strategies: Paywalls, memberships, influencer models * Social media monetization (YouTube, Instagram, Podcasts) * Sponsored content, native advertising, affiliate marketing * Revenue diversification in legacy and digital media | | | | 15 | |
| **Unit III** | **Technology and Innovation in Media**   * Impact of AI, automation, and big data on media operations * Role of analytics in content creation and audience engagement * Digital transformation and cloud-based newsrooms * Use of AR/VR, Metaverse, and immersive storytelling in media * Emerging platforms: OTT, audio streaming, AI-based news anchors * Crisis management and remote newsroom operations (e.g., post-COVID models) | | | | 15 | |
| **Unit IV** | **Online Reputation Management**   * Concept of Online Reputation Management (ORM) * Origin and growth of ORM * Damage of image and correction of image * Need of ORM * Online reputation management of different organizations, firms, and corporate houses * Online Reputation Management of Political parties, ORM of celebrities, Politicians * Techniques of ORM * Use of online platforms for ORM, Content Creation, Dissemination and Monitoring for ORM. | | | | 15 | |

**Recommended Readings:**

* Mastering Beats in Journalism (Specialized Reporting, Editing and Emerging Technologies in the Digital Era), Ist Edition by Surbhi Dahiya and Shambhu Sahu
* Digital First: Entrepreneurial Journalism In India, by Prof Surbhi Dahiya
* The House That Zee Built by Surbhi *Dahiya*
* Picard, Robert G. – *The Economics and Financing of Media Companies*
* Albarran, Alan B. – *Management of Electronic and Digital Media*
* Herrick, Dennis – *Media Management in the Age of Giants: Business Dynamics of Journalism*
* Doyle, Gillian – *Media Ownership: The Economics and Politics of Convergence and Concentration in the UK and European Media*
* Bhatt, S.C. – *Broadcast Journalism: Basic Principles*
* Rangaswami, Arvind – *Managing Indian Media Businesses*
* Singhal, Arvind – *New Trends in Media Management*
* FICCI-EY Reports (Annual Media and Entertainment Industry Reports – India)

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-VIII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Media and Human Rights (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Media and Human Rights (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester: VII Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Media and Human Rights (Theory) | | | | |
| **Course Outcomes:**  The course intends to educate the learner about the history and philosophy of human rights.  ● It is aimed to make the student aware about the role of media in human rights promotion.  ● The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism.  ● The student will learn the intricacies of web based and social media based human rights journalism.  The course will also highlight the contemporary human rights issues and their relation to media. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | * Law terms and phrases and their uses in Human Rights * Human Rights and Media * Human Rights and Democracy * Human Rights & Education * Human Rights and Communal Riots * Human Rights in the terrorized areas | | | | 15 | |
| **Unit II** | * Human Rights and Crimes against women * Human Rights of Accused persons * Human Rights and child labour, bonded labour * Human Rights and death, torture in police lockups | | | | 15 | |
| **Unit III** | * State Commission for Human Rights * National Commission on Human Rights * Human Rights and right to freedom of speech and expression | | | | 15 | |
| **Unit IV** | * Contemporary human rights issues; national and global * Media activism. * Social media and Human rights. * Fake News, propaganda, and its effects on human rights reporting. * Open-source investigation in journalism: tools and applications. | | | | 15 | |

**Recommended Readings:**

* Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
* Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.
* डॉएससीसिंघल: मानवाधिकारअध्ध्यन

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-VIII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Mainstream Cinema and Society (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Mainstream Cinema and Society (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | | **Year: IV** | | **Semester:VIII Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Mainstream Cinema and Society (Theory) | | | | |
| **Course Outcomes:**   * Students will develop an in-depth understanding of Indian as well as world Media cinema; and its relationship with the society. * American cinema, German cinema, French cinema, Italian cinema, Opera, Film theories | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Cinema:**   * Cinema-concept and definition. * History of cinema * Actualities and Cinema of attractions. * French beginnings-George Meleis’ and beginning of editing * Films of the period and Language of cinema, Arrival of sound | | | | 15 | |
| **Unit II** | **World Film movements:**   * Rise of American Films * German expressionism * Soviet Montage * French Avant Garde * Italian Neo-realism | | | | 15 | |
| **Unit III** | **Theories in Cinema Studies:**   * Feminist film theory * Narrative construction of Reality * Auteur Theory | | | | 15 | |
| **Unit IV** | **Indian Cinema:**   * Beginnings–pioneers of Indian Cinema * Talkies * The studio system and its decline * New Wave-Parallel and Middle Cinema * Second New Wave | | | | 15 | |

