Sister Nivedita University

Undergraduate course structure for Journalism

And Mass Communication

(As per NEP 2020 regulation and according to UGC-CBCS)

VISION: To provide quality and meaningful media education to the students of Mass Communication and Journalism in order to create good human and media communication in the rapidly changing society and technology leapfrogging from traditional to digital platforms. The department emphasis to sharpen content development skills and technical understanding for budding media professional to make them an integral part of this ever evolving field.

MISSION: The department is dedicated to bring out excellence in pedagogy, create awareness within the students, through the aid of faculties, media professionals, and other stakeholders about freedom of speech, writing and expression, human rights, value education, media ethics and changing trends in media and in the fields of research. The department also aims towards promoting creativity, innovation and research in new age media.

Goals of the Department:

1. Research, write, edit and create material of entry-level professional quality according to the practices and standards of news organizations, magazines and professional communication sectors like Advertising, Public Relations, Films and other allied areas.

2. Understanding of media law and ethical conduct in journalism and professional writing in general including other allied fields and its required ethical standards, and also inculcate other requirements of good professional practice.

3. Awareness of the assumptions about culture and gender implicit in choice of media, representations, and focus in journalism and professional writing.

4. Demonstrate knowledge of the history, culture and traditions of journalism and professional writing.

Course structure for

B.A in Journalism & Mass Communication

B.A. Honours in Journalism & Mass Communication / B.A Honours with Research in Journalism & Mass Communication

Category Definition with Credit Breakup

Major – Major Program Specific Course – Compulsory (MC); Major Program Specific Course – Elective (ME); NM – Non-Major Specific Subject Course; NMD –Non-Major Specific Subject Course Department, NV – Non-Major vocational education and training; MDC – Multidisciplinary courses; AEC – Ability Enhancement Courses; SEC – Skill Enhancement Courses; VAC – Value Added Courses; INT – Internship; Project – Project.

Semester	Credits					MDC	AEC	SEC	VAC	INT	Credits / Semester
	MC	ME		Non-Major							
		Course	Project	NM	NV						
I	4+4+4+4				1(*d)+1(*e)		2(*c)	3(*b)	2(*a)		25
II	4+4+4				1+1	4	2	3	2		25
III	4+3	3+3		4	1+1	4	2				25
IV	4+3+2			4	1+1	4	2				21
V	4	4+3+3			1+1			3	2		21
VI	4	4+3		4+2* (*Dept)	1+1					3	22
VII	4	5+5		4+2* (*Dept)							20
VIII		8/20	12/0								20
Credits/ Course	109			32		9	8	9	6	3	
Total Credit											**179**

Category	Course name	Credit	Teaching Scheme		
Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester I					
MC_1	Introduction to Mass Communication	3	3		
	Introduction to Mass Communication Lab	1			2
MC_2	Reporting for Print and Online Journalism	3	3		
	Reporting for Print and Online Journalism Lab	1			2
MC_3	Basics of Journalism	3	3		
	Basics of Journalism Lab	1			2
MC_4	Media and Society	3	3		
	Media and Society Lab	1			2
NV_1	Vocational- EAA 1 (Yoga/ Sports/ NCC/ NSS)	1			2
NV_2	Vocational- Soft Skill Development I	1	1		
SEC_1	Computer Application	3	3		
AEC 1	Communicative English I	2	2		
VAC 1	Environmental Studies I	2	2		
Total Credit= 25			Teaching Hour=30		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester II					
MC_5	Basics of Advertising	3	3		
	Basics of Advertising Lab	1			2
MC_6	Videography and Photography	3	3		
	Videography and Photography Lab	1			2
MC_7	Media and Culture Studies	4	3	1	
NV_3	Vocational- EAA 1 (Yoga/ Sports/ NCC/NSS)	1			2
NV_4	Vocational- Soft Skill Development II	1	1		
MDC1	Selected by the Candidate from Different Department Digital Designing * (Offered by JMC)	4	3	1	
SEC_2	Selected By the Candidates (Basic Management Skills)	3	3		
AEC 2	Communicative English II	2	2		
VAC 2	Environmental Studies II	2	2		
Total Credit= 25			**Teaching Hour= 28**		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester III					
MC_8	Television Broadcasting-1	3	3		
	Television Broadcasting-1 Lab	1			2
MC_9	Media and Child Rights	2	2		
	Media and Child Rights Lab	1			2
ME_1	Content Writing and Editing	2	2		
	Content Writing and Editing Lab	1			2
ME_2	Video Editing	3			6
NM_1	Selected by the Candidate from Different Department (Offer by JMC: Digital Communication: ONLINE JOURNALISM) ***	4	3	1	
NV_5	Vocational- Soft Skill Development III	1	1		
NV_6	Mentored Seminar-I *(ICT in Media-1)	1	1		
MDC2	Selected by Candidate * Photography and Mobile as a tool of Journalism (Offered by JMC)	4	3	1	
AEC 3	Logical Ability I/ Foreign Language I	2	2		

Total Credit= 25	Teaching Hour= 31

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester IV					
MC_10	PR and Corporate Communication	3	3		
	PR and Corporate Communication Lab	1			2
MC_11	Film Appreciation	2	3		
	Film Appreciation	1			2
MC_12	Media Laws and Ethics	2	1	1	
NM_2	Selected by the Candidate from Different Department (Offer by JMC: Digital Communication: MOJO) ***	4	3	1	
NV_7	Vocational- Soft Skill Development IV	1	1		
NV_8	Mentored Seminar I I* (ICT and Media-2)	1	1		

Category	Course name	Credit			
MDC3	Selected by Candidate * Storyboard Design (Offered by JMC)	4	3	1	
AEC 4	Logical Ability II/ Foreign Language II	2	2		
Total Credit= 21				**Teaching Hour= 24**	

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester V					
MC_13	AI and Digital Marketing	3	3		
	AI and Digital Marketing Lab	1			2
ME_3	Documentary Production	3	3		
	Documentary Production Lab	1			2
ME_4	MOJO and Online Streaming	2	2		
	MOJO and Online Streaming Lab	1			2
ME_5	Branding & Designing	2	2		
	Branding & Designing Lab	1			2

Category	Course name	Credit			
NV_9	Vocational- Soft Skill Development V	1	1		
NV_10	Mentored Seminar III* (Field Trip)	1	1		
SEC 3	Selected By the Candidate	3	3		
VAC 3	Ethics Study and IPR	2	2		
Total Credit=21			Teaching Hours=25		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester VI					
MC_14	Development Communication	4	3	1	
ME_6	Media Entrepreneurship	4	3	1	
ME_7	Visual Aesthetics	2	3		
	Visual Aesthetics Lab	1			2
NM_3	Selected by the Candidate from Different Department (Offer by JMC: Digital Communication: CORPORATE COMMUNICATION) ***	4	3	1	
NMD_1	Media Literacy 1 **	2	2		
NV_11	Vocational- Soft Skill Development VI	1			2

Category	Course name	Credit	L	T	P
NV_12	Mentored Seminar IV* (Community Outreach)	1	1		
INT 1	Internship**	3			6
Total Credit= 22			**Teaching Hour= 28**		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester VII					
MC_15	Podcasting and Sound Design	3	3		
	Podcasting and Sound Design Lab	1			2
ME_8 A (Any One)	MEDIA MANAGEMENT	5	4	1	
ME_8 B (Any One)	Consumer Psychology & Advertising	5	4	1	
ME_9 A (Any One)	Event Management	4	4		
	Event Management Lab	1			2
ME_9 B (Any One)	Cinematography	4	4		
	Cinematography Lab	1			2

NM_4	Selected by the Candidate from Different Department (Offer by JMC: Digital Communication: Branding) ***	4	3	1	
NMD_2	Media Literacy 2 **	2	2		
Total Credit= 20			**Teaching Hour= 22**		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester VIII					
MC_16	Media Buying and Selling	4	3	1	
MC_17	Communication Research Methods	3	3		
	Communication Research Methods Lab	1			2
(Above 75% Marks)	Departmental Project(4) + Industry Based Training Program (4)+ Will be followed by Dissertation(4)	12			
MC_16	Media Buying and Selling	4	3	1	
MC_17	Communication Research Methods	3	3		
	Communication Research Methods Lab	1			2

ME 10A/10B/10C	Sports Journalism / Policy Journalism/ Environment Journalism	3	3		
	Sports Journalism Lab / Policy Journalism Lab / Environment Journalism Lab	1			2
ME 11A/11B	Television Broadcasting 2 / Radio Production and Promotion (Nama)	3	3		
	Television Broadcasting 2 / Radio Production and Promotion Lab	1			2
ME 12A/12B	Advertising, Digital Marketing and Sales/ Strategic PR, ORM and CSR	3	3		
	Advertising, Digital Marketing and Sales Lab/ Strategic PR, ORM and CSR Lab	1			2
		12/(4+4+4)			
Total Credit= 20				Teaching Hour= 33 /24	

PO, PEO, PSO AND CO FOR MASS COMMUNICATION AND JOURNALISM

PROGRAMME OUTCOME (POs)

PO 1: to equip them to use the knowledge acquired from the subjects of learning and it's the related field of work

PO 2: to be skilful and attain expertise to excel in professional techniques of the related industries

PO 3: to have the ability to empower themselves with journalistic, communicative, advertising, PR and digital skills to use them in professional fields effectively to bring about a change and create something new

PO 4: to emerge as socially responsible leaders with global media vision

PO 5: to be able to expand their creativity and ideas in the fields of creative communication

PO 6: to become ethically committed media professionals and entrepreneurs adhering to the human values

PO 7: to have an understanding of acquiring knowledge throughout life and use it for self-improvement in professional and private life

PSO 8: to develop the ability to pursue research avenues related to the subject either in the academic or in the professional sphere that may lead to a vibrant knowledge economy

PO 9: to display information awareness regarding pertinent issues concerning the civic life of the society and the nation towards willingly and actively contributing to social and national development as sincere citizens

PO 10: to gain personality development skills and ethical awareness which is critical to balancing between individual professional needs and collective social expectations

PO 11: to gain coordination and team work spirit towards fostering and contributing to team environment rather than individual excellence at the cost of group performance efficiency thereby becoming a natural leader of peers

PO 12: to become socio-culturally and environmentally aware responsible citizens working towards betterment of the society and the nation while using their unique skillsets in their socio-cultural habitat.

PROGRAMME EDUCATIONAL OUTCOME (PEOs)

PEO-1: To apprise the learners of the utility of different areas in Media Studies like Television, Radio, Print, Digital media, Advertising, Public Relations and Film Making.

PEO-2: To enlighten the learners about the core competencies in Media Studies.

PEO-3: To familiarize the students with the diverse socio- economic and linguistic cultures.

PEO-4: To inculcate the values and ethics of Journalism and Mass communication.

PROGRAMME SPECIFIC OUTCOME (PSOs)

PSO-1: The program produces a sensible humane professional who rises above the call of duty.

PSO-2: The program results in imparting an all roundness.

PSO-3: The program empowers the students to the contemporary industrial realities

Course Outcome

CO 1: to impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.

CO 2: to develop the student into skilful, competitive and responsible professional for media industry

CO 3: to empower the students with soft skills, life skills and journalistic skills.

CO 4: to impart media literacy and competency with new media technologies

CO 5: to inculcate the student with values, ethics and legal knowledge of Indian and global media scenario

CO 6: to bring them up-to-date with the new developments in the various field of study

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Major Program Specific Course

(MC)

Compulsory

Semester I

MC_1: Introduction to Mass Communication

Course Outcomes:

1.To map the role of communication in personal & professional success.

2.To Develop awareness of appropriate communication strategies.

3.Determine and present messages with a specific intent.

4.Analyze a variety of communication acts.

5. To inculcate the communication theory with the media ethics and Value

6. To impart the knowledge to understand the media business

Course Specific Program Outcomes:

1.Acquire the Knowledge of foundational material of communication studies.

2 conversant with key terms, models, concepts and a range of theories about communication.

3.Articulate the conceptual connections between communication models and theories about communication.

4.Interpret the link between major theoretical understandings of communication and the sociocultural setting they have developed in.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	2	1.5	2	3	2	2	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2
CO3	2.5	3	3	2	3	2	3	1.5	2	2	2	2

CO4	2	3	3	1.5	1	2	2	3	--	3	2	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
Avg	2.25	2.83	2.33	1.66	2.0	2.0	2.16	1.58	2.33	2.00	1.91	2.33

Unit 1

Principles of Mass Communication

Journalism and Mass Communication - Nature and process of human communication - scope, process, function and concept of Mass Communication. Mass Media and Modern society- Mass Media and democracy.

Models:

Lasswell - Osgood – Shannon Weaver-Dance - Schramm - Gerbner -. Berlo model

Unit 2

Media system and theory

Authoritarian - libertarian - Socialist - Social - responsibility - development - participatory - -agenda setting Mass Media – Gatekeeping Theory- Uses and Gratification Theory. Public opinion and democracy.

Unit 3

Communication system in India

First Indian newspaper - Print media in nineteenth century - Indian press and Indian freedom Movement, English and relevant Indian language newspapers and magazine-

Unit 4

Practical

Ethical aspects of mass media, Case Study based Project on Communication models and Theories

Practical: Each unit to have it relevant practical assignments

Books/References
1.Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.

2.Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.

3.Rogers Everett: Communication Technology The News Media in Society, Coller-Macmillan.

4.Tony Harcup: Journalism: Principles and Practice; Sage.

5.Media and Communication-Paddy Scannell - University of Michigan, Sage Publications

6.Communication Theory: Media, Technology and Society, Sage Publications

7.Justice and Journalist, SB Enterprise, Kolkata,2015

8.Media Speaks, Management Matters, Sarup Book Publishers, New Delhi, 2011

MC_2: REPORTING FOR PRINT AND ONLINE JOURNALISM

Course Outcomes:
1.Identify what is newsworthy from set of facts and organize a news story from those facts

2.Recognize basic news leads and employ basic news-gathering techniques of questioning, interviewing, and observation.

3 Determine and present messages with a specific intent of newsworthiness

4. Enable the ability to tell a story in inverted pyramid style and practice of establishing what facts are most important

5. Inculcate the knowledge to work in multiple story forms and be industry ready to tackle various challenges.

Course Specific Program Outcomes:

1. Enable the ability to tell a story in descending order of importance of facts, understanding inverted pyramid's place historically in journalism and understanding that the practice of establishing what facts are most important

2. Develop the expertise to work in multiple story forms and be industry ready to tackle various challenges.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1.16	2.16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

UNIT 1

What is news; How to write intro, different types of intro, inverted pyramid format of reporting; Sources; Qualities; Determinants of news; Importance of speed and accuracy in digital era; Reporter- role, functions and qualities.

