



# **SISTER NIVEDITA UNIVERSITY**

**Postgraduate course structure for Journalism  
And Mass Communication**

## **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 skillful, 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

## **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

PO 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.

**FIRST SEMESTER**

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Media Principles and theories	Core	2236111	4	3	0	2
2	Photography and its types	Core	223612	4	3	0	2
3	Digital Branding	Core	223624	3	2	0	2
4	Writing & Editing – for Media & Publishing	Core	223614	3	2	0	2
5	Media in Myriad Forms	Core	223615	3	2	0	2
6	Term Paper -Community Outreach	Core	223116	1	2	0	0
7	GE			4	3	1	0
8	FL 1	USC- 1		2	2	0	0
9	Mentored Seminar -1	SEC-1		1	1	0	0
		<b>TOTAL</b>		<b>25</b>		<b>0</b>	
		<b>Total contact hours per week</b>					

**SECOND SEMESTER**

S I No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Digital Film-making	Core	223621	4	3	0	2
2	India and International Relations	Core	223622	4	3	0	2
3	Film Studies & Appreciation	Core	223623	4	3	0	2
5	Strategic PR & Corporate Communication	Core	223625	3	2	0	2
6	Advertising and Design	Core		3	2		2
6	Video Editing	Core	223626	2		0	4
7	Leadership, Domestic Immersive Experience – Industry Project/ Field Trip	Core	223627	2	2	0	0
8	FL 2	USC-2		2	2	0	0
9	Mentored Seminar -2	SEC-2		1	1	0	0
		<b>TOTAL</b>		<b>25</b>		<b>0</b>	
		<b>Total contact hours per week</b>					

**THIRD SEMESTER**

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Multimedia Journalism	CORE	223631	3	2	0	2
2	Radio production and promotion	CORE	223632	3	2	0	2
3	Television Production	CORE	223633	3	2	0	2
4	Media laws and Ethics	CORE	223636	2	2		0
5	Event Management	DSE	223634	3	2	0	2
6	Advance New Media	DSE	223635	3	2	0	2
7	Media and Entertainment Industry	DSE Any two		3	2	0	2
9	Internship		223137	5			
10	Mentored Seminar -3 (Industry Interface)			1	1	0	0
11	FL 3			2	2		
		<b>TOTAL</b>		<b>25</b>			
		<b>Total contact hours per week</b>					

#### FOURTH SEMESTER

S 1 No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Media Research	CORE		3	2	0	2
2	Development communication	CORE		3	2	0	2
3	Documentary production	CORE		3	2	0	2
4	Motion Graphics	CORE		3	2	0	2
5	Dissertation/Thesis	CORE		2	2	0	0
6	Sports Journalism	DSE		3	2	0	2
7	Business Journalism	DSE		3	2	0	2
8	Environment Journalism	DSE Any two		3	2	0	2
9	FL- 4			2	2	0	0
10	Internship			3	0	3	0
		<b>TOTAL</b>		<b>25</b>			
		<b>Total contact hours per week</b>					

MA/Media and Communication/ 1 year in common/ 1 year of specialization.(5<sup>th</sup> and 6<sup>th</sup> Semester chose any 2 DSE out of 3

## **SEMESTER 1**

### **Media Principles and theories**

#### **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.

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
--	-----------------	-----------------	-----------------	-----------------	-----------------	-----------------	-----------------	-----------------	-----------------	------------------	------------------	------------------

<b>CO1</b>	3	3	2	--	2	1.5	2	3	2	2	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	1.5	--	2	2
<b>CO3</b>	2.5	3	3	2	3	2	3	1.5	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1	2	2	3	--	3	2	2
<b>CO5</b>	2	2	--	3	2	3	1	1.5	2	3	2	3
<b>CO6</b>	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
<b>Avg</b>	2.25	2.83	2.33	1.66	2.0	2.0	2.16	1.58	2.33	2.00	1.91	2.33

**Module I: Principles of Communication (Theories, Models, communication)**

Process of Information Flow, Impact and Relation of Mass Media and Society, Mass Culture, Mass Media study and Research, Definition, Scope and Purpose of Communication Models, Definition, Scope and Purpose of Mass Communication Theories

**Module II: Media Theories and Models**

Libertarian, Authoritarian, Socialistic, Social responsibility, Developmental, Participatory, Laswell's Model, Osgood's Model, Wilber Schramm's Circular Model, Gate Keeping Model

**Module III: Theories of Mass Communication**

Propaganda Theory, Cultivation Theory, Dependency Theory, Spiral of Silence, Case studies on some of these models and theories and their relevance in contemporary practices.

**Module IV: Media culture and its production. Media organizations, media content, market – driven media content – effects, sky vision, cultural integration and cultural pollution. Issues of media monopoly – cross-media ownership;**

**Books/References**

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
5. Mass Communication Research Methods, Hansen, Cottle, Negrine, Newbold
6. Mass Communication Research Resources, Sterling, Bracken and Hill
7. Mass Media and Public Issues, Bhargava Gopal
8. Mass Communication Research Methods, Routledge Library Editions, Communication Studies
9. Mass Communication Theories (Explaining Origins, Processes and Effects), Martin L. DeFleur
10. Media in Global Context, Annabelle Sreberny-Mohammadi (Editor), Dwayne R. Winseck (Editor), Jim McKenna (Editor)
11. Media Studies-- Texts, Production, Context, Paul Long, Beth Johnson, Shana MacDonald, Schem Rogerson Bader, Tim Wall

## Photography and its types

### 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.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
<b>CO1</b>	3	3	2	--	3	2	--	3	2	2	--	2
<b>CO2</b>	2	3	2	2	2	3	2	3	2	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	--	2	2	2	2
<b>CO4</b>	2	3	3	--	1.5	2	2	2	--	3	1	3
<b>CO5</b>	2	2	--	3	2	3	1	1.5	2	3	2	3



<b>CO6</b>	2	3	3	--	1.5	--	3	2	3	1.5	2	3
<b>Avg</b>	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:** History of photography and Components of Camera -definition Components and Types of Camera – Types of Lens, Types of Films, Types of Filters – Importance of Light and Lighting Equipment, characteristics of light-light sensitivity, shutter speed, aperture, ISO – Camera Accessories like studio flash, portable flash, soft box, umbrella etc.

**Unit 2:** Picture with impact: placement of the subject, the focal point, center of interest, perspective and viewpoint, balance, shape and form, pattern and outline, movement. Foreground- background relationship.