**Recommended Readings:**

* How to read a film-James Monaco-
* Bollyworld Unscripted-Vidhu Vinod Chopra
* Changing Trends of Indian Cinema- SusmitaBala

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-VIII

## Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project )

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|  | **INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH(IAPC)-**  **DISSERTATION (Major/Minor)** |

**No. of Hours-90**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **IAPC:**  **Dissertation (Major/Minor)** | **6** | **0** | **0** | 6 | **Passed Bachelor Degree** | **Nil** |

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| **BACHELOR IN JOURNALISM & MASS COMMUNICATION (HONOURS WITH RESEARCH/ ACADEMIC PROJECT )** | | | | | | |
| **Programme: *Bachelor in Journalism & Mass Communication (Honours with Research/Academic Project)*** | | | **Year: IV** | | | **Semester: VIII Paper: IAPC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: IAPC** | | **Dissertation (Major/Minor)** | | | | |
| **Course Outcomes:**   * Analyze capabilities as a researcher. * A student can identify and choose his/her own area of interest/specialization. * Helps a student in exploring a subject in depth, manage a research project, define suitable objectives and use appropriate research tools to collect data and analyze data, arrive at meaningful conclusions. * Develop skills of report writing. | | | | | | |
| **Credits: 6** | | | | **IAPC** | | |
| **Max. Marks: As per Univ. rules** | | | | **Min. Passing Marks: As per Univ. rules** | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | The students are required to register themselves for a dissertation topic and start initial work on the dissertation (Major/Minor). The topic must be finalized in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the semester. Each student with his/her dissertation will be subjected to a viva voce by an external examiner. | | | | 90 | |

**Suggested Continuous Evaluation Methods**: Submission of Dissertation report/Viva.

# Semester-IX

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC)- ICT and New Media (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **ICT and New Media (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research/Academic Project)** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: IX Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | ICT and New Media (Theory) | | | | |
| **Course Outcomes:**  The course intends to improve students’ knowledge and skills in Information and Media Technology – including both hardware and software. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **ICT: Basic Concepts**   * Hardware and Software Components of Computer Systems – A Brief Sketch * Different File Formats and Media Codecs * Computer Networks – Internet, Intranet and www * Telecommunications – 3G and 4G * Digitization and Media Convergence * Social Construction of Technology | | | | 15 | |
| **Unit II** | **New and Social Media**   * New Media: Definition and Features (Lev Manovich); User and the Screen * Social Media Platforms - Facebook, Twitter, YouTube, Instagram, * WhatsApp, WordPress, Social Bookmarking, Skype and the ‘Blogosphere’. * Identity, Fandom and Narratives in New/Social Media * Economy of New Media * Internet as a Convergent Media Platform * Social Media and the Post Modern Public Sphere | | | | 15 | |
| **Unit III** | **Applications of ICT and New Media**   * Community Informatics - Cyber Mohalla and Akshaya Projects * Virtual Reality – 2D/3D Modeling and Simulation; Videogames * E-Governance – Digital India Initiative * Cyber Space Activism * New Media as an Economic Arena: Digital Marketing, E-Commerce and e-Banking * ICT and Social Inclusion – Gender, Human Rights and Subaltern Issues | | | | 15 | |
| **Unit IV** | **ICT and New Media: Ethical Concerns**   * Globalization & Emerging Cyber cultures, Netiquette * Information Rights and Intellectual Property Rights – Copyright and Copy Left, Plagiarism, Open Source Approach and Creative Commons * Facets of Cybercrime * Electronic Documents and Digital Signature * Internet Governance and Regulatory Frameworks | | | | 15 | |

**Recommended Readings:**

* Castells, Manuel, The Network Society: A cross -cultural perspective.UK: Edward Elgar, 2004.
* Dovey, Lister, Giddings Grant, and Kelly, New Media and Technologies, UK: Routledge, 2003.
* Eugenia, Siapera, Understanding New Media, London: Sage, 2011.
* Gane, Nicholas, and David Beer, New Media: The Key Concept, New York: Berg, 2008.
* Goldsmith, Jack, and Tim Wu, Who controls Internet? Illusions of Borderless World, New Yourk: Oxford University Press, 2006.
* Jenkins, Henry, Convergence Culture: Where Old and New Media Collide, New York: NYU Press, 2006.
* Khan, R, and D Kellner, "New Media and Internet Activism: From the Battle of Seattle to Blogging "New
* Media & Society, (Vol. 6, No.1),2004.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-IX