UNIT 2

General assignment reporting/ working on a beat -covering speeches, rallies and press conferences. 360 degree understanding of news element; Elements of general/beat reporting--crime, city, sports, page three, business, conflict, disaster, agency. Form and format changes from print to digital. (Case Studies)

UNIT 3

Investigative reporting, Case Studies, Art of interviewing, various kind of interviews, articles, third person format writing, writing features, Different types of features, editorials, post-edits. Agency reporting, traditional and digital agencies, e-papers and reporting style.

UNIT 4

Importance of factoids, listicles, infographics and pictures in reporting, photography and videography as important criteria for reporting, influencer news, social media journalism, blogs, vlogs and content generation for analytics, various elements of fact checking, fake news and propaganda, disinformation and astroturfing.

Practical: Each unit to have it relevant practical assignments

Books/References:

1M.K. Joseph: Outline of Reporting;

2.K.M. Srivastava News Reporting and Editing;

3.News Reporting & Editing M. V. Charnley Holt, Rinehart & Winston of Canada Ltd Lynette

4.Dan Laughey: Key Themes in Media Theory; Rawat Publication, John Fiske: Introduction to C Mark

5.W. Hall: Broadcast Journalism: An Introduction to News Writing;

6.Modern newspaper practice: A primer on the press, F.W. Hodgson,

7.Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press.

MC_3: Basics of Journalism

Course Objective:

1. Analyze an overview of news journalism's public service role in a democratic society

2. Design with fundamental principles of journalism, such as truth-telling, watchdog reporting, accuracy, courage, tolerance, justice, minimizing harm

3. Apply basics of journalism law, history and ethics

4. Interpret news from infotainment, public relations, advertising and non-journalistic blogging, as well as the difference between news and opinion.

5. Understand the structure and construction of news story.

Course Specific Program Outcomes:

1. Formulate critical thinking skills necessary to collect, evaluate, organize and disseminate news

2. Analyze relative newsworthiness of various fact sets, using elements of newsworthiness (proximity, interest, importance, impact, timeliness).

3. Apply a simple news article using a set of facts.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1	2	2	2	--	3	1.5	3
CO5	2	2	--	3	2	3	1.5	1	2	3	2	3

CO6	2	3	3	--	1	1.5	3	2	3	1.5	2	3
Avg	2.33	2.83	2.10	1.1	2.00	2.25	1.91	1.90	1.90	1.91	1.58	2.5

Unit 1

Understanding News Ingredients of news meaning, definition, nature The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2

Tabloid press Language of news- Robert Gunning: Principles of clear writing, Rudolf Flesch formula- skills to write news

Unit 3

5Ws and 1H, Inverted pyramid Criteria for newsworthiness, principles of news selection, importance of research in news, sources of news

Unit 4

Basic differences between the print, electronic and online journalism, Role of Media in a Democracy, Contemporary debates and issues relating to media, Ethics in journalism, debates discussion and practical writing

Practical: Each unit to have it relevant practical assignments

Books/References

1.Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000. –

2.M.L. Stein, Susan Paterno& R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing,2006.

3.George Rodman. Mass Media in a Changing World; Mcgraw Hill Publication,2007.

4.Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications,2006. Richard Keeble. The Newspaper's Handbook; Routledge Publication,2006.

5.JohnHohenberg: Professional Journalists; Thomson Learning.

6.M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.

MC_4: Media & Society

Course Objectives:

1. To Analyze an interdisciplinary relationship with Media, Culture & Society.

2.To develop the new media practices and its bearing with cultural changes in societies.

3.To map the global communication pattern under new media technologies

4. Articulate interdisciplinary relationships between media arts and other fields of research.

Course Specific Program Outcomes:

1. To Analyze of relevant journals, festivals, firms, etc. for later distribution or field contribution.

2.To identify the major theories influencing the photography, graphic design, film, video and new media field.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	**2**	3	2	2	**3**	2	3	1.5	2	**2.5**	3	3

CO2	2	2	1.5	3	3	2	2	2.5	2	2	2	2
CO3	2	2	1.5	3	3	2	1.5	1.5	2.5	2	1.5	1.5
CO4	3	2	2	3	2	2	2	2	1.5	1.5	2.5	2
CO5	3	2.5	1.5	1.5	1.5	1.5	1.5	1.5	2.5	2	1.5	3
CO6	2	2	1.5	1.5	2.5	1.5	2	1.5	1.5	1.5	1.5	2
Avg	2.33	2.25	1.66	2.33	2.50	1.83	1.91	1.75	2.00	1.91	2.00	2.25

Unit 1: Media and Society Dynamics

Evolving Media-Society Relationship: Investigate how digital media, social platforms, and traditional media shape societal values and public opinion. News Values in the Digital Age: Understand how news values like relevance, impact, and immediacy have shifted in the context of 24/7 news cycles and social media. Ethical Concerns: Examine issues like yellow journalism, paid news, and their impact on public trust in media.

Unit 2: News Analysis and Current Affairs

Current News Analysis: Practice analyzing and interpreting daily news with a focus on accuracy, bias, and perspective. Comparative Media Analysis: Compare news coverage across various platforms (newspapers, online news sites, TV, social media) and understand differences in treatment and framing.

Unit 3: State and Politics

Political System Overview: Understand the structure and functions of the Indian political system, including Lok Sabha, Rajya Sabha, state legislatures, and their roles. Contemporary Political Issues: Analyze current political challenges such as corruption, criminalization, political extremism (e.g., Maoism, Naxalism), and media coverage of these issues. Judicial Activism and Media: Explore the role of the judiciary in media exposure and its impact on political reporting.

Unit 4: Role of Media in Crisis

Introduction to Media and Crisis: Overview of Media's Role in Crisis Situations.
Introduction to Media and Crisis: Review of Historical Crises and Media Coverage (e.g., the 9/11 attacks, natural disasters, political upheavals)

Practical: Each unit to have it relevant practical assignments

REF

1.The Internet Galaxy, Castells, M. Oxford University Press.

2.Mass Communication: Principles and Concepts Hasan, Seema, CBS Publisher, 2010.

3.Mass Communication in India, Third Edition, Mumbai, Kumar J. Keval, Jaico publication

4.Political Parties and Party Systems, Mehra Ajay and D.D. Khanna, 2003 Sage India

Semester II

MC_5: Basics of Advertising
Course Objectives:

1.Identify and respond to clients' advertising and marketing communications objectives by applying principles of advertising to define consumer taste and behaviour

2. Create an advertising plan and present and defend it persuasively.

3. Apply the insides and outs of creativity that makes the clock tick.

4. Create students' ability of critical reflection and formulation of opinions of target users

5. to equip students to use the knowledge acquired from the subjects of learning and it's the related field of work

Course Specific Program Outcomes:

1.Understand what advertising is all about so that the mind is trained towards the field not only as a viewer but as an insider equipped to work in all departments of an ad agency making the student a potential candidate for anyone willing to hire.

2. Apply the creativity and passion aided with a plan to do business pitches the student could be a digital ad entrepreneur too.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1,16	2,16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

Unit 1

Concept of advertising: Definitions, Evolution and development of advertising, Various departments in an AD agency; Roles and responsibility of the hierarchy, Advertising process and its participants, scope of advertising industry in India, AD Terminology

Unit 2

Understanding creativity in AD making, copywriting, visualization, colour techniques, AD Layout and its types and format, mnemonics, Signs, Making effective A/Vs; the AD making process from pitching to delivering, Client Servicing to Account handling.

Unit 3

Classification of advertising- Classification on the basis of: Audience, Media, Advertiser and Area Special, purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising

Unit 4

Social, Legal and ethical aspects of Advertising; Advertising and Social Responsibility Self-Regulatory system for control on advertising in India (ASCI), ASCII Code Laws that affect advertising Cable Television Network Act Patents Act, 1970 Trademarks Act, 1999 Copyright Act, 1957

Practical: Each unit to have it relevant practical assignments

Books/references-

- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication",
- Prentice Hall of India, New Delhi, 2003.

MC_6: Videography and Photography

Course Objectives:

1.Apply the excellence in photography and videography techniques across digital, still and motion media platforms.

2. Create to utilize a variety of technology to achieve specific videographic and photographic outcomes.

3. Create awareness of the context of still and video graphical situation

4. To Calculate knowledge in Visual/ image politics

5. To impart knowledge how to produce soft knowledge bank

Course Specific Program Outcomes:
1.Students will learn the basics of capturing still and video footage, composition, lighting, audio recording.

2. Apply practical assignments and hands-on projects, students will develop their skills in visual storytelling and gain a solid foundation in the art and craft of videography.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1,16	2,16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

Videography and Photography

Unit 1: Foundations of Photography

Introduction to Photography and Camera Basics: Lecture: Overview of photography, camera types, settings (ISO, aperture, shutter speed) VS (Gain, IRIS, Shutter Speed and FPS). Lab Activity: Basic Camera Handling and setting up a tripod. Photography Composition Techniques--Lecture: Principles of composition (rule of thirds, leading lines, depth of field, focal points). Lab Activity: Composition Exercise

Lighting Fundamentals in Photography; Lecture: Basics of lighting (natural vs. artificial, using flash and reflectors). Lab Activity: 3 Point Lighting Setup, Use of filters and concept of bouncing light. Introduction to Photo Editing: Lecture: Basic photo editing principles and software Lightroom. Lab Activity: Editing Workshop

Unit 2: Fundamentals of Videography

Introduction to Videography: Lecture: Video Recording Formats, and Resolutions (up to 4K) / Video Signal: NTSC and PAL. Lab Activity: Practice camera movements and learn camera settings and use of Zebra

Basics of Video Production: Lecture: Audio recording techniques in video ENG camera and Full-frame, basic video 3 point lighting. Lab Activity: 3 point lighting and Video Production

Unit 3

Advanced Videography Techniques: Lecture: Camera handheld shoot and Using gimbal, S-Log

video settings. Lab Activity: Learn B Roll shooting and composition (nose room, head space, negative space and positive space)

Unit 4

Drone Photography and Videography: Lecture: Drone operations, legal considerations, techniques for aerial footage. Lab Activity: Mentored Drone Operation Workshop

Practical: Each unit to have it relevant practical assignments

Books/References

1. Camera Lucida: Reflections on Photography- Roland Barthes

2. An Introduction to Photography, Michael Freeman, AbeBooks

3. On Photography- Susan Sontag The Man,

4. The Image & The World: A Retrospective- Henri Cartier-Bresson

5. Basic Photography- Michael Langford.

MC _7: Media and Culture Studies

Course Objective:

1. To impart knowledge into more concepts around media and cultural studies.

2. Evaluate these theories into current Hong Kong and international situations.

3. Evaluating the students with the necessary research methodologies in media and cultural studies.

4. Create students' ability of critical reflection and formulation of opinions on media issues.

5. Impart Knowledge in Media hegemony and Cultural aspect of the Society

Course Specific Program Outcomes:

1. Students identify and develop understanding of the basic concepts, from semiotics-Marxist media theories, representation, institutions, to audience theories.

2. Create the ability to apply these concepts to the analysis of case studies and the ability of applying them to the research of current media and cultural phenomena

3.Formulate well informed opinion and critical awareness of current news and media practices

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	2	2
CO2	2	3	2	3	2	3	2	3	2	--	2	2

CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	2	2	1.5	2	--	3	1	3
CO5	2	2	--	3	2	3	1.5	1	2	3	2	3
CO6	2	3	3	--	1.5	2	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1.33	2.25	2.33	1.83	1.83	1.83	1.91	1.83	2.50

Unit 1

Understanding Mass Culture, Popular Culture, Folk Culture, Media and Culture

Unit 2

Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony

Unit 3

Representation Media as Texts Signs and Codes in Media Discourse Analysis Genres Representation of nation, class, caste and gender issues in Media

Unit 4

Audiences Uses and Gratification Approach Reception Studies Active Audiences Women as Audiences Sub Cultures; Music and the popular culture (US UNIV), Fandom, Media and Technologies Folk Media as a form of Mass Culture, live performance; Audience in live Performance Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

Practical: Each unit to have it relevant practical assignments

Books/References

1.   Arvind Singhal: India's Communication Revolution, Sage.

2.   Vanita Kohli: The Indian Media Business, Response Books.

3.   Vincent Miller. Understanding digital culture. Sage Publications, 2011.

4.   AS Media studies: An essential introduction edited by Philip Raynar, Peter wall and Stephen Kruger, Routledge

5.   Denis McQuail 2000 4th edition, Mass communication theory, London Sage

6.   John storey, Cultural theory and popular culture: An Introduction.London: Pearson longman 2009

7.   Media Culture by Nick Stevenson 2002, 2nd edition, Sage

8.   James Stafford, Tony Brennet, Raymond William, Stuart hall, john storey-short extracts from writings

9.   Parmer S, traditional folk media, 1975, New Delhi, Geeta Bose

Semester III

MC_8: Television Broadcasting I

Course Objective: It will build the foundation of the students and help them understand Broadcast media in an age and time when audio medium is gaining prominence and significance.

Course Specific Program Outcomes: This will help the students gain confidence and interest to go into detailed understanding of the subject and become independent content creators other than get jobs in the market.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	1.5	3	2	1.5	3	2	2	1.5	2
CO2	2	2.5	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	1.5	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	2	1	3	1.5	3
CO5	2	2.5	--	3	2	3	1.5	1.5	2	3	2	3
CO6	2	3	3	1.5	1.5	2	3	2	3	1.5	2	3
Avg	2.00	2.50	2.16	1.91	2.16	2.33	2.16	2.16	2.00	1.91	1.83	2.50

Unit 1:

Introduction to Television Broadcasting--History and evolution of television broadcasting-Key terminology used in the news industry-Overview of television broadcasting regulations and standards-Introduction to Indian broadcast rules and BARC (Broadcast Audience Research Council)-Techniques for gathering and verifying information

Unit 2

Structure of a news package- Writing scripts for news stories-Editing and compiling news segments- Prime Time News Bulletin-Spooling—Package edit—PCR to Anchor coordination

Unit 3:

Understanding Outdoor Broadcasting--Basics of outdoor broadcasting (Mobile News Gathering System MNGS / OB / DSNG)-Equipment and technology used in OB-Planning and executing an outdoor broadcast

Unit 4:

Programme Formats--Different types of television programmes (news, talk shows, documentaries, etc.)-Characteristics and structure of various programme formats--Audience targeting and programming strategies--Introduction to audience measurement techniques--Understanding BARC and its methodologies--Interpreting audience data

Practical: Each unit to have it relevant practical assignments

Books/References

Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135) Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40) P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78) The Radio Handbook, by Carol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105). Suggested Resources & Documentaries-

-News Bulletins in English and Hindi on National and Private channels (as teaching material) -Documentary- The future of Television News.