**Unit 3:** Nature and landscape photography. Landscape, rural, urban, cityscapes, sunsets, seascapes, weather conditions. Portraits and product photography. Sports and action. photo feature on topical issues-Practical assignment on Important Issues. (Portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising)

**Unit 4:** Digital Technology and its future – Digital Developing and Printing, Photoshop, in-design, light room.

#### **Books/References:**

1. 1.Camera Lucida: Reflections on Photography- Roland Barthes
2. On Photography- Susan Sontag
3. The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
4. Basic Photography- Michael Langford.
5. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
6. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005
7. InDesign in easy steps, Robert Shufflebotham
8. Dad's Guide. How to Produce a Paperback Book using Adobe InDesign, Patrick Carter
9. Read This if You Want to Take Good Photographs, Henry Carroll
10. Better Photo Basics, Jim Miotke
11. Tony Northrup's DSLR Book: How to Create Stunning Digital Photography, Tony Northrup
12. One Face, Fifty Ways, Mark Wilkinson & Imogen Dyer

# DIGITAL 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.

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
<b>CO1</b>	3	3	2	--	2	1.5	2	3	2	1	2	2
<b>CO2</b>	2	3	3	2	2	2	2	--	1.5	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	--	2	2	2	2
<b>CO4</b>	2	3	3	--	1.5	2	2	3	--	3	1	2
<b>CO5</b>	2	2	--	3	2	3	1	1	2	3	2	3

<b>CO6</b>	2	3	3	--	2	1.5.	3	2	3	2	1	3
<b>Avg</b>	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 I-** Introduction to Brand Management, Crafting of Brand Elements, The Crisis of branding, Marketing and the Communications Mix, The Decision of Buy. The Brand, Planning Communications

**Unit II-** Product Management — An Introduction, Corporate Strategy and Product Policy, Product line Decisions, Product Life Cycle and Marketing Strategies, New Product Development and the Techniques of Idea Generation and Screening, Concept Development and Testing

**Unit III-** Test Marketing, Launching and Tracking New Product Programmes, organizing for New Products Consumer Brand Knowledge, Brand Identity, Personality and Brand Associations, Managing Brand Architecture and Brand Portfolios, Corporate Branding and Tools for Building Brand Equity, Leveraging Brand Equity, Measurement of Brand Equity

**Unit IV -** Customer Relationship Management, Emerging Platforms & Future Trends, Campaign Planning & Inbound Marketing, Digital Marketing Analytics, Research in Marketing Communications, Cultural and Ethical Concerns in Advertising.

**Books/References:**

1. Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise, and Stand Out from the Competition - John Michael Morgan- Wiley publishing
2. The Advertising Concept Book: Think Now, Design Later (Third)- Pete Barry  
Published July 21st 2008 by Thames Hudson
3. Ogilvy on Advertising- David Ogilvy- Christopher Fagg, Editor
4. Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing - Douglas Van Praet- St. Martin's Griffin
5. Building a Storybrand: Clarify Your Message So Customers Will Listen, Donald Miller
6. Strategic Brand Management | Fourth Edition | By Pearson, Keller/ Parameswaran/ Jacob
7. Brand Sense: How to Build Powerful Brands Through Touch, Taste, Smell, Sight and Sound, Martin Lindstorm
8. The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand, Laura Reis
9. Purple Cow: Transform Your Business by Being Remarkable, Seth Godin

10. Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity, David A. Aaker
11. The New Strategic Brand Management: Advanced Insights and Strategic Thinking; Jean-Noël Kapferer
12. Strategic Brand Management; by Kevin Lane Keller

## **WRITING & EDITING – FOR MEDIA & PUBLISHING**

### **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.

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
<b>CO1</b>	3	3	2	1.5	3	2	1.5	3	2	2	2	2
<b>CO2</b>	2	3	2	3	2	3	2	3	2	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	--	2	2	2	2
<b>CO4</b>	2.5	3	3	2	2	2	1.5	2	--	3	1	3

<b>CO5</b>	2	2	--	3	2	3	1.5	1.5	2	3	2	3
------------	---	---	----	---	---	---	-----	-----	---	---	---	---

	2.5	3	3	1	1.5	2	3	2.5	3	1.5	2	3
<b>CO6</b>												
<b>Avg</b>	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-** Editorial writing: Importance of edit page, place of opinion in a newspaper, concept of op-ed page; Form, purpose and style of editorial writing; Tools: Reading, library, clippings and research; Kinds of editorial writing: Leaders, opinion articles, analytical articles, current topics, importance of letters to editors; Comparative study of editorials and Op-Ed pages in various newspapers

**Unit 2-** Writing editorial features: Structure of editorials; Types of editorials: Explain or Interpret, Criticize, Persuade, Praise; In-depth, interpretative, investigative articles; Planning of editorial page; Editing the opinion articles, do's and don'ts; Selecting and editing letters to the editor. Writing columns: Planning and writing columns, Interests and specialization; Reviews: Books, dramas, films and art exhibitions; Special features, series of articles.

**Unit 3-** Evolution of writing Multimedia, Multitasking: Planning and working for supplements, editing and rewriting features; Writing for daily, supplements and magazines; Writing for other mediums (Radio, TV, Web); Basics of script writing

**Unit 4—**Writing fiction, non-fiction and novels. Writing for Magazines ad content writing in technical field.

#### **Books/References:**

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi
3. Cyber Tech Publications News Writing and Reporting for Today 's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
4. Modern newspaper practice: A primer on the press, F.W. Hodgson
5. Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
6. The Newspaper 's Handbook, Richard Keeble, Routledge Publication
7. Art of News Writing Technique, Kishore Sharma
8. The Art of Newspaper Making, Dana Charles Anderson
9. AP Stylebook, Book by Associated Press and Norm Goldstein

10. Newswriting and Reporting: The Complete Guide for Today's Journalists, Christopher Scanlan and Richard Craig
11. Broadcast News and Writing Stylebook - 7th Edition – Routledge, Robert A Papper
12. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect, Tom Rosenstiel
13. Writing for Digital Media, Brian Carroll
14. Writing for Digital: A Guide to Writing for the Digital Era, Nathyn Brendan Masters
15. On Writing: A Memoir of the Craft, Stephen King
16. Write Great Fiction - Plot & Structure: Techniques and Exercises for Crafting and Plot That Grips Readers from Start to Finish, James Scott Bell
17. Writing the Breakout Novel: Winning Advice from a Top Agent and His Best-selling Client, Donald Maass
18. Stein on writing, Sol Stein

## **MEDIA IN MYRIAD FORMS**

### **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.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
<b>CO1</b>	3	3	2	--	2	1.5	2	3	2	2	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	1.5	--	2	2
<b>CO3</b>	2.5	3	3	2	3	2	3	1.5	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1	2	2	3	--	3	2	2
<b>CO5</b>	2	2	--	3	2	3	1	1.5	2	3	2	3
<b>CO6</b>	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
<b>Avg</b>	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:** The Indian Press Origin of Press in India Growth of English Newspaper and its contribution to India's Independence Vernacular Press Act Role of Press after Independence Popularity of English Newspaper in India Language Press Scenario in India Leading Dailies: The Hindu, Amrita Bazar Patrika, Hindustan Times, The Indian Express, The Tribune, The Times of India.

**Unit II:** Radio Origin of Radio in India Development of AIR during First Three Five Year Plans Various Types of Radio, AIR services: National, Regional, External Services Role of radio in a developing country Broadcasting Code Present Status of AIR, FM broadcasting and Community Radio.