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Right to Information (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Right to Information (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research /Academic Project)** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: IX Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Right to Information (Theory) | | | | |
| **Course Outcomes:**   * Gain knowledge about RTI Act, its scope and significance. * Learn about main provisions under RTI Act. * Knowledge about areas exempted from RTI, media and RTI. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | Meaning, origin, main provisions under Right to Information Act 2005. | | | | 15 | |
| **Unit II** | Scope, significance and role of RTI Act  Misuse of RTI Act: Case studies. | | | | 15 | |
| **Unit III** | Areas exempted from RTI; Official Secrets Act. 1923. vis-a-vis RTI. | | | | 15 | |
| **Unit IV** | RTI and Mass Media. Role of RTI Activists | | | | 15 | |

**Recommended Readings:**

* The Right to Information Act 2005 Bare Act
* Swamy's Compilation on Right to Information by Brinda & Sanjeev Muthuswamy
* Right to Information Act 2005 ...in simple words by Devendra Kumar Singh
* Practical Guide to the Right to Information Act, 2005
* Practical Guide to the Right to Information Act, 2005 by Advocate NeerajSalodkar

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-IX

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE): Representation of Women in Culture and Media(Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Representation of Women in Culture and Media(Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research /Academic Project)** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: IX Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | **Representation of Women in Culture and Media(Theory)** | | | | |
| **Course Outcomes:**   * Understand and analyze how gender and women are portrayed in cultural and media texts across formats. * Critically evaluate traditional and new media for stereotypical, biased, and progressive representations. * Identify the influence of cultural norms, ideologies, and industries on women’s representation. * Explore feminist and intersectional approaches to media and cultural critique | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Gender, Culture, and Media**   * Understanding gender as a social and cultural construct * Introduction to key concepts: patriarchy, feminism, representation * Theoretical frameworks: Representation theory (Stuart Hall), Feminist theory * Overview of media’s role in shaping gender identity * Cultural narratives and the role of media in constructing femininity and masculinity | | | | 12 | |
| **Unit II** | **Representation of Women in Traditional Media**   * Women in cinema: from objectification to empowerment * Gendered portrayal in television soaps and serials * Advertising and the female body: beauty standards, commodification, and desire * Print media and gender bias in news reporting * Case studies: Bollywood, Indian TV, and mainstream advertising | | | | 15 | |
| **Unit III** | **Women in Digital and Popular Culture**   * Women in social media: influencers, creators, trolls, and digital feminism * Gender representation in web series, memes, and YouTube content * Women’s representation in gaming, animation, and music videos * Role of memes and internet culture in shaping gender perception * Empowerment through blogs, vlogs, and alternative online platforms | | | | 18 | |
| **Unit IV** | **Resistance, Activism, and Alternative Representations**   * Feminist media criticism and alternative narratives * Media activism: #MeToo, #TimesUp, #WomenInMedia, Pink Chaddi, etc. * Role of independent cinema and documentaries in representing women's voices * Women-centric storytelling and the emergence of female-led content * Building inclusive media spaces and promoting gender-sensitive journalism | | | | 15 | |

**Recommended Readings:**

* Hooks, bell. *Feminism is for Everybody*
* Van Zoonen, Liesbet. *Feminist Media Studies*
* Butler, Judith. *Gender Trouble*
* Radway, Janice. *Reading the Romance*
* Rajan, Rajeswari Sunder. *Real and Imagined Women*
* Dines, Gail & Humez, Jean M. *Gender, Race, and Class in Media*
* Ammu Joseph & Kalpana Sharma. *Whose News? The Media and Women's Issues*
* Journals: *Feminist Media Studies*, *EPW (Gender Issues section)*