MC_9 Media and Child Rights

Course Outcome

CO1: Understanding of Child Rights Frameworks

Students will understand childhood and child rights as human rights, including international (UNCRC) and national legal frameworks (CCL, CNCP).

CO 2: Awareness of Diverse Childhood Contexts

Students will understand the impact of caste, class, gender, sexuality, and disability on childhood. They will analyze situational contexts of urban, rural, refugee, and street children, and explore gender perspectives and issues faced by children with disabilities.

CO3: Ethical and Legal Media Representation and Government Role

Students will critically assess legal provisions and court cases related to child rights and their media implications. They will learn ethical media representation of children, including international and national perspectives, media guidelines, and the roles of government institutions and agencies in child development and rights. Case studies will provide practical insights.

Unit 1:

Introduction to Child Rights --- Concept of Childhood and Child Rights, Child Rights as Human Rights, International Framework of Child Rights: UNCRC, National Legal Framework of Child Rights CCL, CNCP

Unit 2:

Multiplicity of Childhood: Caste, Class, Gender, Sexuality & Disability; Children in situational context -Urban, Rural. Refugee street children; Child Rights & Gender Perspective: Gender & Masculinities, Beyond Gender Binary, Children with disability

Unit 3:

Legal Provisions & Important Court Cases regarding Child Rights & their implications to Media

Unit 4:

Ethical representation of children in Media: International and National Perspectives History, Rights Perspective, Legal Perspective, Debates, Media Guidelines & Dos & Don'ts; Child Development and Child Rights related Government institutions & agencies. Case Studies.

Semester IV

MC_10: PR and Corporate Communication

Course Objective:

1.To Create an overview of the various functions of public relations and the normative process of public relations program development and implementation.

2. To evaluate student's communication persuasively, clearly and successfully and encourage them to think about how to select and employ public relations in most fitting manner.

Course Specific Program Outcomes:

1.The course provides insights to understand the PR environment and identify and address public relations situations that emerge in these environments.

2. Studenst will learn from current public relations situations the good and bad practices of PR, while practical honing of skillsets will push them to becoming PR personnel professionally.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2

CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1	2	3	2.5	3
CO6	2	3	3	1.5	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	1.91	2.08	2.0	2.16	2.16	2.16	1.83	1.91	2.33

UNIT 1

Concepts, advent and role of Public Relations; The various publics involved in PR process, Diff between PR and Advertising, Branding, Publicity, Propaganda and Disinformation, PR in digital era

UNIT 2

Agency Pitching, Media Planning; PR campaigns, PR in Marketing Mix, PR Tools, Media Relations, PR medium like Press Release, Press Conference, Blogs, Social Media, Influencer Marketing, Podcast, Videos, PR Advertising, Storytelling, Word of Mouth, Advertorials, PR Speeches

UNIT 3

Corporate Communication, Hierarchy, Difference between Corp Com and Pr Agency, Redefined internal and external PR, Marcom and Corp Com goes hand in hand, Corp vision, identity, image, PR mouthpiece--House Journals, Posters, Employee Relations, Advertising, Events, Trade Shows, Corporate relation with Media.

UNIT 4

Crisis Communication, SEO and Social PR, Content Marketing, Awards Strategy, Lobbying, Political PR, Lifestyle and Sports PR, PR in Digital World, PR and Digital assets

Practical: Each unit to have it relevant practical assignments

Books/References

1.Argenti, Paul, A & Forman, Janis The power of Corporate Communication:

2.Lynn Van Der Wagem, : Joseph Fernandez, Event Management : Corporate Communication

3.Paul A. Argenti , Corporate Communication

4.Nagendra V Chowdhary, Corporate Communication Concepts and Cases

5.Kogan Page. 1997 Corporate Communication: Principle, Techniques and Strategies.

MC_11: Film Appreciation

Course Objectives: This will give the students a taste for cinema, help understand different genres and also analyse the structure and plot composition of movies.

Course Specific Program Outcomes: This will help students become great reviewers of movies in Journalism profession, also help them chart their own career in film making having had a solid foundation on the structure and content creation of movies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	2	2
CO2	2	3	2	3	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	2	2	1.5	2	--	3	1	3
CO5	2	2	--	3	2	3	1.5	1	2	3	2	3

CO6	2	3	3	--	1.5	2	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1.33	2.25	2.33	1.83	1.83	1.83	1.91	1.83	2.50

Unit I

Language of Cinema I– Focus on visual Language: Mis-en-scene, Montage Language of cinema II –Kuleshov effect, Pudovkin's Montage Theory, Sergei Eisenstein Montage Theory

Unit II

Film Form and Style, German Expressionism and Film Noir, Italian Neorealism, French New-Wave, Development of Classical Hollywood Cinema, Third Cinema (Recommended Screenings or clips Unit I or Rear Window by Alfred Hitchcock (Language of Cinema) / Battleship Potemkin by Sergei Eisenstein (Language of Cinema) / Man with a Movie Camera by Dziga Vertov of Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism) / Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir) / Pather Panchaliby Satyajit Ray / The hour of the Furnaces by Fernando Solanas.)

Unit III

Difference between fiction and Non Fiction Cinema, Theory Auteur- Film Authorship with a special focus on Ray or Kurosawa.

Unit IV

Hindi Cinema 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian

Practical: Each unit to have it relevant practical assignments

Books/References

New-Wave Globalization and Indian Cinema**Books /References:**

Andre Bazin, ―The Ontology of the Photographic Image‖ from his book What is Cinema Vol. I Berkeley, Los Angeles and London: University of California Press: 1967, 9-16 Sergei Eisenstein, ―A Dialectic Approach to Film Form‖ from his book Film Form: Essays in Film Theory (Edited

and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63 Tom Gunning,

"Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"

Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 1734. Paul Schraeder ―Notes on Film Noir‖ in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170 Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129. Richard Dyer ―Heavenly Bodies: Film Stars and Society‖ in Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617 Ideology of Hindi Film by Madhava Prasad. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008

MC_12: Media Laws and Ethics

Course Objectives:

● To map the concept of ethics and ethical issues faced by the media

● To interpret various media laws with the help of case studies

● To analysis the context and framework of print and broadcast media regulation in India

● To dissect the concerns arising from regulation of the media.

Course Specific Program Outcome:

● Students will be able to identify ethical issues faced by the media

● Students will be able to discuss trends in commercialization of news

● Students will be able to discuss the various media laws and their implications on conduct of media

● Students will be able to analyze the issue of media regulation in India

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1	2	3	2	3
CO6	2	3	3	--	1	--	3	2	3	1	2	3
Avg	2.16	2.83	2.16	1.16	2.0	2.0	1.83	1.83	1.83	1.83	1.5	2.50

Unit I:

Media Ethics, Ethics: Definition and Context Ethics in Journalism, Press Council and its Role, Press Council's Code of conduct for Journalists, Trends in commercialization: paid news, Fake news, advertorials

Unit II:

Media Laws--Press and Registration of Books Act, Defamation, Contempt of court, Official Secret Act, Copyright Right to Information, Right to Privacy, Cinematograph Act, Cable Television Regulation Act 1995, IT Act

Unit III:

Media Regulations--Regulation: Meaning & Context Why regulate the media? Freedom of Speech and Expression, Regulatory bodies for print, broadcast, Films Print media regulation, Broadcast Regulation, Self-Regulation, Regulations for Social Media, 2022

Unit IV:

Important case studies (on Article 19 & Media freedom issues)

Books/Reference

Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.

Christians, G.C. et al. (2011). Media Ethics.

Thakurta, PG, Truth Fairness and Objectivity, Oxford University Press

Any other Study Material:

http://thehoot.org/web/home/section.php?sectionId=7&sectionLevel=1&sectionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true

http://indiatogether.org/c/media

http://www.poynter.org/

http://meejalaw.com/

https://indialawyers.wordpress.com/category/media-ethics/

https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/

Semester V

MC_13: AI and Digital Marketing

Course Objective: Digital is the new mainstream, among which AI is positioned as the most trending skill of this era. Hence, a course in AI and digital marketing will facilitate students to

stay updated with all the important aspects of Mass Communication. The course introduces students to explore what digital media is, its difference from traditional media, and how it has caused a revolution in understanding and application of new technologies.

Course Specific Program Outcomes: This will open opportunities for students in process automation, data analysis, developing and executing marketing strategies, and starting their enterprise.

1. It introduces one to new technical skills.
2. Teaches students to be media entrepreneurs by learning the rules of automation, and marketing and linking them to the new technologies they learn from the course.
3. Gives a new perspective: the difference between a large media house and individual skills and self-dependence.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	1.5	3	2	1.5	3	2	2	1.5	2
CO2	2	2.5	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	1.5	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	2	1	3	1.5	3
CO5	2	2.5	--	3	2	3	1.5	1.5	2	3	2	3
CO6	2	3	3	1.5	1.5	2	3	2	3	1.5	2	3
Avg	2.00	2.50	2.16	1.91	2.16	2.33	2.16	2.16	2.00	1.91	1.83	2.50

Unit 1

Introduction to Digital Marketing-- Overview of Digital Marketing -- Introduction to digital marketing, its importance, and different channels (SEO, SEM, content marketing, social media, email marketing). Digital Marketing Landscape Analysis. Developing a Digital Marketing Strategy-- Creating a digital marketing strategy, setting goals, target audience, and KPIs. Strategy Development Workshop. Understanding Consumer Behavior Online--Insights into consumer behavior, online shopping trends, and how digital marketing influences consumer decisions. Consumer Behavior Analysis

Unit 2

Key Digital Marketing Channels--Search Engine Optimization (SEO)-- Basics of SEO, keyword research, on-page and off-page optimization, and technical SEO. SEO Audit and Optimization. Search Engine Marketing (SEM)-- Introduction to SEM, Google Ads, PPC campaigns, and bidding strategies. PC Campaign Setup. Content Marketing-- Content creation, strategy development, distribution channels, and measuring content performance. Content Creation and Strategy. Social Media Marketing-- Social media platforms, content strategies, engagement techniques, and advertising on social media. Social Media Campaign Creation. Email Marketing-Crafting effective email campaigns, list building, segmentation, and automation. Email Campaign Design

Unit 3:

Advanced Digital Marketing Techniques--Conversion Rate Optimization (CRO)--Techniques for improving conversion rates, A/B testing, and user experience optimization. CRO Testing and Optimization. Influencer Marketing-- Strategies for leveraging influencers, identifying potential influencers, and measuring ROI. Influencer Campaign Proposal.

Unit 4:

Mobile Marketing--Mobile marketing strategies, app-based marketing, SMS marketing WhatsApp marketing, and mobile SEO. Mobile Marketing Strategy Development. Emerging Trends in Digital Marketing--   Overview of emerging trends and technologies in digital marketing (e.g., AI, VR/AR, Idea Lab). Trend Research and Presentation

Books/References

- Artificial Intelligence in Digital Marketing
Aspects that Must be in your Strategy
by Scott D. Brown

- AI in Digital Marketing Training Guide Kindle Edition
by Dwayne Anderson

Semester VI

MC_14: Development Communication

Course Objective: This gives the students a knowledge on the information flow, cartel, ownership and the kind of journalism needed in countries like India.

Course Specific Program Outcomes: It will prepare the students to sit for various civil service exams, start curated journalism websites and Youtube channels and become journalists with a consciousness and understanding of the nation.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	1	2	2	2	3	2	2	2	2
CO2	2	3	-	2	2	2	1.5	3	2	2	3	2
CO3	1	3	2	2	3	1.5	1	3	2	1	2	1
CO4	3	3	2	-	-	-	1.5	2	-	3	-	2
CO5	3	1	1	3	2	1.5	2	1	1.5	3	1.5	1.5
CO6	1	1	2	2	1.5	2	2	2	1.5	1	1.5	1.5
Avg	2	2.16	2	1.6	1.75	1.5	1.66	2.6	1.50	2.0	1.66	1.66

Unit 1

Development: Concept, concerns, paradigms Concept of development, Development versus growth, Human development, Development as freedom Models of development Basic needs model Nehruvian model Gandhian model Panchayati raj Developing countries versus developed countries UN millennium dev goals

Unit 2

Development communication: Concept and approaches Paradigms of development: Dominant paradigm, dependency, alternative paradigm Dev comm. approaches – diffusion of innovation, empathy, magic multiplier Alternative Dev comm. approaches: Sustainable Development Participatory Development Inclusive Development Gender and development

Unit 3

Role of media in development Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and post liberalization eras Role, performance record of each medium- print, radio, tv, video, traditional media Role of development agencies and NGOs in development communication Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, NREGA; JNNURM; Saach Bharat; Polio drops.

Cyber media and dev – e-governance, e choupal, national knowledge network, ICT for dev narrow casting, Right to Information (RTI).

Unit 4

Practicing development communication Strategies for designing messages for print Community radio and development, Television programmes for rural India (Krishi Darshan) Using new media technologies for development. Development Journalism and rural reporting in India, Information need in rural areas, Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issue Rural Journalism: Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues; Specific features of tribal society; Information needs in tribal setting;

Critical appraisal of mainstream media's reportage on tribal problems and issues;

Books/Reference

1.Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000

2.SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.

3.UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.

4.World Bank : World Development Report (published every year) Oxford University Press, New Delhi.

5.Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford

6. University Press, 1964.

7.Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999.

8.DayaThussu: Media on the move: Global flow and contra flow: Routledge, London, 2006.

9.Photo Compositing Syllabus.

Semester VII

MC_15: Podcasting and Sound Design

<u>Course Overview:</u>

This course offers an interdisciplinary examination of radio broadcasting, podcasting, and future trends in audio media. Students will delve into the history, theory, and practice of broadcasting, gaining hands-on experience in audio production while exploring the evolving landscape of podcasting and emerging technologies shaping the future of the industry.

<u>Course Objectives:</u>

1. To provide a foundational understanding of radio broadcasting principles, including programming, production, and audience engagement.

2. To introduce students to the concept of podcasting and its role in contemporary media consumption.

3. To analyze current trends and technologies in audio media and forecast future developments.

4. To develop practical skills in audio production and storytelling for both radio and podcasting platforms.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1,16	2,16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

Unit 1:
Introduction to Radio Broadcasting--Overview of Radio Broadcasting History and Regulatory Framework--Understanding Community Radio Broadcasting and Regulatory Framework--Fundamentals of radio programming and formats

Unit 2:

Radio Production and Storytelling--Principles of effective storytelling for radio,   -
Scriptwriting and production planning, Recording, editing, and mixing audio content

Unit 3: Podcasting Essentials

Evolution of podcasting and its impact on media consumption, Exploring podcast formats and genres, Podcast production techniques and distribution platforms

Unit 4:

Audience Engagement and Community Building--Understanding audience demographics and engagement strategies, Incorporating listener feedback and interaction in broadcasting and podcasting, Leveraging social media and digital platforms for community building--Legal distribution Rights, Forecasting future trends in radio broadcasting and podcasting, Exploring opportunities and challenges in the evolving audio media landscape to broadcasting standards and guidelines.