**Unit III:** Television Development of Television in India Public service broadcasting Commercial TV Broadcasting policy and regulation

**Unit IV:** Cinema Origin and Development of Films in India Cinema and Society Effects of Cinema Alternative Media Neighborhood newspapers, wall newspapers, graffiti, bulletin boards social media and citizen journalism, role of blogging in alternative journalism social messaging and journalism Traditional Folk Media and Social Development Role of TFM in social change; challenges and threats to folk media, strengthening folk media- means and ways, Scope of using TFM

**Books/References:**

1. An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres- Roberts B. Musburger- Focal Press, Oxford, 2007
2. Globalization and television: A study of the Indian Experience- Sunetra Sen Narayan
3. Electronic Journalism: Principles and Practices Aditya Sengupta Authors Press, New Delhi, 2006
4. D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press
5. Understanding Cinema: A Psychological Theory of Moving Imagery, Per Persson
6. Making Movies, Sidney Lumet
7. On Directing Film, David Mamet
8. In the Blink of An Eye: 2nd Edition: New Edition, Walter Murch
9. Save The Cat! The Last Book on Screenwriting You'll Ever Need, Blake Snyder
10. The Revolution Was Televised: How The Sopranos, Mad Men, Breaking Bad, Lost, and Other Groundbreaking Dramas Changed TV Forever, Alan Sepinwall
11. Desperate Networks, Bill Carter
12. The Television History Book, Michele Hilmes & Jason Jacobs
13. Tube: The Invention of Television, David E. Fisher, Marshall Jon Fisher
14. Beyond Powerful Radio: A Communicator's Guide to the Internet Age—News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio; Valerie Geller
15. Hello, Everybody! The Dawn of American Radio, Anthony Rudel
16. History of Radio: The Most Important Technologies, People and Events that Started Radio Broadcasting and the Communication Age; Edward N. Simpson
17. Stay Tuned: The Story of Radio in India, Pankaj Athawale
18. The Radio Career Book; From Programming to Performance, Sayed Mohammad Amir
19. Congress Radio
20. Usha Mehta and the Underground Radio Station of 1942; Usha Thakkar

## **Semester 2**

### **DIGITAL FILM-MAKING**

**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 Digital Film Making 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
<b>CO1</b>	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	1.5	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	2	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
<b>CO5</b>	2	2	--	3	2	3	1	1	2	3	2.5	3
<b>CO6</b>	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
<b>Avg</b>	2.16	2.83	2.33	1.91	2.08	2.0	2.16	2.16	2.16	1.83	1.91	2.33

Course objective: -Digital Film Production is an introductory course to narrative film production. It includes lectures, workshops, and hands-on production experience. We will focus on short narrative fiction, which will enable you to engage each aspect of the filmmaking process. Course assignments will build toward an original short narrative video)

Unit I- Idea & Concept, Story Telling, Technology and Rise of Mobile Phone Movies, Script, Screenplay & Dialogue, Format of script, Shot Division & Storyboard

Unit II -. Budget making technique) Making Budget B) Releasing Budge, Audition – Casting & Crew Selection, Location Hunting A) Outdoor Location B) Indoor location, Production Materials & Technical requirement A) Camera Dept. B) Sound Dept. C) Makeup & hair dept. D) Setting Dept. Finance & Subsidy, Shooting Schedule / Breakdown and Permission, Crew & Their Responsibility

Unit III- Camera, Editing & Accessories, Special Effect Shooting, Different Shooting Genre; Professional Editing Platforms, Basic Editing Rules, Promo & Teaser Editing

Unit IV- Understanding OTT Platform, Distribution & Exhibition method.

#### **Books/References:**

1. The digital filmmaking handbook by Dough Harman
2. The DSLR Filmmaker's Handbook: Real-World Production Techniques by Barry Andersson and Janie L. Geyen
3. The Independent Film Producers Survival Guide: A Business and Legal by Harris Tulchin, J. Gunnar Erickson, and Mark Halloran
4. Digital Filmmaking 101 by Dale Newton and John Gaspard
5. The Digital Filmmaking Handbook: The definitive guide to digital filmmaking, Doug Harman
6. How to Shoot Video That Doesn't Suck, Steve Stockman

7. Digital Filmmaking for Beginners A Practical Guide to Video Production (ELECTRONICS), Michael K Hughes
8. The filmmaker's handbook, Book by Ed Pincus
9. Digital Filmmaking: The Changing Art and Craft of Making Motion Pictures, Natalie Phillips and Thomas Ohanian
10. Filmmaking for Dummies, Michael Stoller
11. Corporate Video Production: Beyond the Board Room (And Out of the Bored Room); Stuart Sweetow
12. Independent Filmmaking and Digital Convergence: Transmedia and Beyond; Vladan Nikolić
13. Non-Cinema: Global Digital Film-making and the Multitude; William Brown
14. Digital Filmmaking Paperback; Mike Figgis

### INDIA AND INTERNATIONAL RELATIONS

**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
<b>CO1</b>	2	2	3	1	2	2	2	3	2	2	2	2
<b>CO2</b>	2	3	-	2	2	2	1.5	3	2	2	3	2
<b>CO3</b>	1	3	2	2	3	1.5	1	3	2	1	2	1
<b>CO4</b>	3	3	2	-	-	-	1.5	2	-	3	-	2
<b>CO5</b>	3	1	1	3	2	1.5	2	1	1.5	3	1.5	1.5
<b>CO6</b>	1	1	2	2	1.5	2	2	2	1.5	1	1.5	1.5
<b>Avg</b>	2	2.16	2	1.6	1.75	1.5	1.66	2.6	1.50	2.0	1.66	1.66

Course objective: -The objective is to give the students an understanding of where India stands internationally and India's POV towards the world in general and in relation to the Indian issues in particular. The module deals with major international issues that have defined the course of the modern world and India in context) Module I-- Neighborhood first policy, Act East policy, Link West policy, Indian ocean outreach, Indian Diaspora, United Nation and UNSC Reforms; BRICS- Advantages of setting up the New Development Bank

Prospects and Challenges of BRICS, IMF – The International Monetary Fund--issues concerning the reforms in Bretton Wood twins and needs structural reforms to reflect post globalization realities of the world; NATO – Relevance of NATO in post USSR era; TPP, WTO – Doha round and Singapore Agenda  
Evolution of India’s foreign policy

Module II-- Importance of ASEAN in establishing peace and stability,Indo-Pak Relations--Border Dispute and J&K issue, Terrorism emanating from Pakistan, India-China Border dispute, Importance of West Asia for India, Change in West Asian strategic thinking, Challenges in India-Saudi Arabia Relations

Module III-- India-Europe: The first India-Nordic Summit, What is GDPR? its implication for India influx of refugees into Europe, irritants between India-EU (FTA), A new European Union strategy for India; India and USA: Brief of India-US relations, Mutually supportive defense cooperation relationship logjams in implementation of civil nuclear cooperation agreement between India and the USA, India-Russia: India’s increasing defense deal with USA, Israel Russian arms deal with Pakistan, Stagnation between India-Russia Relations

Module IV-- Political problems issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxal, Profile of the Indian economy and comparison with few other top economies of the world, Guest lectures on current and topical issues by leading practicing journalists

Books/References:

1. International Communication: Continuity and Change, Oxford University Press ,2003. - Yahya R. Kamalipour and Nancy Snow.
2. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
3. Communication and Society, Today and Tomorrow “Many Voices One World” UNESCO Publication, Rowman and Littlefield publishers, 2004. - Barbie Zelizer and Stuart Allan.
4. Journalism after 9/11, Taylor and Francis Publication, 2012. – Daya Kishan Thussu.
5. War and the media: Reporting conflict 24x7, Sage Publications,2003. - Stuart Allan and Barbie Zelizer.
6. Reporting war: Journalism in war time, Routledge Publication, 2004.
7. The Republic; Plato
8. A vindication of the rights of women by Mary Wollstonecraft
9. Narrative of the Life of Frederick Douglass,
10. An American slave by Frederick Douglass
11. Animal Farm and 1984 by George Orwell
12. Long walk to Freedom by Nelson Mandela
13. How to spot a Fascist by Umberto Eco
14. Why Current Affairs Need Social theory; Rob Stones
15. The India Way by S Jaishankar
16. The McMahon Line by J J Singh
17. India’s China Challenge by Ananth Krishnan
18. The Ultimate Goal by Vikram Sood
19. Making India Great by Aparna Pande
20. Full Spectrum by Arjun Subramaniam
21. Perilous Interventions by Hardeep Puri

22. From Chanakya to Modi by Aparna Pande
23. Man, the State, and War: A Theoretical Analysis, Kenneth Waltz
24. Economic Statecraft, David Allen Baldwin
25. Perception and Misperception in International Politics, Robert Jervis
26. Bureaucratic Politics and Foreign Policy, Morton Halperin
27. Social Origins of Dictatorship and Democracy: Lord and Peasant in the Making of the Modern World, Barrington Moore

## FILM STUDIES & 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
<b>CO1</b>	3	3	2	--	3	2	--	3	2	2	2	2
<b>CO2</b>	2	3	2	3	2	3	2	3	2	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	--	2	2	2	2
<b>CO4</b>	2	3	3	--	2	2	1.5	2	--	3	1	3
<b>CO5</b>	2	2	--	3	2	3	1.5	1	2	3	2	3
<b>CO6</b>	2	3	3	--	1.5	2	3	2	3	1.5	2	3
<b>Avg</b>	2.16	2.83	2.16	1.33	2.25	2.33	1.83	1.83	1.83	1.91	1.83	2.50

Course objective: -The Film Studies module prepares students to participate in a world increasingly shaped by moving pictures. Through sections that offer a foundation for understanding cinema-and its relation to culture, history, technology and aesthetics-Film Studies teaches students to create and analyze moving images, to produce research, and to make art.

Unit I- Language of Cinema – Focus on visual Language: Shot, Scene, Mis-en-scene, Continuity Editing, Montage, Sound and color

Unit II - Film Form and Style German Expressionism and Film Noir Italian Neorealism French New-Wave , Alternative Visions Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory Auteur- Film Authorship with a special focus on Ray or Kurosawa

Unit III-Hindi Cinema Early Cinema and the Studio Era 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor,

Mehboob) The Indian New-Wave Globalization and Indian Cinema Film Culture Film review. Appreciation, Criticism, Definitions. Collecting and analyzing different types of film reviews. Explore the different types of film journals, articles and write- up. Write reviews for some current films.

Unit IV- Watch films from different countries. Compare between Third World cinema styles and Hollywood films. View and study different types of films. Study the audience behavior. Mini surveys. Collect data about major studios and distribution network.

(Focus Areas: Study of filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Ingmar Bergman and modern masters like Alfred Hitchcock, Stanley Kubrick, Abbas Kiarostami, Jafar Panahi, Majid Majidi, Bahram Beizai, Lee Chang-dong, Bong Joon-Ho, So Yong Kim, Martin Scorsese, Quentin Taarantino, Joel and Ethan Coen, Steven Soderbergh, Terrence Malick and others)

Books/References:

1. 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,
2. 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:
3. A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63 Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films
4. Ideology of the Hindi Film: A Historical Construction- M. Madhava Prasad Oxford
5. History of Indian Cinema -Renu Saran-Diamond Books
6. Speaking of Films; Satyajit Ray
7. Satyajit Ray: The Inner Eye; Andrew Robinson
8. Iranian Cinema Uncensored: Contemporary Film-makers since the Islamic Revolution; Shiva Rahbaran
9. Allegory in Iranian Cinema--The Aesthetics of Poetry and Resistance; Michelle Langford
10. A Social History of Iranian Cinema, Volume 4: The Globalizing Era, 1984–2010; Hamid Naficy
11. Contemporary Korean Cinema, Lee Hyangjin
12. Transnational Korean Cinema, Jin Dal Yong
13. New Korean Cinema: Breaking the Waves; by Darcy Paquet
14. The Cinema of Japan and Korea, Justin Bowyer
15. The Stanley Kubrick Archives; Alison Castle
16. Hitchcock: A Definitive Study of Alfred Hitchcock; Francois Truffaut
17. Once Upon a Time in Hollywood: The First Novel By Quentin Tarantino
18. Something Like An Autobiography; Akira Kurosawa
19. Scorsese on Scorsese; Martin Scorsese
20. The Philosophy of Martin Scorsese; Mark T. Conard
21. The Philosophy of Steven Soderbergh; Barton Palmer & Steven M. Sanders
22. Bollywood: The Films! The Songs! The Stars! By DK
23. 100 Years of Bollywood; Diptarup Das
24. National Identity in Indian Popular Cinema 1947-1987 by Sumita S. Chakravarty
25. Bengali Cinema: An Other Nation; Sharmistha Gooptu

## STRATEGIC PUBLIC RELATIONS & 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. Studentst 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
<b>CO1</b>	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	1.5	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	2	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
<b>CO5</b>	2	2	--	3	2	3	1	1	2	3	2.5	3
<b>CO6</b>	2	3	3	1.5	2	1.5.	3	2	3	2	1.5	3
<b>Avg</b>	2.16	2.83	2.33	1.91	2.08	2.0	2.16	2.16	2.16	1.83	1.91	2.33

Course objective: -The goal is to help students achieve a clear understanding of how skills are developed for reaching the most ambitious marketing goals and strategic communications objectives, to deliver the highest levels of professionalism and experience, to provide strategic counsel, creative solutions and timely, responsive services in face of competition, changing demand psyche and crisis)

Unit I

Understanding PR & CC : PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication -The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney),Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising , Defining Publics/Stakeholders

#### Unit II

PR Process and Practice: The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies ,Tools of PR: Media Relations (Organizing Press Conferences/ Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics ),The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion ,Political PR, PR vs Spin ,Sports PR, Entertainment and Celebrity Management, Persuasion and Public Relations, PR and Writing: Printed Literature, Newsletters, Position Papers/ Opinion Papers and White Papers and Blogs.

Unit III- Introduction to Corporate Communication: Defining Corporate Communication. Why Corporate Communication is Important? Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).

Unit IV -Corporate Communication Strategies and Tools: Applications, Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising CC/PR in Brand Building , Corporate Social Responsibility & Sustainable Development ,Financial Markets and Communication, Investor Relations, Corporate Communication Applications, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/ , Case Studies ,Laws & Ethics in CC ( Project /Practical work on pr and cc implementation.)