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-IX

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)**  **Digital Media Production (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Digital Media Production (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research /Academic Project)** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: IX**  **Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | **Digital Media Production** (Theory) | | | | |
| **Course Outcomes:**  Students will be acquainted and skilled in the following areas:   * Online Communication * Tools and techniques for digital media production * Self-ventures in digital media like YouTube channels etc. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Digital Media Communication:**  Characteristic and importance of Internet, New media differences with print, radio and TV media, Satellite Radio, online (Web), Podcasting, Mobile Content, Advertising, Integrating social media & UGC Content; Online broadcast technologies: webcasting, Social TV, Video conferencing, Skype etc. Mobile as a new tool of communication, Mobile for news and advertising, Role of Smart phones in growth of social media. Exploring mobile for various applications. Mobile an effective tool for promotional media. Mobile as a business tool for media organizations. Mobile for social communication. Mobile safety and precautions. | | | | 15 | |
| **Unit II** | Different Program Formats: Short Videos, Web series, Short News Bulletins, Live streaming, Vox -pop, Educational Lectures, Educational/Instructional films, Video Album/songs, Advertisements etc. | | | | 10 | |
| **Unit III** | **Digital Media Production:**  Different stages of a New Media program production - Preproduction, Production and post production Proposal, idea, Communication objectives, target audience, Script, Reece, Budget, Crew members etc. Video Camera: Types & Characteristics, Basic parts and its functions, Shutter speed, Aperture, ISO, Focusing, Depth of field, White Balance etc. Different type of Lenses-Normal, Wide angle and Tele lenses, Prime and Zoom Lenses etc. Basic Camera Shots, angles & movements Picture/ Frame Composition- Headroom, looking room, Rule of Third, Eye line etc. DSLR Vs Mobile Camera Shooting Lighting- Need and importance, Hard light, soft light, Color temperature, Outdoor lighting, Reflectors etc., Make-up Sound: Basic Characteristics, Microphones, Sound Recording Editing. | | | | 20 | |
| **Unit IV** | Application and Uses: Opening and managing a YouTube Channel, Producing low cost Video contents as short film, Cover song, news bulletin etc. and live streaming of any event. | | | | 15 | |

**Recommended Readings:**

* Belavadi, Vasuki, ”Video Production”, Oxford University Press (2013)
* Lighting for Digital Video & Television: John Jackman
* James Glen Storall (2004), Web Journalism – Practice and Promise of a New Medium. Boston: Pearson Education.
* Stephen Quinn (2005), Convergent Journalism: The Fundamentals of Multimedia Reporting. New York: Peter Lang Publishing.
* Bhardwaj, Amita, (1997) New Media and Educational Planning, Sarup and Sons, New Delhi.
* The Make-up Artist Handbook: Gretchen Davis, Mindy Hall
* Grammar of The Edit: Roy Thompson, Christopher J Brown 8. Grammar of the Shot: Roy Thomson.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-IX

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- History and growth of Journalism in Uttarakhand (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **History and growth of Journalism in Uttarakhand (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research/Academic Project)** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: IX Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | History and growth of Journalism in Uttarakhand(Theory) | | | | |
| **Course Outcomes:**   * The Course aims to offer an in depth understanding of the subject * Students aware about History and growth of Journalism in Uttarakhand * The course is designed to familiarize students with all the current and upcoming advancement in Journalism in Uttarakhand | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Journalism in Uttarakhand**   * Overview of Journalism in Uttarakhand * Early Forms of Communication * Origin of Print Media in Uttarakhand * Role First Newspapers in Uttarakhand * of Missionaries in Journalism | | | | 12 | |
| **Unit II** | **Development of Journalism during Pre-Independence**   * Role of Uttarakhand in Freedom Movement * Freedom Fighters and Journalists * Role of Vernacular Press * Socio-Political Impact of Early Newspapers * Challenges Faced by Early Journalists | | | | 15 | |
| **Unit III** | **Post-Independence Growth of Journalism**   * Growth of Print Media in Uttarakhand Post-1947 * Role of Journalism in Statehood Movement * Emergence of Radio Journalism * Television and its Influence * Contributions of Prominent Post-Independence Journalists | | | | 18 | |
| **Unit IV** | **Contemporary and Future of Journalism in Uttarakhand**   * Growth of Digital Journalism * Challenges in Contemporary Journalism * Innovations in Regional Journalism * Opportunities in Local Journalism * Women in Journalism | | | | 15 | |