Books/Reference-

1.Aspinall, R. (1971) Radio Production, Paris: UNESCO.

2.Flemming, C. (2002) The Radio Handbook, London: Routledge.

3.Keith, M. (1990) Radio Production, Art & Science, London: Focal Press.

4.McLeish, R. (1988) Techniques of Radio Production, London: Focal Press.

5.Nisbett, A. (1994) Using Microphones, London: Focal Press.

6.Siegel, E.H. (1992) Creative Radio Production, London: Focal Press Any other Study Material: Case studies

7, Broadcasting in India, GC Awasthy, Allied, Bombay, 9.

8. Modern radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010

9. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010

10. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997

Semester VIII

MC_16: Media Buying and Selling

Course Overview:

This course offers an interdisciplinary examination of radio broadcasting, podcasting, and future trends in audio media. Students will delve into the history, theory, and practice of broadcasting, gaining hands-on experience in audio production while exploring the evolving landscape of podcasting and emerging technologies shaping the future of the industry.

Course Objectives:

2. To provide a foundational understanding of radio broadcasting principles, including programming, production, and audience engagement.

2. To introduce students to the concept of podcasting and its role in contemporary media consumption.

3. To analyze current trends and technologies in audio media and forecast future developments.

4. To develop practical skills in audio production and storytelling for both radio and podcasting platforms.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2

CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1,16	2,16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

Unit 1:

Fundamentals of Media Buying and Selling-- Overview of media buying and selling. The role of

media in marketing and advertising-- Key players in the media buying process. Introduction to media planning-- Ethical and legal considerations in media buying and selling.

Unit 2:

Traditional Media Buying- Print Media Buying-Types of print media: newspapers, magazines, and journals-Print media planning and buying process--Negotiating rates and placements. Measuring print media effectiveness-Broadcast Media Buying-Television-Understanding television as a medium-Types of TV advertising: national, local, and cable. TV media planning and buying process. Ratings, GRPs, and TRPs. Cost and negotiation strategies. Broadcast Media Buying - Radio The role of radio in media campaigns. Types of radio advertising: spot ads, sponsorships. Radio media planning and buying process. Audience measurement and ratings. Negotiating radio ad buys.

Unit 3:

Event Media Buying- Understanding event marketing --Types of events: trade shows, conferences, and sponsorships --Event media planning and buying process.- Evaluating event opportunities and ROI-Negotiating event sponsorship deals.

Unit 4:

Digital Media Buying--Overview of Digital Media-Introduction to digital media-Types of digital media: display, social, search, video, and mobile. Digital media planning and buying process.   - Key performance indicators (KPIs) in digital media. Display and Programmatic Buying   - Understanding display advertising. Programmatic buying and real-time bidding (RTB). Ad networks, ad exchanges, and demand-side platforms (DSPs). Measuring and optimising display campaigns. Social Media Buying -Social media platforms and advertising opportunities.   - Social media ad formats and targeting options. Social media media planning and buying process. Measuring social media ad performance. Search Engine Marketing (SEM) Introduction to search engine marketing. Media Campaign Analytics and Optimisation-- Analysing media performance across channels. Tools and techniques for media analytics.

MC_17: Communication Research Methods

Course Objective- This is a basic core course that teaches the student to delve deep into the analytic methods used in media. It teaches student to become 'investigative' – a basic skill which a media student need to learn.

Course Outcome:

1. The course prepares the desirous students to do further research studies in the media.

2. It creates confidence in the student to use the different research tools in the media.

3. It specifically teaches the student to think logically.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	2	1.5	2	3	2	2	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2

CO3	2.5	3	3	2	3	2	3	1.5	2	2	2	2
CO4	2	3	3	1.5	1	2	2	3	--	3	2	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
Avg	2.25	2.83	2.33	1.66	2.0	2.0	2.16	1.58	2.33	2.00	1.91	2.33

Unit I

Introduction to Research Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature….) Research in Digital Age: tackling plagiarism

Unit II

Methods of Media Research Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III

Sampling Need for Sampling, Sampling Methods, Sampling Error, Tools of data collection: Primary and Secondary Data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls. Ethnographies and other Methods, Readership and Audience Surveys Ethnographies, textual analysis

Unit IV

Methods of analysis and report writing Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report

Books/Reference

1.Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65- 81;83-98. - Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998. - John Fiske.

2.Introduction to Communication Studies, Routledge Publications,1982. - David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon,2002. - Kothari,

3.C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120. - Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

Major Program Specific Course

(ME)

Elective

Semester III

ME_1: Content Writing and Editing

Course Objective

1.Design the nitty-gritty of editing print or online news

2. Articulate a better grip over the language styles and content for editing and make them better equipped for the news business.

Course Specific Program Outcomes:

1.This will help a student hone his/her skills in grammar and writing styles, opening up avenues like content writing, book publishing and news both print and digital.

2. Students can also become an independent curator of content giving him or her the chance to do a start-up.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	3	2	1.5	3	2	2	2	2
CO2	2	3	2	3	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2.5	3	3	2	2	2	1.5	2	--	3	1	3
CO5	2	2	--	3	2	3	1.5	1.5	2	3	2	3
CO6	2.5	3	3	1	1.5	2	3	2.5	3	1.5	2	3
Avg	2.33	2.83	2.16	2.08	2.25	2.33	2.08	2.00	1.83	1.91	1.83	2.50

UNIT 1

Structure of news department –News desk, editorial department set-up, news flow, copy management and organization-- Editor – Managing editor – Executive editor -- Chief Editor – Resident editor – position and status – duties and responsibilities – qualities; News editor –Chief reporter – Chief sub-editor–Sub editor – position and status – duties and responsibilities – qualities---Reporter-- Special correspondents – status, duties and qualities -- Photojournalist – qualities- duties and responsibilities.

UNIT 2

Writing, understanding of language, requirements of proper editing, writing news and not views, coloured reporting and sensationalizing, smarting of copies, importance of grammar, understanding editing as against hacking,

UNIT 3

Editing – principles – different styles for different media –editing in the electronic age--–difference between daily and Sunday newspapers and magazines in (i) style, (ii) format, (iii) perspective and (iv) approaches.

UNIT 4

Page make-up through in design– different types – principles to be followed – relevant software-- front page and other pages – edit page – open page – features pages – placing advertising – principles of photo editing-–– caption writing- use of illustration – Photo Feature, Infographics- typography – main type groups. Page make up tabloids—magazines

Practical: Unit Oriented practical based on assignments

Books/references-

1.Garcia, Mario R (1981). Contemporary Newspaper Design. Prentice-Hall, New Jersey, USA.

2.Goldstein, Norm (Ed) (2001). AP Stylebook and Libel Manual. Associated Press, USA.

3.George, T J S (1981). Editing- Principles and Practices. Indian Institute of Mass Communication, New Delhi William Crawley & David Page (Eds.), Satellites over South Asia, Sage, India, 200

4.Geeta Sen, Image and imagination, Mopin Publishing

5.Gopal Saxena,Television in India, Vikas Publishing House

ME_2: Video Editing

Course Objective:

1.To create video content using non-linear video techniques for broadcast.

2 Design the editing in creating illusion and altering reality. The concepts of film time versus real time will be discussed.

3. Articulate the after Effects and it included the students to be more competent in editing of their products in the digital age.

Course Specific Program Outcomes:

1. Ability to use professional editing systems and production of high quality video projects.
2.Awareness of audio and video editing concepts.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1	2	1.5	2	3	2	1	2	2
CO2	2.5	3	3	2	2	2	2	1.5	1.5	1	2	2
CO3	2	3	3	2	3	2	3	1.5	2	2	2	2
CO4	2	3	3	1.5	1	2.5	2	3	--	3	1.5	2
CO5	2.5	2	1	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	1.5	2	1.5	3	2	3	2	1.5	2.5
Avg	2.33	2.83	2.50	1.83	2.0	2.08	2.16	2.08	1.75	2.00	1.83	2.25

Unit 1:

Introduction to Video Editing; Introduction to Video Editing Software (Adobe Premier Pro) Overview of popular video editing software; File Management and Media Import-- Best practices for managing video files, importing media, and organising assets. Basic Editing Techniques- Fundamentals of cutting, trimming, and arranging video clips on the timeline, nesting and Key-framing; Audio Editing and Mixing-- Techniques for editing and mixing audio, including noise reduction, volume adjustments, and audio effects.

Unit 2:

Advanced Editing Techniques--Transitions and Effects--Using transitions and effects to enhance video projects, including fades, wipes, and motion graphics. Color Correction and Grading Basics: Introduction to color correction and color grading techniques, including color wheels, LUTs, and matching shots.

Unit 3:

Special Topics in Video Editing; Motion Graphics and Animation Basics-- Creating and integrating motion graphics and animations into video projects, including text animations and lower thirds; Working with Green Screen (Chroma Key)--Techniques for keying out green screens and integrating subjects into different backgrounds.

Unit 4

Multi-Camera Editing and reel making-- Lecture: Techniques for editing multi-camera footage, including syncing and switching between multiple camera angles and reel making, Multi-Camera Edit

Practical: Unit Oriented practical based on assignments

Semester V

ME_3: Documentary Production

Course Objectives: This will give the students a taste for documentary films, help understand different genres and also analyse the structure and plot composition of movies.

Course Specific Program Outcomes: This will help students become great documentary film makers and get opportunities in channels like Nat Geo, Natl Geographic and other such channels, also help them chart their own career in film making having had a solid foundation on the structure and content creation of movies.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	2	2
CO2	2	3	2	3	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2

CO4	2	3	3	--	2	2	1.5	2	--	3	1	3
CO5	2	2	--	3	2	3	1.5	1	2	3	2	3
CO6	2	3	3	--	1.5	2	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1.33	2.25	2.33	1.83	1.83	1.83	1.91	1.83	2.50

Unit 1:

Understanding the Documentary Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical Debates in the Documentary Encounter Defining the Subject/Social Actor/Participant Voice in the Documentary: Problematics of Voice of God, Audience Camcorder Cults Mockumentary

Unit 2:

Pre-Production Researching the Documentary and Research; Life stories and ethnography; Writing a concept, Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching Issues of Primary and Secondary Audience

Unit 3:

Production of Documentary, Sound, responsive filmic encounter, Techniques, Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist Crowdfunding

Unit 4:

Grammar of editing, Transitions, Visual and Sound Effects Aspect Ratio, Language, Duration, Distribution and Exhibition Spaces (Traditional and Online) Festivals and International Market Box office documentaries.

Practical: Assignment based practical unit specific

Books/Reference

Erik Barnow and Krishnaswamy Documentary Charles Musser ―Documentary‖ in Geoffrey Nowell Smith edThe Oxford History of World Cinema Oxford University Press: 1996, 322-333 Michael Renov ―The Truth about NonFiction‖ and ―Towards a Poetics of Documentary‖ in Michael Renov ed. Theorizing Documentary

AFI Film Readers, New York and London: Routledge: 1993, 1-36 Trisha Das How to Write a Documentary

Double Take by PSBT DOX magazine

Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington. Suggested Screenings: Michael Moore: Roger and Me Nanook of the North by Robert J Flaherty Nightmail by Basil Wright Bombay Our City by Anand Patwardhan Black Audio Collective City of Photos by Nishtha Jain Films by PSB

ME_4: MOJO and Online Streaming

Course Objectives:

To interpret not only writing a report, but also capturing it visually and, if possible, in photographs

To Identify the next generation reporting.

Course Specific Program Outcome:

This programme with prepare candidates not only to become a complete reporter who knows how to write stories, film it, edit it and upload it making him a 360 degree resource. This not only increases his employability but also his prospects as a digital media owner.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	--	2	1	--	3	2	2	2	2
CO2	2	3	2	2	2	3	2.5	--	2	2	2	--

CO3	2	3	3	2	3	2	3	--	2	2	3	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1	2	3	2	3
CO6.	2	3	3	--	1.5	2	3	2	3	2	1.5	3
Avg	2.16	2,66	2.16	1.16	2.0	2.16	1.91	1.33	1.16	2.33	1.91	2.16

UNIT-1

Concept and understanding of news; demand for analysis; the breaking news syndrome; moving away from clutter; niche media; gatekeeping and magic bullet theories, fact check and fake news.

UNIT-2

Technique of micro copies, Writing for digital, thinking visually, political, human interest, business, spots and lifestyle journalism, concept of citizen journalist, creator economy and battle of talents; understanding Podcasting and YouTube journalism, Journalism through pictures, Counter opinions and micro, macro and glocalization of news,

UNIT-3

Broadcasting, Transmission through satellite; Overview of online streaming; Introduction to streaming platforms (e.g. YouTube, Facebook Live, etc); Hardware and software requirements; Setting Up Your Streaming Studio; Choosing the right equipment, Configuring streaming software

UNIT-4

Advanced Streaming Techniques; Audio and video optimization; Multi-camera setups; Green screen and virtual backgrounds; Collaborative streaming

Practical: Assignment based practical unit specific

Books/References

1.   Camera Lucida: Reflections on Photography- Roland Barthes

2.   An Introduction to Photography, Michael Freeman, AbeBooks

3.   On Photography- Susan Sontag The Man,

4.   The Image & The World: A Retrospective- Henri Cartier-Bresson

5.   Basic Photography- Michael Langford.

ME_5: Branding & Designing

Course Outcomes:

This course explores the principles and practices of branding design, focusing on creating strong brand identities that effectively communicate with target audiences. Students will learn how to develop comprehensive branding strategies, create visual brand elements, and design brand experiences across various mediums.

Course Specific Program Outcomes:

1. Understand the fundamentals of branding and its role in marketing.

2. Analyze target audiences and develop brand personas.

3.Create visual brand identities, including logos, typography, color schemes, and imagery.

4. Design brand collateral such as packaging, stationery, and promotional materials.

5.Develop brand guidelines to ensure consistency across different touchpoints.

6.Apply branding principles to digital platforms and social media.