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

### **ADVERTISING & DESIGN**

#### **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.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	3	3	2	--	2	1.5	2	3	2	1	2	2
<b>CO2</b>	2	3	3	2	2	2	2	--	1.5	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	--	2	2	2	2
<b>CO4</b>	2	3	3	--	1.5	2	2	3	--	3	1	2
<b>CO5</b>	2	2	--	3	2	3	1	1	2	3	2	3
<b>CO6</b>	2	3	3	--	2	1.5	3	2	3	2	1	3

Course objective: This aim of studying Advertising is to prepare the students for the industry where they are well



equipped to create communication strategies and forms to build primary demand when asked for. This being one of the most potent part of the marketing mix students need to be industry ready and the module aims to do so.

UNIT I- Advertising as communication Advertising and other forms of Communication: Propaganda & Publicity Advertising vs. Personal Selling & Sales Promotion Advertising vs. Form and Format: Conventional advertising and Advertising Agencies Different departments in an Ad Agency - Management, Client servicing, Client acquisition, account planning, client servicing, media management, artist management, Creative and design, Audio/ Visual team, Accounts, Administration, technical.

Unit II- Copywriting—its art and nuances, Long Copy, Shorty Copy, Minimal Copy, Layout its forms and styles, Integration of thought and picture into forming a complete advertisement.

Unit III— Elements and principles of Design, creative execution and design, Introduction to Photoshop, Bitmap and Vector Images, Understanding Image Size and Resolution, Photoshop Menus, Palettes, Color Theory, Photoshop color Modes, Photoshop Tools, Software to be used is Adobe Photoshop and Illustrator. Introduction to Adobe InDesign CS, understanding the layout and tools as a whole.

Unit IV- Project using design concepts of latest advertising trends.

Books/References:

1. Ogilvy on Advertising, David Ogilvy
2. Hey, Whipple, Squeeze This: A Guide to Creating Great Ads, Luke Sullivan
3. Made to Stick: Why Some Ideas Survive and Others Die, Chip Heath, Dan Heath
4. A Technique for Producing Ideas, James Webb Young
5. Confessions of an Advertising Man, David Ogilvy
6. Scientific Advertising, Claude C. Hopkins
7. Contagious: Why Things Catch On, Jonah Berger
8. Truth, Lies, and Advertising: The Art of Account Planning, Jon Steel
9. The Copywriter's Handbook: A Step-by-step Guide to Writing Copy that Sells, Robert Bly
10. The Adweek copywriting handbook, Joseph Sugarman
11. The Advertising Concept Book: Think Now, Design Later, Pete Barry
12. The Tipping Point: How Little Things Can Make a Big Difference, Malcolm Gladwell
13. Buyology: Truth and Lies About Why We Buy, Martin Lindstrom
14. Positioning: The Battle for Your Mind, Al Ries and Jack Trout
15. Creative Advertising: Ideas and Techniques from the World's Best Campaigns, Mario Pricke
16. Booming Brands - Inspiring Journeys Of 11 "Made In India" Brands, Harsh Pamnani
17. Booming Brands 2- Harsh Pamnani
18. How Do I Do That in Photoshop? – Scott Kelby
19. Learn Adobe Illustrator CC for Graphic Design and Illustration, Dena Wilson & Peter Lourekas
20. InDesign Type: Professional Typography with Adobe InDesign, Nigel French
21. The Non-Designer's InDesign Book, Robin Williams, Adobe InDesign Creative Cloud Revealed, Chris Botello

## **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.

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

Course objective: The aim of this module is to prepare the students with the basic skill of video editing and also help them understand the various aspects of editing—picture, sound, track and effects to help them get ready for future)

Unit I – Digital and Analogue Video: Analogue and Digital Video, Digital Intermediate Technology – Film to Computer—Digitization-Back to Film, Telecine Technique, Motion Film Digitization. Different Video formats and sizes, Various editing software and their usage, Difference between Analog and Digital editing systems.

Unit II –Final Cut Studio: Final Cut Pro - Principles and Elements of Video Editing - Working with the interface, Marking and Editing, Drag-and-drop Editing, 3 Point Editing, marking in the Timeline, Trimming Edit Points, Adjusting Edit Points, Capturing Footage, Applying Transitions and Filters, Mixing Audio Tracks, Motion Tab setting, Multi-cam Editing, Adding Titles and Graphics, Finishing and Outputting, Different Concept of Video Editing, Match Cut – Rough Cut – Cut Away techniques.

Sound Track Pro - Introduction of Sound Track Pro, Focus on concepts and processes of audio editing, Sound Effects, Single Track and Multi-Track audio, Sound Track Pro Gallery.

Unit III – Visual Effects: History of Visual effects, Introduction to Compositing, Introduction to Visual Effects,

Introduction to Compositing. Basics of Adobe Flash, Key frames, Graphic and Text Animation in Flash, Tools and Settings.

Unit IV – Basic Aesthetic Principles for editing: Principles of editing, Rhythm & Pace, Basic Transitions and their purpose, Construction of scene and sequences, Experimentation in Editing, Lab /Practical Assignments-- Creation of sequences without sound, Creation of sequences with sound, Creation of montage, Creation of Continuity, Assembling shots with different transitions

Books/References:

1. In the Blink of an Eye, Walter Murch
2. On film editing, Edward Dmytryk
3. Editing Digital Video: The Complete Creative and Technical Guide, Patrick McGrath and Robert M. Goodman
4. The Technique of Film and Video Editing: History, Theory, and Practice, Ken Dancyger
5. The Video Editing Handbook, Aaron Goold
6. The Conversations: Walter Murch and the Art of Editing Film, Michael Ondaatje
7. The Invisible Cut, Bobbie O’Steen
8. Adobe’s Premiere Pro, Maxim Jago
9. Storytelling for Virtual Reality, John Bucher
10. Film and Video Production in the Cloud, Jack James
11. How to Edit Videos That People Want to Watch, Rachel Bastarache Bogan
12. Color Correction Handbook: Professional Techniques for Video and Cinema, Alexis Van Hurkman

### SEMESTER 3

### MULTIMEDIA JOURNALISM

**Course objective:**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
<b>CO1</b>	3	3	2	1.5	3	2	2	3	2	2	2	2
<b>CO2</b>	2	3	2	2	2	3	2	3	2	1.5	2	2
<b>CO3</b>	2	3	3	2	3	2	3	1.5	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1	2	2	2	1.5	3	1.5	3
<b>CO5</b>	2	2	--	3	2	3	1.5	1	2	3	2	3

<b>CO6</b>	2	3	3	1.5	1	1.5	3	2	3	1.5	2	3
<b>Avg</b>	2.3	2.8	2.1	1.8	2.0	2.2	2.2	2.0	2.0	2.16	1.91	2.5
	3	3	0	3	0	5	5	0	8			

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.