**Recommended Readings:**

1. **Pant, GovindBallabh.***History of Journalism in Uttarakhand.*Kumaon Publishing House, 2015.
2. **Bisht, Mohan Lal.***Media in the Hills: A Study of Uttarakhand Journalism.* Himalayan Press, 2018.
3. **Dabral, Atul.**  
   *PahadiPatrakarita: EkItihasik Adhyayan.*Garhwal University Publications, 2020.
4. **Tiwari, Rajendra.***Role of Media in Uttarakhand's Development.*Gyan Publishing House, 2016.
5. **Sharma, Anil Kumar.***Print Media in Uttarakhand: Challenges and Opportunities.* Academic Press, 2017.
6. **Gupta, Charu.***Media and Marginality: Hill Perspectives.* Sage Publications, 2020.
7. **Kumar, Anand.**"Media and Regionalism in Uttarakhand: A Historical Analysis." *Indian Media Studies Journal,* vol. 10, no. 2, 2019, pp. 45–60.
8. **Sharma, Rekha.**"Local Press and Public Discourse in Uttarakhand." *Journal of Regional Media Studies,* vol. 8, no. 1, 2020, pp. 32–50.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-IX

## Masters in Journalism & Mass Communication

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|  | **INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH(IAPC)- ACADEMIC PROJECT (Communication Production - Radio/TV/Print)/DISSERTATION (Major/Minor)** |

**No. of Hours-90**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **IAPC:**  **Academic Project (Communication Production - Radio/TV/Print)/Dissertation (Major/Minor)** | 6 | 6 | **0** | 0 | **Passed Bachelor Degree (Honours with Research/Academic Project** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: IX Paper: IAPC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: IAPC** | | **Academic Project (Communication Production - Radio/TV/Print)/**  **Dissertation (Major/Minor)** | | | | |
| **Course Outcomes:**   * Analyze capabilities as a researcher. * A student can identify and choose his/her own area of interest/specialization. * Helps a student in exploring a subject in depth, manage a media related project, define suitable objectives and use appropriate tools. | | | | | | |
| **Credits: 6** | | | **IAPC: Academic Project (Communication Production - Radio/TV/Print)/Dissertation** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | Acceptable formats for an Academic Project shall be a major creative work involving a Production.A major component of this production shall be research and analysis.  As part of their academic project, students are encouraged to undertake field-based practical work such as field reporting, surveys, interviews, short film production, and documentary shooting.  **OR**  The students are required to register themselves for a dissertation topic and start initial work on the dissertation (Major/Minor). The topic must be finalized in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the semester. | | | | 90 | |

**Suggested Continuous Evaluation Methods**: Presentation /submission of Project report/production output/ dissertation report.

# Semester-X

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC COURSE (DSC)- Development Communication (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSC:**  **Development Communication (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research/Academic Project)** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: X**  **Paper: DSC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSC** | | Development Communication (Theory) | | | | |
| **Course Outcomes:**   * The Course aims to offer an in depth understanding of the subject * Students will develop a critical understanding of development in relation to communication processes including use of different media for development. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | Understanding Development Communication:   * Development-Concept & Definitions * Indicators of Development – a critique * Development Communication: Meaning, definition and concept * Significance of Development Communication * Different approaches to development communication * Development support communication: Definition, concept and significance | | | | C | |
| **Unit II** | **Media and Development**  • Mass Media as a tool for development  • Problems with the use of media for development  • Role of each medium in development communication Print, Radio & Television   * Media and Social Marketing. * Development journalism * Community Radio and development * Digital Media and Development Communication * Traditional Media and Development Communication | | | | 15 | |
| **Unit III** | **Communication and Development: The Indian Experience**   * Development communication projects in India- Satellite Instructional Television Experiment (SITE), Kheda communications project (KCP) * Rural Development * Agricultural Extension * Health and Family Welfare * Literacy and Education | | | | 18 | |
| **Unit IV** | **Global Parameters of Development:**   * Global Initiatives– Millennium Development Goals; Sustainable Development Goals; Ecology and sustainable development * Alternative Paradigms –participatory, think local/act global think global/act local * Issues, concerns and future of development communication | | | | 15 | |

**Recommended Readings:**

* Mankekar, D.R.:1979: Media and Third World, New Delhi, IIMC
* Mankekar, D.R. : 1979, Filling the Void in the World of Communication, Communicator, Vol. XAV, No.1, N. Delhi, IIMC
* Macbride Commission Report : 1989: Many Voices One World, Paris
* Stevenson I. Robert: 1988: Communication, development and third world, New York, Longman Inc.
* UNESCO:1988: ‘Communication and Society- A Documentary History of NWICO’, Paris
* Melkote, Srinivas R.:2001, Communication for Development in the Third World: Theory and Practice, New Delhi, Sage
* Tiwari, I.P.:2001, Communication Technology and Development, New Delhi, Publication Division, Govt. of India
* Toari, Komal: 2000, Sustainable Human Development Issues and Challenges, New Delhi, Concept Pub. Co.
* UNDP:2009, Sustainable Development, New York
* Singh, Yogendra: 2004, The Concept of Participatary Management, New Delhi, R.K. Printers.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-X