7 Collaborate effectively in a team to develop branding solutions.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	2	1.5	2	3	2	1	2	2
CO2	2	3	3	2	2	2	2	--	1.5	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	3	--	3	1	2
CO5	2	2	--	3	2	3	1	1	2	3	2	3
CO6	2	3	3	--	2	1.5.	3	2	3	2	1	3
Avg	2.16	2.83	2.33	1.16	2.08	2.0	2.16	1.5	1.75	1.83	1.66	2.33

Unit 1

Introduction to Branding; Defining branding and its importance in marketing; Exploring successful brand case studies; Understanding brand strategy and brand equity; Brand Guidelines and Applications; Developing comprehensive brand guidelines; Establishing rules for logo usage, typography, colours, and imagery; Applying brand guidelines to various applications and touchpoints; Conducting market research and competitive analysis; Identifying target audiences and consumer insights; Developing brand positioning and differentiation

Unit 2

Brand Identity Development through Photoshop, Illustrator, Indesign; Elements of brand identity: logos, typography, color schemes, and imagery; Principles of visual communication and symbolism in branding; Creating mood boards and design briefs for brand identity development

Logo Design; Fundamentals of effective logo design; Creating logo concepts and iterations; Applying design principles to create memorable logos; Typography and Visual Language; Exploring typography and its role in branding; Selecting appropriate typefaces for different brand personalities; Creating visual consistency through typography

Colour and Branding; Understanding colour psychology and its impact on branding; Creating color palettes that evoke desired brand associations; Applying colour theory to create visually appealing brand identities

Unit 3

Brand Collateral Design; Designing brand collateral such as packaging, stationery, and print materials; Creating consistent visual language across different touchpoints; Exploring print production processes and considerations

Unit 4

Branding and Social Media; Leveraging social media for brand building; Designing branded email templates; Understanding digital advertising formats and platforms; Designing effective display ads and banners; Understanding social media platforms and their branding opportunities

Books/Reference

"The Brand Handbook" by Wally Olins

"Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands" by Debbie Millman and Steven Heller

"A Smile in the Mind: Witty Thinking in Graphic Design" by Beryl McAlhone and David Stuart

"Brand Thinking and Other Noble Pursuits" by Debbie Millman

"Adobe Photoshop CC Classroom in a Book" by Andrew Faulkner and Conrad Chavez

"Adobe InDesign CC Classroom in a Book" by Kelly Kordes Anton and Tina DeJarld

"Adobe Illustrator CC Classroom in a Book" by Brian Wood

"Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton

Semester VI

ME_6: Media Entrepreneurship

Course Description: This course explores the principles and practices of entrepreneurship in the media industry. Students will learn to develop innovative media ideas, create business plans, and pitch their projects to investors.

Course Objectives:

1. Understand the Media Industry Landscape: Students will gain knowledge of the media industry's structure, trends, and emerging technologies.

2. Develop Entrepreneurial Skills and Mindset: Students will cultivate an entrepreneurial mindset, learning to think creatively, take calculated risks, and adapt to change.

3. Create and Pitch Media Business Plans: Students will develop skills to create comprehensive business plans, pitches, and presentations for media ventures.

4. Understand Financing and Funding Options: Students will learn about various financing options, including venture capital, crowdfunding, grants, and loans.

Course Specific Outcomes

1. Develop Critical Thinking and Analytical Skills: Students will learn to analyze complex media issues, think critically, and make informed decisions.

2. Understand Media Industry Dynamics: Students will gain knowledge of the media industry's structure, trends, and emerging technologies.

3. Cultivate Effective Communication Skills: Students will develop skills in writing, speaking, presenting, and visual communication.

4. Apply Media Theories and Principles: Students will learn to apply theoretical frameworks to real-world media scenarios.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	2	1.5	2	3	2	1	2	2
CO2	2	3	3	2	2	2	2	--	1.5	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	3	--	3	1	2
CO5	2	2	--	3	2	3	1	1	2	3	2	3
CO6	2	3	3	--	2	1.5.	3	2	3	2	1	3
Avg	2.16	2.83	2.33	1.16	2.08	2.0	2.16	1.5	1.75	1.83	1.66	2.33

Unit 1:

Introduction to Media Entrepreneurship

- Overview of the media industry: broadcasting, publishing, digital media, and entertainment

- Entrepreneurship fundamentals: definition, types, and characteristics

- Media entrepreneurship ecosystem: key players, trends, and challenges

Unit 2:

Media Industry Trends and Analysis

- Digital media and technology: disruption, innovation, and opportunities

- Changing business models: subscription-based, advertising, and data-driven

- Industry analysis: market research, competitive analysis, and SWOT analysis

Unit 3:

Idea Generation and Development

- Creative thinking and ideation: brainstorming, mind mapping, and design thinking

- Media product development: content creation, format development, and prototyping

- Idea validation: market research, user testing, and feedback

Unit 4:

Business Planning and Finance

- Business plan creation

- Financing and funding options

- Pitching techniques

- Investor pitching

Media Entrepreneurship in Practice-- Case studies and guest lectures

Book/References:

- "Media Entrepreneurship" by Richard A. Gershon

- "The Lean Startup" by Eric Ries

- Industry reports and articles (e.g., PwC, Deloitte, and McKinsey)

Recommended Resources:

- Media entrepreneurship blogs and websites

- Industry events and conferences

- Media entrepreneurship blogs and websites (e.g., Mediabistro, MediaShift, and Entrepreneur)

- Industry events and conferences (e.g., SXSW, Cannes Lions, and Web Summits)

ME_7: Visual Aesthetics

Course Objective

This course will provide students with the basic principles of what makes something "beautiful" through the exploration of the development of visual styles and art. Students will explore the effects of colour, proportion and form, visual weight, aesthetic emotion and the psychological effects of shadow and light.

Course Outcome

1.Students will understand various form of arts through various forms and colours.

2.Upon completion of the course, students will be able to identify the principles of visual aesthetics in order to employ them fully in whatever form of expression they choose to work.

3.Aesthetic education will help developing creativity. Imagination and foster critical thinking skills in students.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3

CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1.16	2.16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

Unit 1

Introduction to Visual Aesthetics; Understanding the concept of aesthetics; Historical context and influential art movements; The role of aesthetics in design, art, and everyday life

Unit 2

Elements of Visual Aesthetics, Colour Theory: Harmony, contrast, and emotional impact; Composition: Balance, symmetry, and focal points; Texture, shape, and form; Typography and layout

Unit 3

Principles of Visual Aesthetics, Proportion and scale, Rhythm and repetition, Unity and variety, Gestalt principles

Unit 4

Application and Critique, Applying aesthetics in graphic design, photography, and web design, Critiquing visual work: Developing an eye for aesthetics, Ethical considerations in aesthetics

Books/Reference

- Why has nobody told me this before by Dr Julie Smith

- Creative Confidence: Unleashing the creative potential within us all by Tomorrow Kelly and David Kelly

- Design your thinking by Pavan Soni

- The design of everyday things by Don Norman

Semester VII

ME_8 (A): MEDIA MANAGEMENT

Course objective:

To Prepare with the practical knowledge how the media management and economy is running in the Indian context
To understand how media operates in the country, its pitfalls and its growth prospect,

Course Specific Program Outcome:

The course will help students get a practical hands-on understanding of media management thereby preparing them as suitable prospects for employment in this field. It will also impart them with the knowhow and expertise to try entrepreneurial ventures of their own.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1	2	3	2.5	3

CO6	2	3	3	1.5	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	1.91	2.08	2.0	2.16	2.16	2.16	1.83	1.91	2.33

UNIT- 1

Management – principles – Scope –Overview of media landscape in India—Print, Radio, Television, Digital media- Media economy with special reference to Indian market--Media as an industry and Basics of Media Economics

UNIT- 2

Indian media consumer - Principles of media management and significance --Foreign equity in Indian media– New challenges. Sources of Revenue for Print, Electronic, Digital Media. Cinema as the bulwark of entertainment media. Rise of OTT and subsequent challenges. Strategy to boost advertisements – competition between various media—media growth prospects in India

UNIT- 3

Print Media Management—Ownership patterns, structure of newspaper organization & functions of various departments & personnel. Emerging marketing strategies. FDI in Print Media; The various departments and their coordination, Circulation Strategy, Revenue generation (Case Studies)

UNIT- 4

Broadcast Management – TV & Radio: Ownership Pattern-: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations, Audience research, Programming strategies, Programme promotion, Marketing programmes. FM Radio. Advent of Podcast. Community Radio. Management, structure and functions. (Case Studies)

UNIT- 5

Cinema in India, as an industry, rise of regional cinema, the concept of content is king; Marketing strategies – brand promotion and growth pattern in India and Globally. Rise of OTT—

Ownership, Way it functions, Philosophy, brand growth and market. Content generation and viewership patterns. (Case Studies)

Books/References

1. Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989

2. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi 3. Professional Journalism, by M.V. Kamath, Vikas Publications

4. Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press

5. Journalism: Critical Issues, by Stuart Allan, Open University Press

6. Modern Newspaper practice, by Hodgson

F. W. Heinemann London, 1984. 7. Principles of Art and Production, by N.N. Sarkar, Oxford University Press

ME_8 (B): Consumer Psychology & Advertising

Course Outcome

Advertising is an everyday and significant phenomenon. Sponsors hire agencies to inform us about, and persuade us to buy, innumerable branded products and services on the market, though a variety of mass media.

Advertisements also urge us to donate to charity, vote for candidates, or adopt particular lifestyles. Furthermore, advertising may be blatant or subtle, inoffensive or controversial, conventional or ground-breaking. It may succeed, fail, or backfire. It is partly an intuitive art and partly an empirical science.

Course Specific Outcome

Be able to critically understand the scope and limitations of interventions designed to change minds or alter behaviour, and the scope and limitations of methodologies and research designs used to arrive at scientific and applied conclusions.

Develop the practical skill of writing recommendations for changing the minds and behaviours of the public in some important ways, drawing on the principles of advertising, attitude change, and behavioural compliance.

Understand in depth advertising in its context, both in terms of ethical principles, and its historical development.

Understand in depth specialist topics to do with advertising, such as the role played by associative conditioning, emotional factors, identity dynamics, and the techniques featured in online clickbait.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	2	1.5	2	3	2	2	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2
CO3	2.5	3	3	2	3	2	3	1.5	2	2	2	2
CO4	2	3	3	1.5	1	2	2	3	--	3	2	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
Avg	2.25	2.83	2.33	1.66	2.0	2.0	2.16	1.58	2.33	2.00	1.91	2.33

Unit 1

Introduction to Advertising--Setting the stage for a psychological understanding—Understanding emotions behind advertising—ads have identity and personalities—in societal context

Unit 2

Attitude Change: Principles and models of persuasion--he logical triangle and its relation to persuasive techniques in advertising—Ethos, Pathos, Logos, The six principles of influence--Reciprocity, Consistency, Social proof, Authority, Liking (or likability), Scarcity--Putting it all together

Unit 3

Attitudes and Behaviour: How persuasion turns into action—behavioural changes—Likelihood Model—Triad of Persuasion--Inducing Compliance: Techniques for by-passing persuasion

Unit 4

Ethics of Advertising--Principles of Clickbait--Associative Conditioning--Emotion in Advertising--Identity in Advertising

Book/Reference

The Psychology of Advertising by Fennis and Stroebe (2nd Edition).

Influence: The Psychology of Persuasion (New and Expanded) by PhD Robert B. Cialdini

Applied Indian Psychology: New Perspectives by Akbar Husain, Md. Habibur Rahman Khan, Shamshad Hussain

Advertising In India: Trends And Impact

Brand Psychology: Neuro Marketing and cognitive Psychology - Revolutionizing Branding Strategies by Satish Sampath

<center>ME_9 (A): Event Management</center>

Course Outcomes:

1.To acquire an understanding of the role and purpose(s) of special events in the organizations.

2.To acquire an understanding of the techniques and strategies required to plan successful special events.

3.To acquire the knowledge and competencies required to promote, implement and conduct special events.

4.To acquire the knowledge and competencies required to assess the quality and success of special events.

Course Specific Program Outcome:

The course will help students get a practical hands-on understanding of event management thereby preparing them as suitable prospects for employment in this field. It will also impart them with the knowhow and expertise to try entrepreneurial ventures of their own.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1	2	3	2.5	3
CO6	2	3	3	1.5	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	1.91	2.08	2.0	2.16	2.16	2.16	1.83	1.91	2.33

Unit I:

Principles of project/Event Management: From concept to reality Understanding project management - resources - activities - risk management - delegation - project selection - role of the Event Manager. Preparing a proposal Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales - contracts.

Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success.

Unit II:

Crisis Management plan Crisis planning - prevention - preparation - provision - action phase - handling negative publicity - structuring the plan. Seeking sponsors. Different types of sponsorship - definition - objectives - target market - budget - strategic development - implementation - evaluation.

Unit III:

Organizing the event- Purpose - venue - timing - guest list - invitations - food & drink - room dressing - equipment - guest of honour - speakers - media - photographers - podium - exhibition.

Unit IV:

Marketing tools--Types of advertising - merchandising - giveaways - competitions - promotions - website and text messaging. Media tools. Media invitations - photo-calls - press releases - TV opportunities - radio Interviews, Promotional tools Flyers - posters - invitations - website - newsletters - e-zone - blogs - tweets. Lecture

Evaluation of Budget - cost of event - return on investment - media coverage - attendance – feedback

Books/References:

1.   The Business of Event Planning: Behind-the-Scenes Secrets of Successful Book by Judy Allen

2. Marketing Your Event Planning Business: A Creative Approach to by Judy Allen

3. The Event Manager's Bible by Des Conway

4. Event Planning Ethics and Etiquette: A Principled Approach to the Business by Judy Allen

5. "The event manager's bible", D G Conway -

6. "Event Design Handbook" Frissen Roel

7. "Event management & marketing" Sharma & Arora

8. "The Business of Event Management" Beech, Kaiser, Kasper

9. "Event Planning, Ethics and Etiquettes" Judy Allen

10. Confessions of an Event Planner: Case Studies from the Real World of Events--How to Handle the Unexpected and How to Be a Master of Discretion, Judy Allen

11. Into the Heart of Meetings: Basic Principles of Meeting, Eric de Groot

12. Sustainable Event Management: A Practical Guide, Jones Meegan

ME_9 (B): Cinematography

Course Outcomes:

1. to impart the knowledge of Film Making and Camera aesthetics

2. to develop the student into skilful, creative professional in film making

3. to empower the students with Knowledge, skills and aesthetics of Film making

4. to bring them up-to-date with the new developments in the field of film making

Course Specific Program Outcome:

The course will help students get a practical hands-on understanding in Cinematography thereby preparing them as suitable prospects for employment in this field. It will also impart them with the knowhow and expertise to try entrepreneurial ventures of their own.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1	2	3	2.5	3
CO6	2	3	3	1.5	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	1.91	2.08	2.0	2.16	2.16	2.16	1.83	1.91	2.33

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit I

Composition/Framing exercise, Exposure setting exercise, Camera operating exercise, Focus pulling exercise, Camera movement—angles and shots, Camera movement example clips Static camera Panning/Tilting Dolly Handheld,

Unit II

Lighting for emotional impact Lighting example clips Discuss lighting terminology & concepts

Color Temperature Types of lighting units Hands-on introduction to lighting equipment Controlling light Grip equipment Gels Diffusion Soundstage lighting exercises Interior and outdoor shoot

Unit III

Shooting & Continuity rules Coverage/covering a scene 180 Degree Line and Composition rule, Blocking a scene for camera Hands- on demo: blocking a scene, In-Class Camera & Lighting, Different Film Formats (16 min, 35 mm, 70 mm) and aspect ratios. Practical Short Film.