**Unit I** -Convergence: Issues & Perspectives--Convergence: impact & new forms, Changes due to convergence, multimedia journalism and its distinct characteristics, Functions and the structure and formation of new media industry, The distinct structure and workflow of news room for web/multimedia journalism, New media economics

**Unit II**-Forms and Formats of Multimedia Journalism-- Writing for multimedia journalism  
Photo, audio and video forms – their different narrative forms and techniques, Info-graphics and data visualization, multimedia package and multimedia documentary, New forms of journalism and latest narrative devices – blogs, social media and beyond , News website and its different production stages ,Researching online, online news sources, news gathering process, verification and fact check Editing for web ,Packaging and distribution of online news, online advertising and marketing

**Unit III**- Ethical and Legal Issues in Journalism -- Cyber laws and regulatory Framework, IT Act, Cyber Crime, Cyber Terrorism, Cyber Security, Cyber defense, Cyber-attack, Surveillance, Community Informatics, Open Source Approaches, Activism in Cyber space

**Unit IV- Practicing Multimedia Journalism --- Critical analyses of latest case studies, Producing multimedia documentary, Blogging: Content creation & Circulation practices (Focus Multimedia production)**

**Books/Recommendations:**

1. Briggs, Mark, Journalism Next: a practical guide to digital reporting and publishing, CQ Press, Washington, DC, 2010. (Journalism Next can be found in online bookstores such as Amazon.com and BarnesandNoble.com or at CQ Press publishing house Web site).
- Foust, James, Online Journalism - Principles and Practices of News for the Web, Holcomb Hathaway Publishers, Scottsdale, AZ, 2008.
- Kovach, Bill, and Rosenstiel, Tom, The Elements of Journalism: what newspeople should know and the public should expect. Crown Publishers, New York, 2001. Multimedia Journalism.
- McAdams, Mindy, Reporter's Guide to Multimedia Proficiency, e-book downloadable from <http://www.jou.ufl.edu/faculty/mmcadams/PDFs/RGMPbook.pdf>, 2009
- Multimedia Journalism: A Practical Guide, Andy Bull
- Mobile and Social Media Journalism: A Practical Guide, Anthony Adornato
- The Principles of Multimedia Journalism: Packaging Digital News, Jeremy Rue & Richard Koci Hernandez
- Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Kevin Kawamoto (Editor, Contributor)
- The Solo Video Journalist: Doing It All and Doing It Well in TV Multimedia Journalism, Matt Pearl
- Multimedia Journalism, R. C. Ramanujam
- Multimedia Reporting: How Digital Tools Can Improve Journalism Storytelling, Richard Scott Dunham
- Newsgames: Journalism at Play, Bobby Schweizer, Ian Bogost, and Simon Ferrari
- Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia, A. L. Tompkins
- The Handbook of Global Online Journalism, Eugenia Siapera, Andreas Veglis
- Convergent Journalism an Introduction: Writing and Producing Across Media, Stephen Quinn
- Multimedia Storytelling for Digital Communicators in a Multiplatform World, Seth Gitner
- Multimedia Journalism, Dibyanshu Kumar
- Multimedia Journalism: A Practical Guide, Andy Bull

The Principles of Multimedia Journalism: Packaging Digital News, Richard Koci Hernandez and Jeremy Rue  
 Navigating Social Journalism: A Handbook for Media Literacy and Citizen Journalism, Martin Hirst

## **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.

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
--	-----------------	-----------------	-----------------	-----------------	-----------------	-----------------	-----------------	-----------------	-----------------	------------------	------------------	------------------

<b>CO1</b>	3	3	2	--	3	2	--	3	2	2	--	2
<b>CO2</b>	2	3	2	2	2	3	2	3	2	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	--	2	2	2	2
<b>CO4</b>	2	3	3	--	1	2	2	2	--	3	1.5	3
<b>CO5</b>	2	2	--	3	2	3	1.5	1	2	3	2	3
<b>CO6</b>	2	3	3	--	1	1.5	3	2	3	1.5	2	3
<b>Avg</b>	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 I-**

Evolution and Growth of Broadcasting: Airwaves – Public or Private Property, Public service broadcasting, Broadcasting policy, Contemporary Broadcasting, FM Broadcasting, FM technology and softwares, Community Radio, Rise of digital audio, Podcast and Youtube audio the new industry makeover.

### **Unit II--**

Basic concepts of Audio production, Microphones – Designs, Categories and Applications, Analog/Digital Studio Mixer. Portable Audio Mixers. Recording formats, understanding sound recording, Folly sound recording and dubbing, / Perspective of sound, Sound transfer, Editing and post-production, podcasts, Audio production on the move.

### **Unit III--**

Audio Workstations – ProTools, Nuendo, Avid Pro tools and others, Studio recording, Off air / On air studios and their working Online Sound editing ,Online Sound editing software, Newsroom software- Dalet, phone –in & radio bridge ,stages of radio production, Generate story ideas for radio productions, Prepare a basic script for radio production programs ,Plan and design the use of sound effects, music, narration, and dialog in a radio script, Articulate trends and policy of the radio broadcast industry as it relates to radio production.

### **Unit IV --**

Equipment Operation, Skills and Concepts – Audio/Radio Production Operate digital audio



equipment to conduct interviews and capture sound, Import and transfer audio using various devices, Operate, remote recording of spoken voice, ambience and sound effects, Demonstrate audio file importing, exporting, dubbing, multi-track recording , the mixing process using digital audio software, 5. sound editing concepts, Demonstrate an understanding of how to publish audio files on the Internet (Focus: producing an audio content)

### **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

## **TELEVISION PRODUCTION**

**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.

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
<b>CO1</b>	2	3	2	1.5	3	2	1.5	3	2	2	1.5	2
<b>CO2</b>	2	2.5	2	2	2	3	2	3	2	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	1.5	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1.5	2	2	2	1	3	1.5	3
<b>CO5</b>	2	2.5	--	3	2	3	1.5	1.5	2	3	2	3
<b>CO6</b>	2	3	3	1.5	1.5	2	3	2	3	1.5	2	3
<b>Avg</b>	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 I-** Television Broadcasting: Characteristics as a medium of communication, Channel Distribution, 5G & Notebook, Economics of TV broadcasting, National and International TV news agencies

**Unit II-** TV News Organizational structure of TV news channels, Modern TV newsroom: Input/output and Assignment Desks, TV news production desk and its functions, Visual sources: servers, graphics, archives, MSR and OB Writing to visuals, Editing bytes, procuring & editing visuals – archives, graphics & other sources, Writing Anchor Leads, Writing for Astons, supers, subtitles, scrolls and other TV screen value addition instruments, Understanding the pitfalls of broadcast punctuation and presentation

**Unit III-** TV Reporting, Locating TV stories, structuring a TV news report, V/O's, packages & story formats. PTC: Opening, Bridge and closing, Field work, TV news interviews, shooting, recording and editing, Live reporting, Satellite phones, broadband, optical fiber and internet & 4,5G based solutions

**Unit IV-** Production of TV news program The production team and the process, Line producers, field producers and their role, Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow, News analysis and experts, Commercials and promo breaks, Headlines, Discussions and talk shows, Organizing the studio for TV news programmes, Different types of PTC, Facing the camera and voice training, Studio anchoring and Use of Teleprompter, Voice over, sound track for features, Moderating studio news programmes.