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Health Communication(Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Health Communication** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research /Academic Project)** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: X**  **Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Health Communication (Theory) | | | | |
| **Course Outcomes:**   * The Course aims to offer an in depth understanding of the subject * Health communication are fascinating and making students aware about it will be a great update to them. * The course is designed to familiarize students with all the current and upcoming advancement in Health communication | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Introduction to Health Communication**   * Definition and Importance of Health Communication * Health Communication Models * Health Communication and Public Health * Health Literacy and Communication | | | | 15 | |
| **Unit II** | **Health Communication Strategies**   * Interpersonal Health Communication * Media Campaigns for Health Promotion * Digital Health Communication * Crisis Communication in Health * Health Communication for Behavior Change | | | | 15 | |
| **Unit III** | **Health Communication in Public and Global Health**   * Global Health Communication * Cultural Sensitivity in Health Communication * Health Communication in Development and Humanitarian Contexts * Health Communication for Policy Advocacy * Community Health Communication | | | | 15 | |
| **Unit IV** | **Health Communication Tools and Media**   * Traditional Media in Health Communication * New Media in Health Communication * Health Communication in Health Services * Communication in Health Education * The Future of Health Communication | | | | 15 | |

**Recommended Readings:**

1. **Du Pré, A.***CommunicatingAbout Health: Current Issues and Perspectives.*  
   Oxford University Press, 2020.
2. **Ratzan, S. C., Payne, J. G., & Bishop, C.***Health Communication: Challenges for the 21st Century.*  
   Jossey-Bass, 2004.
3. **Glanz, K., Rimer, B. K., &Viswanath, K. (Eds.)***HealthBehavior and Health Education: Theory, Research, and Practice.*  
   Jossey-Bass, 2008.
4. **Thomas, R. K.***Health Communication.*  
   Springer, 2006.
5. **Schiavo, R.***Health Communication: From Theory to Practice.*  
   Jossey-Bass, 2013.
6. **Kreps, G. L., Bonaguro, E. W., & Query, J. L.***The History and Development of the Field of Health Communication.*  
   Routledge, 1998.
7. **Bernhardt, J. M., & Parrott, R. L.**  
   *Designing Health Messages: Approaches from Communication Theory and Public*
8. **Nutbeam, D., & Harris, E.***Theory in a Nutshell: A Practical Guide to Health Promotion Theories.*  
   McGraw-Hill Education, 2004.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-X

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Social Media and Communication (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Social Media and Communication (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research/Academic Project** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: X Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Social Media and Communication (Theory) | | | | |
| **Course Outcomes:**   * The course will introduce the students to the basics of social media and its networked, decentralized and participatory dynamics. * The course will enable the students to pursue new avenues of internet mediated communication like blogging and social media campaigns. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Social Media: Basic Concepts**   * Definition of social media, social, para-social and asocial nature of social media * Social media concepts and theories * Computer-mediated communication theories * Social media-Impersonal, interpersonal, hyper-personal * Virtual Identity | | | | 15 | |
| **Unit II** | **Social media and Journalism**   * Sources of news, writing styles on various platforms * News aggregators * News Consumption cultures-feedback and sharing * Crowd sourcing, micro blogging, trolling, addiction * Social Media Activism * Social Media Integration | | | | 15 | |
| **Unit III** | **Social Media Marketing**   * Social Media Marketing – Introduction * Social Media Management – Strategies, Tools and Technologies * Social Media Audience Measurement * Case studies of successful social media marketing campaigns | | | | 15 | |
| **Unit IV** | **Social Media and Contemporary concerns**   * Trolling and counter-communities * Small Media platforms * Social media ethics and its limitations * Future of social media | | | | 15 | |