Unit IV

Script-Concept and Understanding of script-Different types of scripts-Formats—and Styles—Classic to Neo-Normal

Books/ Reference:

- Cinematography: Theory and Practice - Blain Brown

- Painting with Light - John Alton

- The Five C's of Cinematography - Joseph V. Mascelli

- Grammar of the Film Language - Daniel Arijon

- Lighting for Digital Video and Television - JOHN JACKMAN Grammar of the Shot - Christopher J Brown

- Deep Focus: Reflection of Indian Cinema - Ray

- ScreenPlay - Syd Field

- Speaking of Films - Satyajit Ray

- Modern Recording Techniques - David Miles Huber

- Indian Broadcasting - H R Luthra

Semester VIII

ME_10(A): Sports Journalism

Course Objective-

Sports Journalism has grown in importance and has become the centerpiece of the newspaper. Hence, they hog the back page. With time it has become technical, smart and is evolving with time. This course helps aspiring sports journalists to come up to date with the developments of the game)

Course Specific Program Outcome: This will help students become competent sports journalists and rise to the level of editors and also get into sports management and talent management.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	**2**	3	2	2	**3**	2	3	1.5	2	**2.5**	3	3
CO2	2	2	1.5	3	3	2	2	2	2	2	2	2
CO3	2	2	1	3	3	2	1.5	1.5	2.5	2	1.5	1.5
CO4	3	2	2	3	2	2	2	2	1.5	1.5	2	2
CO5	3	1.5	1.5	1.5	1.5	1.5	1.5	1.5	2	2	1.5	3
CO6	1	2	1.5	1	2	1.5	2	1.5	1.5	1.5	1.5	2
Avg	2.16	2.25	1.58	2.25	2.41	1.83	1.91	1.66	1.83	1.91	1.91	2.25

Unit I-

Sports – its growing popularity – Sports policies of the Government in India—Role of the State Governments--SAI – objectives and contribution -– Corporatization of sports –sponsorship – ethical issues-- Indian experience. Sports department in popular dailies-– sports editor – reporter

– sub editor – sports page – special pages – sports column. Development of sports journalism with special reference to India – print media, radio, TV, digital media etc.

Unit II-

Major international sports events--Olympics, Asian Games, Commonwealth games, SARC games, World Cup Soccer, World Cup Cricket, Wimbledon etc.—India at international sports events--Major Sports Events in India-- Outstanding sports personalities in India and abroad --- Rural and tribal sports- history, social and political impact. Rise of e-games, Betting---legal issues, Doping—History, Balance and Case Studies, Sports and Social Issues, Gender Bias.

Unit III-

Sports writing—Feature, News, Interviews and Analysis, Role and Responsibility of the Sports reporter, Sports editor. Functioning of a sports department, History, Rules and Milestone moments in major sports—Hockey, Football, Cricket, Tennis, Golf, Table Tennis, Boxing, Wrestling, Shooting and other disciplines featured in Olympics and Asian Games. Impact of social media on Sports Reporting. Micro Blogging and Sports. Importance of Sports Agents and their influence.

Unit IV-

Sports coverage by radio -- sports reporting for radio—techniques--radio's contribution to popularization of sports. Management of Sports and its modern formats; Sports coverage by TV -- preparing television programmes on sports -- Sports TV channels and their impact; Sports presenter and their specific requirements. Sports photography in magazines. Sports magazines and their importance, fields and degree of specialization required- role and importance in popularizing sports.

Books/References--

1.   Chiranjib – World Cup Football

2.   David Pickering,The Cassell Soccer Companion, History, facts and anecdotes, London, 1997.

3.   E.W Swanton, The World of Cricket.

4.   G Mehera, Asian Games, New Delhi, 1989.

5.   Hill, Christopher, R.: Olympic Politics, Athens to Atlanta (1896 – 1996), Manchester and New York.

6.   John Sugden and Alan Tomlinson, FIFA and the contest for World Football, London, 1998.

7.   John Woodcock, The Times, One Hundred Greatest Cricketers, London, 1998.

8.   Jonathan Rice, Start of Play (The Curious Origins of our Favorite Sports, London, 1998.

9.   Mathur, The Encyclopedia of Indian Cricket.

10.   Morehead, Albert H.E. and Mott Smith, Geoffrey, Hoyle's Rules of the Games, London, 1946.

11.   Reuben Fine (ed), The World's Greatest Chess Games. London, 1951.

12.   Srinivas Rao, Sports Journalism

13.   Sports Journalism: A Practical Introduction, Phil Andrews

14.   Sports Journalism: An Introduction to Reporting and Writing, Brian A. Rosenthal, James Schaffer, and Kathryn T. Stofer

15.   Sports Journalism: The State of Play, Daragh Minogue & Tom Bradshaw

16.   Digital Sports Journalism, Charles M. Lambert

17.   The Essentials of Sports Reporting and Writing, Scott Reinardy & Wayne Wanta

18.   Sports Journalism, N Govindarajulu

19.   The Sports Writing Handbook, Thomas Fensch

20.   Sport And The Media: Managing The Nexus, 2Nd Edition, Matthew Nicholson Et Al

21.   The Business of Sports Agents, Kenneth L. Shropshire, Timothy Davis, and N. Jeremi Duru

22.   The Business of Sports Agents Hardcover, Kenneth L. Shropshire, Timothy Davis

23.   Enter the Dangal: Travels through India's Wrestling Landscape, Rudraneil Sengupta

24.   TOP GAME WINNING, LOSING AND A NEW UNDERSTANDING OF SPORT, Binoo K. John

25.   A History of Indian Sport Through 100 Artifacts, Boria Majumdar

26.   India a Sporting Powerhouse?: Unraveling the Path to Accomplish the Dream, Ranadeep Sain

27.   Kabaddi by nature, Vivek Chaudhary

28.   The Commercialisation of Sport, Trevor Slack

29.   Understanding Sport A Socio-Cultural Analysis, 2Nd Edition 2012 by John Horne, Taylor & Francis Ltd

30.   Cricket 2.0: Inside the T20 Revolution - Winner of the Wisden Book of the Year 2020, Freddie Wilde and Tim Wigmore.

ME_10 (B) POLICY AND POLITICAL JOURNALISM

Course Objective-
Understanding policy matters of Indian Union. Those in love with international relations, foreign policy and India neighbourhood issues and want to write the stories behind the rise and fall of governments and nations will take this paper. There is no part of our life that Policy and Politics does not touch from the kitchen garden commerce to the onion diplomacy of India. This module trains the students to tackle this specialized category.

Course Specific Program Outcome: This will help students become policy and political analysts, journalists with a vison of new India ingrained in the political philosophies and become professionals rising to the position of editors.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	2	3	2	3	1.5	2	2.5	3	3
CO2	2	2	1.5	3	3	2	2	2.5	2	2	2	2
CO3	2	2	1.5	3	3	2	1.5	1.5	2.5	2	1.5	1.5
CO4	3	2	2	3	2	2	2	2	1.5	1.5	2.5	2
CO5	3	2.5	1.5	1.5	1.5	1.5	1.5	1.5	2.5	2	1.5	3
CO6	2	2	1.5	1.5	2.5	1.5	2	1.5	1.5	1.5	1.5	2
Avg	2.33	2.25	1.66	2.33	2.50	1.83	1.91	1.75	2.00	1.91	2.00	2.25

UNIT 1
Everyday Politics and media--Cyber Politics and social media – Ecological Governance -- Introduction to India's Foreign Policy--Writing for media

UNIT 2
Introduction to political philosophy and Modern India--Developed and Developing Nations – North South Divide--Politics of Human Security -- AI and Media -- Digital Media Literacy

UNIT 3
Introduction to International Relations-- Politics and Philosophy of connecting neighbourhood-- Sustainable Development and India's Energy Policy--Secularism and Cultural Diversity--- Citizen Journalism

UNIT 4
Political Theories--Public Administration--Legal Literacy and Legal Awareness--Media and Human Rights--Indian Political Thought-- Theories of International Relations--Comparative Politics

Books/Reference
The India Way-- S Jayashankar
McMohan Line – J J Singh
India's China Challenge—Ananth Krishnan
The Ultimate Goal – Vikram Sood
Making India Great—Aparna Pandey

Full Spectrum --- A Subramanium
Political Theory: An Introduction (4th Edition)---Andrew Heywood
Western Political Thought—Shefali Jha
Political Theory: An Introduction--Bhargaval/Acharya

ME_10C: ENVIRONMENT JOURNALISM

Course Objective- The idea is to give the students adequate knowledge on the importance of environment and this planet so that they can change the world with their empathy for the environment and compassion for the conservation of nature.

Course Specific Program Outcome:

The need to save this planet is paramount. We need journalists concerned with the natural environment and its exploitation. This paper prepares them for studying the environment and writing about it.)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	1.5	2	2	2	3	2	2	2	2
CO2	2	3	2	2	2	2	1.5	3	2	2	3	2
CO3	1.5	3	2	2	3	1.5	1.5	3	2	1.5	2	1.5

CO4	3	3	2	2	1.5	1.5	1.5	2	2	3	2	2
CO5	3	1.5	1	3	2	1.5	2.5	1	1.5	3	1.5	2
CO6	1.5	1.5	2	2	1.5	2.5	2.5	2	1.5	1.5	1.5	1.5
Avg	2.16	2.33	2.16	2.08	2.00	1.83	1.91	2.33	1.83	2.16	2.00	1.83

Unit I-

Environment journalism – emergence—rise of environment activism—role of the state—developments in India—relevant laws—UN initiatives—environment protection and the role of Media in National and global context---Environmental journalism today—Skills for environmental journalism

Unit II-

Journalism on the environment and its challenges, objectivity-Framing-News values—Agenda setting-Advocacy journalism--The media as environmental watchdog --Challenges for investigative, environmental journalism, Covering Problems of Air and Water Quality Interpreting and Explaining Issues of Public Health Assessing Pollution in the Workplace. Disputes Over Land-Use Planning and Habitat Protection Covering Industries with Bad Reputations; Describing Human Pressures on Parks, Forests and Wilderness Areas.

Unit III-

Writing an environment feature -- Features vs. news – Research—different types—writing process

–sources' voice—structure. (CASE STUDIES Deciphering the Politics of Endangered Species; Heirs of Rachel Carson: Understanding Endocrine Disruptors; Examining Problems and Consequences of Overpopulation; Shaping the World's North-South Debate Over Consumption & Waste; Global NGOs and politics of Nature summits).

Unit IV-

The struggle for issue definition-- Journalism and environmental protest   Social media in

communicating environmental conflict--Corporate Social Responsibility and environmental

communications, Understanding Issues of Global Climate Change, Translating Big Abstractions: Biodiversity and Sustainable Development, Carbon footprint and melting of polar ice.

Books/ References--

1.   Depoe Stephen, Voice and Environment Communication, Palgrave, 2014

2.   H Bodker and I Neverla (Eds) Environment Journalism, Routledge, 2013

3.   Hansen A, Communication, Media and Environment, Routledge, 2011

4.   Milstein, Pileggi, Morgan; Environment Communication Pedagogy and Practice, Routledge, 2017

5.   Robert Cox; Environmental Communication and the Public Sphere, 2nd Edition, Sage, 2009

6.   The Routledge Handbook of Environment and Communication, Routledge, 2015

7.   Weiss Robert, Covering the Environment, Routledge 2008

8.   The Green Pen: Environmental Journalism in India and South Asia, Keya Acharya & Frederick Noronha

9.   Environmental Journalism, Henrik Bodker and Irene Neverla

10.   Routledge Handbook of Environmental Journalism

11.   Environment Reporters in the 21st Century, JoAnn Myer Valenti

12.   Covering the Environment: How Journalists Work the Green Beat, Bob Wyss

13.   Silent Spring, Rachel Carson

14.   Toxic deception, Dan Fagin

15.   Green Ink: An Introduction to Environmental Journalism, Michael Frome

16.   Environmental Journalism, Diane Dakers

17.   Where on Earth are We Going?-- Maurice Strong

18.   Mountain in the Clouds: A Search for the Wild Salmon, Bruce Brown

ME_11A:Televison Broadcasting II

Course objective:

Growing up, many of you may have aspired to become TV journalists who looked larger than life springing into action with microphone in hand, be it in a terror-hit situation or a cyclone-ravaged land. Yes, the world of media is both exciting and challenging. And with technology revolutionizing the way we consume media; television has changed for the better. This module will help the students stay abreast with the changes.

Course Specific Program Outcome: It will help them become producers of news and entertainment programmes on the channels and also open their own production houses to do independent jobs for channels and OTT.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	3	2	2	3	2	2	2	2
CO2	2	3	2	2	2	3	2	3	2	1.5	2	2
CO3	2	3	3	2	3	2	3	1.5	2	2	2	2
CO4	2	3	3	1.5	1	2	2	2	1.5	3	1.5	3
CO5	2	2	--	3	2	3	1.5	1	2	3	2	3
CO6	2	3	3	1.5	1	1.5	3	2	3	1.5	2	3
Avg	2.33	2.83	2.10	1.83	2.00	2.25	2.25	2.00	2.08	2.16	1.91	2.5

Unit 1: Advanced News Reporting

   - Investigative journalism techniques

   - Advanced interviewing skills

   - Ethical considerations in news reporting

 Unit 2: Multicamera Production

 - Principles of multicamera production

   - Setup and operation of multiple cameras

   - Coordinating camera movements and shots

 Unit 3: Production Control Room (PCR) Operations & Master Control Room (MCR) Operations

   - Functions and layout of the Production Control Room

   - Role of the producer, director, and technical crew

   - Managing live broadcasts from the PCR

 - Functions and layout of the Master Control Room

   - Signal flow and broadcast transmission

   - Monitoring and troubleshooting broadcast signals

 Unit 4: Outdoor Broadcasting

   - Advanced techniques for outdoor broadcasting

   - Integration of OB / DSNG/MNGS with studio production

   - Managing logistics and challenges of large-scale OB events

Books/ References--

1.Television Production by Jim Owens

2.Effective TV production by Gerald Millerson

3.Studio Television Production and Directing: Concepts, Equipment, and Procedures by Andrew Utterback

4.Television production handbook by Herbert Zettl

5.On Television and Journalism, Pierre Bourdieu

6.Educational programmes on television: deficiencies, support, chances; contributions to an international symposium (Communication Research & Broadcasting, 11), Manfred Meyer (Editor)

7.Foreign News on Television: Where in the World Is the Global Village?: Akiba Cohen

8.Broadcast News in the Digital Age: A Guide to Storytelling, Producing and Performing Online and on TV; Faith Sidlow and Kim Stephens

9.On Camera: How to Report, Anchor & Interview, Nancy Reardon and Tom Flynn

10.The Elements of Journalism, Revised and Updated 4th Edition: What Newspeople Should Know and the Public Should Expect (2021); Bill Kovach and Tom Rosenstiel

11.How to get a job as an on-air tv journalist (Tennessee Journalism Series), Denae D'Arcy

12.Encyclopedia On Broadcast Journalism in The Internet Age: Television Broadcasting, Hasan Siddiqui

13.Measuring Bias on Television, by Barrie Gunter

14.Presenting on TV and Radio: An insider's guide, Janet Trewin

15.The Television News Handbook: An Insider's Guide to Being a Great Broadcast Journalist, Vin Ray

16.Al-jazeera: The Story of the Network That Is Rattling Governments and Redefining Modern Journalism, Mohammed El-nawawy and Adel Iskandar

ME_11B: Radio Production and Promotion

Course Overview:

This course offers a comprehensive study of the fundamental aspects of community and radio, providing insights into their historical evolution, core principles, and regulatory frameworks.