**Books/references:**

1. 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

## **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

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
<b>CO1</b>	3	3	2	--	3	2	--	3	2	2	--	2
<b>CO2</b>	2	3	2	2	2	3	2	3	2	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	--	2	2	2	2
<b>CO4</b>	2	3	3	--	1	2	2	2	--	3	1	3
<b>CO5</b>	2	2	--	3	2	3	1	1	2	3	2	3
<b>CO6</b>	2	3	3	--	1	--	3	2	3	1	2	3
<b>Avg</b>	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:** Constitution of India: Preamble, fundamental rights-freedom of speech and expression and their limits Directive principles of state policy Provisions of declaring emergency, their effects of emergency on media, Reporting legislature Parliamentary privileges and media, Introduction to Ethics Introduction to ethical thinking, Concept of applied ethics, relational ethics and descriptive ethics, contributions by Immanuel Kant, Stuart Mill, Code of Ethics Concept of media ethics, need and importance of media code of ethics, Press Council Code.

**Unit-II:** Defamation, types of defamation, libel- types, slander, other legal issues – courtroom reporting, copyright, case studies. Statutes governing the press Obscene publications, Young persons (Harmful Publications) Act of 1956, Indian Telegraph Act, Press and Registration of Books Act 1867, The Parliamentary Proceedings (Protection of Public) Act 1956, The Copyright Act 1957. Copyright and Intellectual Property Right Copyright, types, remedies for copyright violation, exceptions to copyright, Indian copyright act, case studies, IPR and GATT, concept of copy left and creative commons

**Unit III:** Freedom of Speech and Expression under Indian Constitution Reasonable restrictions – case studies, Sting Operation, Censorship Concept of censorship, Ethics in Photojournalism Ethics in Photojournalism, Use of Photoshop and publishing of photographs, Internet and Ethics; Media's ethical problems including privacy, right to reply, sting operations; Guarding against communal writing and sensational and yellow journalism, freebies, bias, coloured reports; Ethical issues related with ownership of media and national, transnational monopoly, Private treaties between media and corporate houses; Cyber Laws and Ethics: Development of interest; Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking; Regulation Laws in Different countries

**Unit IV-** Press commissions of India, Media Self-Regulation and Professional Organization Concept of self-regulation, Media Self-regulation, Code of conduct of different, organizations for media personnel, Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS), Objectives and Administration of INS, Functions of INS, ILNA, Right to Information Concept of RTI, Press Council of India ,Sensationalism: Development of the Concept, Sensationalism , Sting Operations, Operation West End: Tehelka.com, Sting operations in Movies, Novels, Comics and TV Serial, Paparazzi and Celebrities, Restrictions on Paparazzi and Laws, Yellow Journalism

**Books/References:**

1. Media Law and Ethics, M Neelamalar
2. Social Media Communication: Concepts, Practices, Data, Law by Jeremy Lipschultz
3. Press Laws and Media Ethics by Anil K. Dixit
4. Media Ethics, Paranjay Guha Thakurta
5. Introduction to Media Laws and Ethics, Juhi P Pathak
6. Media, Ethics and Laws, Narendra Basu
7. Facets of Media Law- A mini encyclopedia covering multiple dimensions of media law, Madhavi Goradia Divan
8. Media Law and Ethics, Roy L. Moore
9. Press and Media Laws, Dr. S N Kulkarni
10. Media and Entertainment Law, Dr. Jayvir Pandya
11. Journalism Ethics: A Casebook of Professional Conduct for News Media; Fred Brown
12. Journalism Ethics: Arguments and Cases for the Twenty-first Century; Martin Hirst and Roger Patching
13. Journalism Ethics: A Reference Handbook; Elliot D. Cohen & Deni Elliott
14. Media Ethics; Paranjay Guha Thakurta
15. No pity: people with disabilities forging a civil rights movement; Joseph Shapiro

16. My Seditious Heart; Arundhati Roy
17. India From Curzon to Nehru and After; Durga Das
18. India's Newspaper Revolution; Robin Jeffrey

## **DSE - Event Management**

### **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.

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
<b>CO1</b>	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	1.5	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	2	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2

<b>CO5</b>	2	2	--	3	2	3	1	1	2	3	2.5	3
<b>CO6</b>	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
<b>Avg</b>	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-** Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. Aim of event, develop a mission, Establish Objectives Preparing event proposal, Use of planning tools Protocols, Dress codes, staging, staffing Leadership, Traits and characteristics

**Unit II-** Event marketing and advertising- Nature of Marketing, Process of marketing. Marketing Mix, Sponsorship Image, Branding, Advertising Publicity and Public relations. Event Ethics and Etiquettes. Event Audit.

**Unit III-** Event Planning- Event Planning and execution- Basics and concepts, Goal settings and objectives, Identifying target groups, Situation analyst planning strategies and execution. Pre event and post event activities. Logistics money manpower time and tech support. Measuring success or failure lessons learnt and Legal aspects, Event day planning: Logistics, Flow and Post event analysis.

**Unit IV-** Practical- Case study- One event to be conducted and managed by the students in groups Unit 3 and 4 will be designed by wiz craft event management

**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

**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. Student 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.

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
<b>CO1</b>	3	3	2	1.5	2	1.5	2	3	2.5	1	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	1.5	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	2	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1.5	2	2	3	2	3	1.5	2
<b>CO5</b>	2	2	--	3	2	3	1	1	2	3	2.5	3
<b>CO6</b>	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
<b>Avg</b>	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:** Website Design & Creation: Different kinds of websites – news, product, corporate, networking; Planning a website – site purpose, functionality, target audience profile, client specifications; Creating content for website; Editing for web, 'Creating websites on WordPress / CMS

**Unit II:** Digital Marketing Content: Electronic Mailers; Electronic Newsletters; Email, text messages, 'Web feed and pop-up notifications / personalized user experience, SEO, Google Analytics, Google Business Presence and Management, understanding and usage of Big Data

**Unit III:** Enhancing web presence: Advertising that works online, Animation and Slider Revolution, Design & Visualization

**Unit IV:** Web Content Strategies-- Strategies for Content Marketing and 7A framework; Journey mapping, Effective CTA on Social Media, Social Media Analyses and Reporting.

1. Briggs Mark., Journalism 2.0:
2. How to Survive and Thrive Wardrip Noah -Fruin & Montfort Nick.
3. The New Media Reader Bloomstein Margot.
4. Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project Rao Srinivas: Web Traffic & Content Strategies
5. New Media: Techniques and Trends by Ashwin Razdan (Vitasta Publishing Pvt. Ltd)
6. India Connected: Mapping the Impact of New Media by Narayan and Narayan (Sage India)
7. The New Media Reader by Noah Wardrip-Fruin and Nick Montfort (MIT Press)
8. The new media: communication, research and technology / Ronald E. Rice (New Delhi: SAGE, c1984)
9. The language of new media by Lev Manovich (MIT Press)
10. Epic Content Marketing by Joe Pulizzi.

## **DSE – MEDIA AND ENTERTAINMENT INDUSTRY**

### **Course Outcome**

Media and Entertainment 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 click bait.