**Recommended Readings:**

* Coban, and Baris, Social Media and Social Movements: The Transformation of communication Patterns, New York: Lexington Books, 2016.
* Fuchs Christian, Social Media: A Critical Introduction, London: Sage, 2014.
* Lipschultz, and Harris Jeremy, Social Media Communication: Concepts, Practices, Data, Law, New York: Routledge, 2014.
* Seargeant, Philip and Tagg, and Caroline, The Language of Social Media: Identity and Community on the Internet, New York: Palgrave Macmillan, 2014.
* Trottier, Daniel and Fuchs, and Christian, Social Media, Politic and the state: protests, Revolutions, Riots, Crime and Policing in the Age of Facebook, Twitter and You Tube, New York: Routledge, 2015.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-X

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- Marketing and Corporate Communication(Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/GE:**  **Marketing and Corporate Communication (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research/Academic Project** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: X Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | Marketing and Corporate Communication(Theory) | | | | |
| **Course Outcomes:**   * Through this course, students will have a detailed understanding Marketing and Corporate Communication and its importance, and transactions in the global market place and the polemics of culture and identity that accompany them. | | | | | | |
| **Credits: 4** | | | **Discipline Specific Elective/ Generic Elective** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Marketing:**   * Meaning and definition of marketing * Scope, functions and of marketing * Elements of marketing (Market, Buyer etc.) | | | | 15 | |
| **Unit II** | **Kotler’s concept of Marketing Mix:**   * The Four Ps Principles of Marketing; * Market segmentation: Concept, process and significance; * Importance of Product Positioning/Placement; market survey- * Product and audience profile; significance of social marketing. | | | | 15 | |
| **Unit III** | **Corporate Communication:**   * Meaning and definition of Corporate Communication; * Principles, Scope, and * relevance of Corporate Communication; * Functions of Corporate Communication; * Tools of corporate communication. | | | | 15 | |
| **Unit IV** | **Brand management and Image management:**   * Meaning, definition and evolution of a brand; * Brand positioning; building distinct corporate identity (logo etc.). * Event management; Role of technology in corporate communication. | | | | 15 | |

**Recommended Readings:**

1. **Belch, G. E., & Belch, M. A. (2020).***Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.).McGraw-Hill Education.
2. **Argenti, P. A. (2015).***Corporate Communication* (7th ed.).McGraw-Hill Education.
3. **Cornelissen, J. P. (2020).***Corporate Communication: A Guide to Theory and Practice* (6th ed.).Sage Publications.
4. **Fill, C., & Turnbull, S. (2019).***Marketing Communications: Discovery, Creation, and Conversations* (8th ed.).Pearson Education.
5. **Clow, K. E., &Baack, D. (2021).***Integrated Advertising, Promotion, and Marketing Communications* (9th ed.).Pearson Education.
6. **Kotler, P., Keller, K. L., &Chernev, A. (2022).***Marketing Management* (16th ed.).  
   Pearson Education.
7. **Smith, P. R., &Zook, Z. (2019).***Marketing Communications: Offline and Online Integration, Engagement, and Analytics* (6th ed.).  
   Kogan Page.
8. **Kitchen, P. J. (2017).***Integrated Marketing Communications: A Global Approach.*  
   Palgrave Macmillan.
9. **Hatch, M. J., & Schultz, M. (2008).***Taking Brand Initiative: How Companies Can Align Strategy, Culture, and Identity Through Corporate Branding.*  
   Jossey-Bass.
10. **Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. H. (2015).***Public Relations: Strategies and Tactics* (11th ed.).Pearson Education.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-X

## Masters in Journalism & Mass Communication

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|  | **DISCIPLINE SPECIFIC ELECTIVE (DSE)/ GENERIC ELECTIVE (GE)- AI and Digital Media (Theory)** |