Students will delve into the essentials of radio broadcasting, covering programming basics, ethical considerations, and real-world case studies of successful radio ventures. Additionally, the course explores the critical elements of podcasting, including various formats, production techniques, and effective distribution strategies. Furthermore, students will navigate the complex terrain of music laws and rights, gaining an understanding of licensing regulations and the challenges associated with rights management. The course culminates in an examination of future trends and innovations in audio media, exploring transmedia storytelling, convergence culture, and offering speculative insights into the evolving landscape of audio media.

Course Objectives:

 - Provide comprehensive understanding of community and radio through exploration of
   historical evolution, fundamental principles, and regulatory frameworks.

- Cover essential aspects of radio broadcasting, including programming basics, ethical considerations, and real-world case studies.

- Explore critical elements of podcasting, such as various formats, production techniques, and distribution strategies.

- Navigate complexities of music laws and rights, gaining insights into licensing regulations and challenges in rights management.

- Conclude with examination of future trends and innovations in audio media, offering speculative insights into the evolving landscape.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2

CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1	2	2	2	--	3	1.5	3
CO5	2	2	--	3	2	3	1.5	1	2	3	2	3
CO6	2	3	3	--	1	1.5	3	2	3	1.5	2	3
Avg	2.33	2.83	2.10	1.1	2.00	2.25	1.91	1.90	1.90	1.91	1.58	2.5

Unit 1: Foundations of Community and Radio

   - History and Evolution of Community Radio

   - Principles of Community Engagement and Participation

   - Regulatory Frameworks and Legal Issues in Community Radio

Unit: 2 Introduction to Radio Broadcasting

      - Basics of Radio Broadcasting: Writing, Programming, Formats, and Audience Engagement
      - Ethical and Legal Considerations in Radio Broadcasting
      - Case Studies of Successful Radio Stations and Programs
      - Advertising in Radio

Unit: 3 Podcasting Essentials

   - Fundamentals of Podcasting: Formats, Genres, and Trends
   - Podcast Production Techniques: Scripting, Recording, Editing
   - Podcast Distribution Platforms and Monetisation Strategies

Unit 4: Music Laws and Rights

   - Understanding Music Licensing Laws and Regulations
   - Rights of Artists, Producers, and Distributors
   - Challenges and Solutions in Music Rights Management

Unit 5: Future Trends and Innovations

- Transmedia storytelling strategies in audio media
-Convergence culture and the blurring of boundaries between radio, podcasting, and other media forms
- Speculative Futures: Predictions and Opportunities in Audio Media

References:

1. Beyond Powerful Radio: A Communicator's Guide to the Internet Age—News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition by Valerie Geller

2. Creating Powerful Radio: Getting, Keeping and Growing Audiences News, Talk, Information & Personality Broadcast, HD, Satellite & Internet 1st Edition by Valerie Geller

3. Essential Radio Skills: How to Present A Radio Show (Professional Media Practice) Paperback – August 3, 2010 by Peter Stewart

4. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) by Paul Chantler

5. (National association of Broadcasters Engineering Handbook) Garrison C Cavell (A handbook for broadcasters)

6. Mann Ki Baat - A Social Revolution On Radio, BlueKraft Digital Foundation

7. Let's Talk On-Air: Conversations with Radio Presenters, Rakesh Anand Bakshi

8. Out on the Wire: The Storytelling Secrets of the New Masters of Radio, Jessica Abel

9. You're On!: How to Develop Great Media Skills for TV, Radio and the Internet (How to Books), Alec Sabin

10. The Radio Drama Handbook: Audio Drama in Context and Practice (Audio Drama in Practice and Context), Richard J. Hand (Author), Mary Traynor (Author)

11. Writing and Producing Radio Dramas: Communication for Behavior Change, Esta de Fossard

12. So You Want to Start a Podcast: Finding Your Voice, Telling Your Story, and Building a Community That Will Listen, Kristen Meinzer

ME_12A: Advertising, Digital Marketing and Sales

Course objective:

To understand how the industry operates in the marketing mix

Articulate to prepared for a 360-degree eventuality.

Course Specific Program Outcome:

Having learnt the basics of advertising before this unit prepares the student for the market. AD is not only meant to be created and admired, it is a part of a marketing mix and management qualities and sales promotion are inbuilt within the success mechanisms of Ads. This unit will help students with focus to pursue AD as a career get more clarity about the reality of the market and pursue their goals either as an important part of the industry or as an independent AD curator.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1	2	3	2.5	3
CO6	2	3	3	1.5	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	1.91	2.08	2.0	2.16	2.16	2.16	1.83	1.91	2.33

UNIT-1

Objectives, Introduction, Definitions of Advertising, Features of Advertising, Objectives of Advertising, Importance of Advertising, Active Participant in advertising, Role of advertising Marketing Mix, Role of advertising in Society

UNIT-2

Meaning of IMC, Tools of IMC, Importance of IMC, Framing Integrated marketing communication, Case Studies

UNIT-3

Classification of Advertising, Types of Advertising, Difference between National Advertising and Retail Advertising, Surrogate Advertising, Online Advertising, Case Studies, AD Message decisions,

UNIT 4

Determinants of Advertising Media, Radio Advertising, Internet Advertising, Television Advertising, Press Advertising, Film Advertising, Purchase Point Advertising, Outdoor Advertising, Media planning, Media Vehicle, Significance of reach, Budget process, AD Research, Pre and Post Testing

UNIT 5

Planning of Ad Campaign, Market Segment, DAGMAR, AIDA, USP, The power of appeal, Consumer psychology, Buying Motives, Selling Points, Visualization, Concept, Purposes, Rationale and Types of Sales Promotion, Sales Promotion practices and strategies, Cross Promotion, Case Studies.

References:

ME_12B: Strategic PR, ORM and CSR

Course objective:

To develop skills in strategic public relations management based on an analysis of current and historical case studies and practice developing and applying strategy and tactics based on a sound understanding of public relations concepts and practices. This will help them understand the strategic use of social media and other new media channels in communicating and building relationships with publics and encourage them to view themselves as public relations strategists.

Course Specific Program Outcome:

Public Relations Strategies introduces students to the strategic planning process involved in putting together and coordinating organizational public relations efforts. In this course, students will learn what is involved in developing, implementing and evaluating public relations strategies. This focus will help them scout jobs that demand best professional practice

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	2	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2.5	3
CO6	2	3	3	2	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	2.00	2.08	2.0	2.16	1.5	2.16	2.16	1.83	2.33

UNIT 1

Various theories of PR-- Four models of PR Communication, Situational Theory, PR as a marketing concept and part of Marketing Mix, Overview of strategic PR, Various kind of strategies through case studies, Planning, Situation Analysis, Analysis of Publics, Response to strategies.

UNIT 2

Strategy analysis, Message strategy, Strategy time frame, vision and strategy, Effective Branding through PR, Case Studies on Strategy diversification, PR campaign through corporate ad film and house journals.

UNIT 3

Crisis definition and understanding, forms of PR crisis, crisis management, pre-empting crisis, crisis precipitation, corporate social responsibility, forms and development, effectiveness of good CSR, handling social media-- YouTube, FB and Twitter, CSR in digital era

UNIT 4

Fake news, social media gutting, trolling, media trials, social media counter mandate, growth of ORM, history, need, effectiveness, various facets of ORM, future, clean data and SEO management.

Books/References:

1. How to Win Friends & Influence People: Dale Carnegie
2. A great online PR and marketing strategy book is 'Trust Me, I'm Lying: Confessions of a Media Manipulator' by Ryan Holiday.
3. The Strategic Storyteller by Alexander Jutkowitz
4. The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly by David Meerman Scott.
5. The Father of Spin: Edward L. Bernays and the Birth of Public Relations
6. Building a Storybrand, Donald Miller
7. "Everybody Writes" by Ann Handley
8. Spin Sucks: Communication and Reputation Management in the Digital Age" by Gini Dietrich
9. "The New Rules of Marketing and PR" by David Meerman Scott
10. "The Business of Persuasion" by Harold Burson
11. "Known" by Mark Schaefer
12. "Social Media: Marketing Strategies for Rapid Growth Using Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube" by John Williams
13. Crisis Averted-PR Strategies to Protect Your Reputation and the Bottom Line, Evan Nierman
14. Indestructible
15. Reclaim Control and Respond with Confidence in a Media Crisis; Molly McPherson
16. Corporate Communication: A Guide to Theory and Practice, Joep P. Cornelissen
17. Internal Communications: A Manual for Practitioners (PR In Practice), Liam Fitzpatrick
18. Successful Employee Communications: A Practitioner's Guide to Tools, Models and Best Practice for Internal Communication, Sue Dewhurst
19. Simply Said: Communicating Better at Work and Beyond, Jay Sullivan
20. Business Communication; R. C. Bhatia
21. Business Communication: Principles, Methods & Techniques; Nirmal Singh
22. Professional Communication; Kavita Tyagi, Padma Mishra

NMPSC_DEPARTMENT

Non Major Program Specific Course

NMD

NMD_1: Media Literacy 1

Course Objective:

The social media has facilitated the spread of information in numerous platforms. Almost everyone today can find a voice in the social media. While it has made the media as a whole more democratic, it has also introduced a lot of misinformation, memes and trolling. This course suggests some of the ways to tackle this menace.

Course Specific Program Outcome:

It is hoped the course will re-establish the old values of verification and attempt at restoring the credibility of news media.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	2	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2.5	3
CO6	2	3	3	2	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	2.00	2.08	2.0	2.16	1.5	2.16	2.16	1.83	2.33

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1:

Truth, Trust & Journalism – Why it matters? Thinking about "information disorder": Formats of Dis-information, Mis-information and Mal-information. Information in digital age: Digital technologies, social media platforms and the spread of disinformation and misinformation.

Unit 2:

Combating disinformation and misinformation through media and information literacy. Fact checking. Social media verification: assessing sources and visual content. Examples of fake news in newspapers, TV & YouTube channels, Whatsapp, web portals.

References:

Sahay, Uday: Making News: Handbook of the Media in Contemporary India, OUP
Tumber, Howard: News – a reader, OUP
Sinha Pratik: India Misinformed: The True Story, Harper Collins
Schandilla Amit: Don't Forward That Text, Separating Myths from History on Social Media, Harper Collins

Semester VII

NMD_1: Media Literacy 2

Course Objective:

The social media has facilitated the spread of information in numerous platforms. Almost everyone today can find a voice in the social media. While it has made the media as a whole more democratic, it has also introduced a lot of misinformation, memes and trolling. This course suggests some of the ways to tackle this menace.

Course Specific Program Outcome:

It is hoped the course will re-establish the old values of verification and attempt at restoring the credibility of news media.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	2	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2.5	3
CO6	2	3	3	2	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	2.00	2.08	2.0	2.16	1.5	2.16	2.16	1.83	2.33

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1:

Trolling. What is it? How to tackle trolling. Misuse of social platforms. Use of various media platforms for misinformation down ages. Yellow journalism. Misleading advertisements, paid news.

Unit 2

 Project on identification and the methods adopted to recognise fake news.

References:

Sahay, Uday: Making News: Handbook of the Media in Contemporary India, OUP
Tumber, Howard: News – a reader, OUP
Sinha Pratik: India Misinformed: The True Story, Harper Collins
Schandilla Amit: Don't Forward That Text, Separating Myths from History on Social Media, Harper Collins

Multidisciplinary courses

MDC

(Floated from Department of Journalism and Mass Communication)

Semester II

MDC1_Digital Designing

Course Objectives

1: to impart the basic knowledge of Designing in digital platform and the related avenues of this area.

2: to develop the student into skilful, competitive and responsible professional for designing world

3: to empower the students with the skill of a designer

4: to bring them up-to-date with the new developments in the various field of this course

Course Specific Program Outcome:

1.   Will have broad insight into the digital designing industry

2.   Understand visual strategy and. problem solving within budgets, on time, professionally.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	**2**	3	1	2	**3**	-	-	1	-	-	1	1
CO2	2	-	-	3	3	-	-	-	-	-	-	2
CO3	1	2	1	3	3	-	-	1	-	-	1	1
CO4	3	2	2	3	2	-	-	2	-	-	2	-
CO5	3	1	1	1	1	-	-	1	-	-	1	3
CO6	1	2	1	1	2	-	-	1	-	-	1	2
Avg	2	2	1.2	2.16	2.6	-	-	1.2	-	-	1.2	1.6

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit I

The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc)

Unit II

Learning the usage of Software- adobe cloud cc (Photoshop, Illustrator, Indesign, Animate, Corel draw

Unit III

Use of MEDIA DESIGN for Digital PR, Marketing and Brand Promotions . Online Sponsorships and Brand Promotions " Case Studies of Brands that have used Digital Media to be successful using effective media designs"

Unit IV

Various New Media for Internal Communication (SNS, Intranet, Blogosphere, Portals, YouTube, Google Hangouts, Skype and Webcasts, Organization's Intranet etc)

Semester III

MDC2_Photography & Mobile as a tool of Journalism

Course Objective:

1.   Demonstrate excellence in image-making techniques across analog, digital, still and motion media platforms

2.   Able to utilize a variety of technology to achieve specific outcomes within their image-making

3.Able to problem solve in a wide variety of situations - to think on their feet 4.Awareness of the context of their images

Course Specific Program Outcome:

1.   Will have broad insight into the photography and image-making industry

2.   Understand visual strategy and the variety of venues that use photographic images
3.Problem solving within budgets, on time, professionally.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	2	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1.5	2	3	2.5	3
CO6	2	3	3	2	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	2.00	2.08	2.0	2.16	1.5	2.16	2.16	1.83	2.33

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1:

History of still and video AND DIGITAL photography and its use of A/V photography in Mass Media. Exposure Triangle, Rule of Third, Depth of Field, Different DSLR Modes

Unit 2:

Lighting, the different types of Lighting-Natural lighting–and Artificial Lighting The reflection of light recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing.

Unit 3:

Types of Photography and Photojournalism, News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertising photography The basics of photojournalism and importance of context in photojournalism. Camera Shots and Camera Angles

Unit 4:

Uses of mobile phones for print/TV/web/Radio. Practical assignments on Editing Photo editing software: Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye. Internship in media Houses

Books/References

1.   Camera Lucida: Reflections on Photography- Roland Barthes

2.   An Introduction to Photography, Michael Freeman, AbeBooks

3.   On Photography- Susan Sontag The Man,

4.   The Image & The World: A Retrospective- Henri Cartier-Bresson

5.   Basic Photography- Michael Langford.

Semester IV

MDC3_ Storyboard Design

CO 1: To introduce the fundamental concepts and principles of storyboarding, providing a foundational understanding of its role in visual storytelling.

CO 2: To develop proficiency in visual narrative and shot composition techniques, enabling students to effectively convey stories through images and sequences.

CO 3: To guide students in the practical application of storyboarding skills by providing hands-on experience in developing storyboards for various media formats.

CO 4: To explore advanced storyboarding techniques, including dynamic camera angles, pacing, and visual storytelling innovations, to enhance the narrative impact of visual sequences.

CO 5: To foster an understanding of collaboration and communication within the context of storyboarding, emphasizing the role of storyboard artists in the creative process.

CO 6: To keep students updated on emerging trends and technologies in the field of storyboarding, ensuring their knowledge remains current and adaptable to evolving storytelling needs.

PROGRAMME OUTCOME:

PO 1: To apply the principles and techniques learned in storyboarding to effectively convey narratives in various visual media, such as film, animation, advertising, and gaming.

PO 2: To demonstrate expertise in visual storytelling, utilizing composition, framing, and sequencing to create compelling and immersive narratives.

PO 3: To employ storyboarding skills to develop and communicate creative ideas, advertising campaigns, and visual concepts effectively, contributing to the success of creative projects.

PO 4: To emerge as collaborative and communicative professionals with a holistic view of the creative process, capable of working seamlessly within multidisciplinary teams.

PO 5: To expand creative thinking and innovative problem-solving abilities in the realm of visual storytelling, adapting to diverse project requirements and storytelling styles.

PO 6: To uphold ethical standards and professional integrity in the execution of storyboarding projects, respecting copyright, client needs, and industry best practices.

PO 7: To cultivate a lifelong learning mindset, continuously seeking to improve storyboarding skills and adapt to evolving industry technologies and trends.

PO 8: To contribute to the growth of knowledge in the field by engaging in research and experimentation related to storyboarding techniques and visual narratives.

PO 9: To demonstrate awareness of societal and cultural issues and the ability to incorporate relevant themes and perspectives into visual storytelling, fostering meaningful connections with audiences.

PO 10: To develop a strong personal and professional identity that balances individual creative aspirations with the collaborative expectations of the industry.

PO 11: To excel in teamwork and leadership, facilitating effective collaboration and guiding peers in the art of storyboarding, contributing to the overall success of creative projects.

PO 12: To leverage storyboarding skills to address socio-cultural and environmental challenges, creating visual narratives that promote awareness and positive change within communities and society as a whole.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1,16	2,16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1

Unit 1: Introduction to Storyboarding

- Overview of Storyboarding and its purpose in visual storytelling
- Understanding the elements of a storyboard: panels, shots, angles, and camera movement
- Analyzing and dissecting existing storyboards in films and animations
- Sketching and drawing basic storyboard panels with pencil and paper

Unit 2: Visual Narrative and Shot Composition

- Understanding visual storytelling techniques and narrative structure

- Composing shots for effective storytelling

- Framing and camera angles in storyboarding

- Creating shot sequences and transitions

- Incorporating visual elements to enhance storytelling (e.g., perspective, lighting, props)

Unit 3: Developing a Storyboard

- Creating a narrative and story structure for a storyboard
- Building character and setting design for storyboards
- Developing shot lists and storyboards for a short animation
- Critiquing and refining storyboards through feedback and revision

Unit 4: Advanced Storyboarding Techniques

- Creating dynamic camera movements and angles
- Creating effective transitions between shots in a storyboard
- Storyboarding for different genres: action, comedy, horror, etc.
- Creating a storyboard animatic with sound and music

NM – Non-Major Specific Subject

Course
(Floated from Department of Journalism and Mass Communication)

Semester III

NM_1 Digital Communication: ONLINE JOURNALISM

Course Outcomes:
1.Identify what is newsworthy from set of facts and organize a news story from those facts

2.Recognize basic news leads and employ basic news-gathering techniques of questioning, interviewing, and observation.

3 Determine and present messages with a specific intent of newsworthiness

4. Enable the ability to tell a story in inverted pyramid style and practice of establishing what facts are most important

5. Inculcate the knowledge to work in multiple story forms and be industry ready to tackle various challenges.

Course Specific Program Outcomes:

1.Enable the ability to tell a story in descending order of importance of facts, understanding inverted pyramid's place historically in journalism and understanding that the practice of establishing what facts are most important

2.Develop the expertise to work in multiple story forms and be industry ready to tackle various challenges.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	3	2	--	3	2	2	--	2
CO2	2	3	2	2	2	3	2	3	2	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1.5	2	3	2	3
CO6	2	3	3	--	1.5	--	3	2	3	1.5	2	3
Avg	2.16	2.83	2.16	1.16	2.16	2.00	1.83	1.91	1.91	1.91	1.50	2.50

UNIT 1

What is news; How to write intro, different types of intro, inverted pyramid format of reporting; Sources; Qualities; Determinants of news; Importance of speed and accuracy in digital era;

UNIT 2

Format change for Digital reporting--General assignment reporting/ working on a beat -covering speeches, rallies and press conferences. Elements of general reporting-- sports, page three, business, conflict, disaster, elections.

UNIT 3

Form and format changes from print to digital. Investigative reporting, Art of interviewing, e-papers and reporting style. Importance of factoids, listicles, infographics and pictures in reporting, photography and videography as important criteria for reporting,

UNIT 4

Influencer news, social media journalism, blogs, vlogs and content generation for analytics, various elements of fact checking, propaganda, disinformation and astroturfing.

Practical: Unit oriented assignments

Semester IV

NM_2 Digital Communication: MOJO

Course Objectives:

To interpret not only writing a report, but also capturing it visually and, if possible, in photographs

To Identify the next generation reporting.

Course Specific Program Outcome:

This programme with prepare candidates not only to become a complete reporter who knows how to write stories, film it, edit it and upload it making him a 360 degree resource. This not only increases his employability but also his prospects as a digital media owner.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	--	2	1	--	3	2	2	2	2
CO2	2	3	2	2	2	3	2.5	--	2	2	2	--
CO3	2	3	3	2	3	2	3	--	2	2	3	2
CO4	2	3	3	--	1.5	2	2	2	--	3	1	3
CO5	2	2	--	3	2	3	1	1	2	3	2	3
CO6	2	3	3	--	1.5	2	3	2	3	2	1.5	3
Avg	2.16	2,66	2.16	1.16	2.0	2.16	1.91	1.33	1.16	2.33	1.91	2.16

UNIT-1

Concept and understanding of news; demand for analysis; moving away from clutter; niche media; understanding of media trial, gatekeeping and magic bullet theories, politicization of news; news as a palindromic format with advent of social media and fake news.

UNIT-2

Writing for digital, thinking visually, concept of citizen journalist, creator economy and battle of talents; understanding Podcasting and YouTube journalism, Journalism through pictures, Counter opinions and micro, macro and glocalization of news, Fake news— how to distinguish between fake and genuine news—factchecking methods

UNI 3

Techniques for capturing professional-quality videos using mobile devices; Basics of video editing on mobile platforms; Exploring mobile photo editing apps and their functionalities; Handling and working with mobile gimbal; Recording high-quality audio interviews and voiceovers with mobile devices

Semester VI

NM_3 Digital Communication: CORPORATE COMMUNICATION

Course Objective:

1.To Create an overview of the various functions of public relations and the normative process of public relations program development and implementation.

2. To evaluate student's communication persuasively, clearly and successfully and encourage them to think about how to select and employ public relations in most fitting manner.

Course Specific Program Outcomes:

1.The course provides insights to understand the PR environment and identify and address public relations situations that emerge in these environments.

2. Studenst will learn from current public relations situations the good and bad practices of PR, while practical honing of skillsets will push them to becoming PR personnel professionally.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
CO2	2	3	3	2	2	2	2	2	1.5	--	2	2
CO3	2	3	3	2	3	2	3	2	2	2	2	2
CO4	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
CO5	2	2	--	3	2	3	1	1	2	3	2.5	3
CO6	2	3	3	1.5	2	1.5.	3	2	3	2	1.5	3
Avg	2.16	2.83	2.33	1.91	2.08	2.0	2.16	2.16	2.16	1.83	1.91	2.33

UNIT 1

Concepts, advent and role of Public Relations; Diff between PR and Corporate Communication, Propaganda and Disinformation, Corporate Communication in digital era

UNIT 2

Corporate Communication, Hierarchy, Redefined internal and external PR, Marcom and Corp Com goes hand in hand, Corp vision, identity, image, PR mouthpiece--House Journals, Posters, Employee Relations, Advertising, Events, Trade Shows, Corporate relation with Media; Media Planning; PR campaigns.

UNIT 3

PR in Marketing Mix, PR Tools, Media Relations, PR medium like Press Release, Press Conference, Blogs, Social Media, Influencer Marketing, Podcast, Videos, PR Advertising,

Storytelling, Word of Mouth, Advertorials, PR Speeches; Crisis Communication, SEO and Social PR, Content Marketing, Awards Strategy, PR and Digital assets

Semester VII

NM_4 Digital Communication: Branding

Course Outcomes:

This course explores the principles and practices of branding design, focusing on creating strong brand identities that effectively communicate with target audiences. Students will learn how to develop comprehensive branding strategies, create visual brand elements, and design brand experiences across various mediums.

Course Specific Program Outcomes:

1. Understand the fundamentals of branding and its role in marketing.

2. Analyze target audiences and develop brand personas.

3.Create visual brand identities, including logos, typography, color schemes, and imagery.

4. Design brand collateral such as packaging, stationery, and promotional materials.

5.Develop brand guidelines to ensure consistency across different touchpoints.

6.Apply branding principles to digital platforms and social media.

7 Collaborate effectively in a team to develop branding solutions.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	--	2	1.5	2	3	2	1	2	2
CO2	2	3	3	2	2	2	2	--	1.5	--	2	2
CO3	2	3	3	2	3	2	3	--	2	2	2	2

CO4	2	3	3	--	1.5	2	2	3	--	3	1	2
CO5	2	2	--	3	2	3	1	1	2	3	2	3
CO6	2	3	3	--	2	1.5.	3	2	3	2	1	3
Avg	2.16	2.83	2.33	1.16	2.08	2.0	2.16	1.5	1.75	1.83	1.66	2.33

Unit 1

Introduction to Branding; Defining branding and its importance in marketing; Exploring successful brand case studies; Understanding brand strategy and brand equity; Brand Guidelines and Applications; Developing comprehensive brand guidelines;

Unit 2

Establishing rules for logo usage, typography, colours, and imagery; Applying brand guidelines to various applications and touchpoints; Conducting market research and competitive analysis; Identifying target audiences and consumer insights; Developing brand positioning and differentiation

Unit 3

Branding and Social Media; Leveraging social media for brand building; Understanding digital advertising formats and platforms; Understanding social media platforms and their branding opportunities

NV

Non Major Vocational Education and Training

NV 6 & 7 (Unit 1 and 2 for Sem III, Rest for Sem IV)

ICT in Media

UNIT 1

Introduction to Windows and Mac Environments

Overview of Windows and Mac OS, Navigating Interfaces, File Management, Software Installation. Introduction to Windows and Mac OS, basic computer terminology. Navigating the desktop, file systems, and settings in both operating systems.-Practice file management: creating, renaming, deleting, and organizing folders and files.-Installing and uninstalling software applications.

Unit 2

Text Formatting and Document Management -- Advanced Text Formatting in Microsoft Word and Pages, Document Templates, Styles and Themes, Collaboration Tools. - Lecture and Demonstration-Advanced text formatting features in Word and Pages. Creating and using document templates, applying styles and themes. Using collaboration tools for real-time editing and comments. Formatting text: headers, footers, page numbers, section breaks. Creating and applying templates for different types of media documents. Collaborative document editing using track changes and comments. Format a multi-page media document (e.g., a press release, article, or report) with consistent styles and themes.

Unit 3

Data Analysis--Data Entry, Basic Formulas and Functions, Data Cleaning Techniques, Using Excel and Numbers. Lecture and Demonstration, Entering and organizing data in Excel and Numbers. Applying basic formulas and functions for data analysis. Techniques for cleaning and preparing data (removing duplicates, handling missing values, using filters, creating graphs). Data entry and organization in spreadsheets. Using basic formulas and functions (SUM, AVERAGE, VLOOKUP, etc.). Data cleaning tasks: removing duplicates, handling blanks, formatting data. Clean and analyze a dataset relevant to media (e.g., survey results, audience metrics, social media analytics).

Creating Infographics from Data--Principles of Data Visualization, Tools for Creating Infographics (e.g., Infogram, Snappa, Pictochart, Ms Excel), Lecture and Demonstration, Principles of effective data visualization. Introduction to tools for creating infographics Best practices for designing clear and impactful infographics, Designing infographics, Applying data visualization principles to create charts, graphs, and visuals. Incorporating visual elements like icons, colors, and typography. Create an infographic based on a provided dataset, focusing on clarity and visual appeal.

Basics of Computer Networking--Networking Fundamentals, Internet and Intranet, Basic Network Setup, Networking Tools and Applications in Media. Basics of networking: types of networks, network topologies, networking devices. Importance of networking in media production and communication. Setting up a basic local area network (LAN). Set up a basic network for a small media project, demonstrating file sharing and collaborative tools.

Unit 4

Integrating ICT in Media Production -ICT Tools for Collaboration and Communication (e.g., Google Workspace, Trello, Jira), Project Management. Information Rights and Intellectual Property Rights – Copyright and Copy Left, Plagiarism, Open-Source Approach and Creative Commons --Basics of Web Publishing / Blogs and the 'Blogosphere'; Tools & Applications; WordPress etc.-

Overview of ICT tools for media production and communication. Introduction to project management software (e.g., Trello, Jira). Using cloud computing for storage and collaboration. - Setting up and using ICT tools for team collaboration and communication. - Managing media projects using project management software.- Utilizing networking for file storage and sharing. Develop a media project plan using ICT tools, including project management and collaboration elements, and present it to the class.