**No. of Hours-60**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **DSE/ GE:**  **AI and Digital Media (Theory)** | **4** | **4** | **0** | **0** | **Passed Bachelor Degree (Honours with Research/Academic Project** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: *Masters in Journalism & Mass Communication*** | | | | **Year: V** | | **Semester: X Paper: DSE/GE** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: DSE/GE** | | **AI and Digital Media (Theory)** | | | | |
| **Course Outcomes:**   * The students will learn about Artificial Intelligence (AI), Tools of AI, Application of AI in media and communication context. * Latest Technologies in Digital Media: | | | | | | |
| **Credits: 4** | | | **Discipline Specific Course** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
| **Unit I** | **Artificial Intelligence (AI)**   * Meaning and objectives, Historical background, importance and uses of AI, Key components of AI, Different types of AI, Key Challenges of AI, Future of Artificial Intelligence. | | | | 15 | |
| **Unit II** | **Tools of AI, Applications of AI in media and communication context:**  AI and multimedia production, AI and publishing and writing, AI-empowered information verification and fact-checking, Algorithmic advertising and targeted marketing. AI and Journalism. AI automation/augmentation of production, distribution, and consumption of news Journalism. AI and Society, AI, Ethics and professionalism, Privacy protection & Regulations. | | | | 15 | |
| **Unit III** | **Digital Media**  Definition, and Characteristics, Analogue vs Digital Technology, World wide web, browsers and search engines, DNS, Internet Protocol, Media Convergence, Digital Divide. Types of Digital Media: E- newspapers, emagazines, web radio, TV newscast on the web, IPTV, VOIP- Internet Telephony or Internet Calling, Video conferencing, podcast, webcast, OTT platforms, different audio, and video formats. | | | | 15 | |
| **Unit IV** | **Latest Technologies in Digital Media:**  Augmented Reality, Virtual Reality, Mixed Reality, AR Glasses, Google AR, VR sets, MR sets, 360-degree videos, Immersive Journalism, Content Management system (CMS), Call to Action (CTA), Crowd sourcing and aggregation. Cloud computing, Cross media- content production, enabled script writing. | | | | 15 | |

**Recommended Readings:**

* Chaturvedi B. K., New Media Technology and Communication, Global Vision Publishing House
* Wilson P. Jr. Dizard. Old Media New Media: Mass Communications in the Information Age, Allyn & Bacon
* Richard. C & Cristina, M. (1996) New Media, New Policies: Media and Communications Strategy for The Future
* Vince J. A. Digital Convergence: The Information Revolution, University of Bournemouth UK: Springer-Verlag
* Stovall, J. G., Web Journalism: Practice and Promise of a New Medium, Pearson.

**Suggested Continuous Evaluation Methods**: Seminar/ Presentation on any topic related to syllabus, Examination/Practical/ Internal/External Test with MCQs/Written Assignments/short & long questions, attendance and participation in the class.

# Semester-X

## Masters in Journalism & Mass Communication

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|  | **INTERNSHIP/APPRENTICESHIP/PROJECT/COMMUNITY OUTREACH(IAPC)- ACADEMIC PROJECT (Communication Production - Radio/TV/Print)/DISSERTATION (Major/Minor)** |

**No. of Hours-90**

## CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Title** | **Credits** | **Credit distribution of the Course** | | | **Eligibility criteria** | **Prerequisite of the course(if any)** |
| **Lecture** | **Tutorial** | **Practical** |
| **IAPC:**  **Academic Project (Communication Production - Radio/TV/Print)/Dissertation (Major/Minor)** | 6 | 6 | **0** | 0 | **Passed Bachelor Degree (Honours with Research/Academic Project** | **Nil** |

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| **MASTERS IN JOURNALISM & MASS COMMUNICATION** | | | | | | |
| **Programme: Masters in Journalism & Mass Communication** | | | | **Year: V** | | **Semester: X Paper: IAPC** |
| **Subject: Journalism & Mass Communication** | | | | | | |
| **Course: IAPC** | | **Academic Project (Communication Production - Radio/TV/Print)/Dissertation (Major/Minor)** | | | | |
| **Course Outcomes:**   * Analyze capabilities as a researcher. * A student can identify and choose his/her own area of interest/specialization. * Helps a student in exploring a subject in depth, manage a media related project, define suitable objectives and use appropriate tools. | | | | | | |
| **Credits: 6** | | | **IAPC: Academic Project (Communication Production - Radio/TV/Print)/ Dissertation (Major/Minor)** | | | |
| **Max. Marks: As per Univ. rules** | | | **Min. Passing Marks: As per Univ. rules** | | | |
| **Unit** | **Topic** | | | | **No. of Hours** | |
|  | Acceptable formats for an Academic Project shall be a major creative work involving a Production. A major component of this production shall be research and analysis. As part of their academic project, students are encouraged to undertake field-based practical work such as field reporting, surveys, interviews, short film production, and documentary shooting. These activities aim to enhance experiential learning and must be compiled and submitted as a comprehensive project report.  The students are required to register themselves for a dissertation topic and start initial work on the dissertation (Major/Minor). The topic must be finalized in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the semester. | | | | 90 | |

**Suggested Continuous Evaluation Methods**: **Suggested Continuous Evaluation Methods**: Presentation /submission of Project report/production output/ dissertation report.