	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**– Key Figures and Trends of the industry, Key players/companies operating in each segment, Spread across value chain of major entertainment Market Size, growth rate, international trends, etc, Product Life Cycle for entertainment, e-commerce, its revenue earning potential, flow of revenue across value chain and share of revenue contribution across platforms

**Unit II**--Industry size and growth rate for satellite broadcasting: Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. Understanding concepts of reach, viewership and TRPs, their effect on advertising rates, current ad spot rates of various channels,

prime time rates v/s ROS rates, etc., Content acquisition and production models of various channels, including licensing of international reality show formats.

**Unit III--** Gaming and Animation Industry- Evolution of gaming: 8 bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multiplayer gaming and their potential. Platforms and Product Life Cycle for gaming entertainment: PC, Console games (Playstation, X-box, Nintendo, others), sequels, etc.) Film based Indian and International gaming franchises: Sales performance, successful case studies Dynamics of Indian Animation Industry: Revenue generated from exploitation of each content delivery platform. Case studies of International and Indian successful animation films: Marvel, DC and Indian Heroes and many more. Gaming community and rise of Strike Force, Pub-g, Tik Tok and Blue Whale. Merchandising and Licensing: Sales Potential, case studies of International and Indian properties

**Unit IV—**Films industry in India, its growth, Evolution and economy. Rise of OTT platforms and the galvanizing of market share by the digital streaming industry, the future of Films and entertainment industry in context of traditional and digital landscape, Music and Audio industry, its growth, diversification and future.

#### **Books/References-**

11. Media Entertainment, Dolf Zillmann, Peter Varderer
12. The Entertainment Industry, Hauptert Michael J
13. The Entertainment Industry, Stuart Moss
14. The future of media, Soubhagya R Kapoor
15. Understanding the Business of Media Entertainment, Bernstein Gregory
16. Producing Bollywood: Inside the Contemporary Hindi Film Industry, Tejaswini Ganti
17. Indian Film, Erik Barnouw and S Krishnaswamy
18. Show Business, Shashi Tharoor
19. The Indian Media Business, Kohli-Khandekar
20. The Music Business and Recording Industry, Hull Geoffrey P.
21. The Music Industry, Wikstroem Patrik
22. All You Need to Know About the Music Business: 10<sup>th</sup> edition, Donald S. Passman
23. Indie 101: The Ultimate Guide To The Independent Music Industry In India, Ritnika Nayan
24. Indian Music in the 21st Century, U.K. Banerjee
25. The Music Of India, Herbert A Popley
26. Not Just Bollywood: Indian Directors Speak, Tula Goenka
27. Blood, Sweat, and Pixels: The Triumphant, Turbulent Stories Behind How Video Games are Made, Jason Schreier
28. Gaming Culture(s) in India: Digital Play in Everyday Life, Aditya Deshbandhu
29. Games Indian's Play: Why We are the Way We are, V. Raghunathan
30. The Infinite Game, Simon Sinek
31. The New Politics of Indian Gaming: The Rise of Reservation Interest Groups (Gambling Studies), Kenneth N. Hansen & Tracy A. Skopek
32. Raising the Stakes: E-Sports and the Professionalization of Computer Gaming (The MIT Press), T. L. Taylor

## Semester 4

### **MEDIA RESEARCH**

**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
<b>CO1</b>	3	3	2	--	2	1.5	2	3	2	2	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	1.5	--	2	2
<b>CO3</b>	2.5	3	3	2	3	2	3	1.5	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1	2	2	3	--	3	2	2
<b>CO5</b>	2	2	--	3	2	3	1	1.5	2	3	2	3
<b>CO6</b>	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
<b>Avg</b>	2.25	2.83	2.33	1.66	2.0	2.0	2.16	1.58	2.33	2.00	1.91	2.33

**Course objective-** This module will help the students to remain updated with marketing and research in the digital era. The evolution and transformation of the research methodology is the focal area of study.)

Unit I-- Define media research, research terms, research process and the principles, activities, skills, and research ethics associated with each phase of the research process, relationship between theory and research, describe and compare the predominant research methods in journalism, media, and communication

Unit II-- Study research topic and appropriate methodology and theory, research study and methodology, sampling and the measurement instrument, understand the importance of research ethics and the integration of

research ethics into the research process, published journal article that uses one of the primary research methods in the field, impact of changes in society, technology and the field of journalism and mass com, Media as a marketing agent

Unit III-- Introduction of the media Marketing, Creating initial Digital Marketing Plan, SWOT Analysis, Target Group Analysis, Content management, Optimization of Web Sites, Google Analytics, Social Media Marketing, Budgeting.

Unit IV-- Social Networks, Social Media Marketing Plan, making a Facebook page, Budgeting, The business of media today, Networked Marketing, Communicating to the 21st Century Consumer, Ethical Marketing, The Culture of Digital Media, The Public Sphere, Linked Information, Access to Networked Media, Social Software, The Public and Communities, Wikipedia, Wireless Space, Crowd sourcing and Crowd Funding, The Digital Divide and the Post-National Web, Creating Brand Edit, develop a webpage, video, infographic, write a Python script.

Books/References:

1. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success, Morgan Brown & Sean Ellis
2. The Handbook of Online Marketing Research: Knowing Your Customer Using the Net, Joshua Grossnickle & Oliver Raskin
3. Marketing 4.0, Hermanwan Kartajaya, Iwan Setiawan & Philip Kotler
4. The 22 Immutable Laws of Marketing, Al Ries & Jack Trout
5. Contagious: Why Things Catch On, Jonah Berger
6. Hooked: How to Build Habit-Forming Products, Nir Eyal
7. What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint, Nicholas J. Webb
8. Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability, Steve Krug
9. The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits, Russell Glass & Sean Callahan
10. The market research toolbox, Edward F McQuarrie
11. Market Research in Practice: An Introduction to Gaining Greater Market Insight
12. Why We Buy: The Science of Shopping, Paco Underhill
13. Invisible Influence: The Hidden Forces that Shape Behavior, Jonah Berger
14. The Handbook of Online and Social Media Research: Tools and Techniques for Market Researchers, Ray Poynter
15. Marketing Research Methods: Quantitative and Qualitative Approaches, Jose M. Vidal-Sanz & Mercedes Esteban-Bravo
16. Contagious: Why Things Catch On, Jonah Berger

## 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

**Course Objective-** The vision behind this module is for students to grasp the media divide and the evolving of the Third world and developing countries. It is also an exercise in understanding the North South bias, interpretation and the hitherto voice of the unheard

Unit I- Development--meaning, concept, process and models of development – theories – origin–approaches to development, problems and issues in development, characteristics of developing societies, genesis of organized development in the post-World War period — gap between developed and developing societies-- Alternative concept of development.

Unit II- Development communication: meaning – concept – definition – philosophy – process -theories – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience — World War II and development communication, information dissemination education, behavior change, social marketing, social mobilization. Communication for social change, mass effects, media advocacy, digital media and development journalism.

UNIT III- Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation– model of agricultural extension – case studies of communication support to agriculture –development communication policy – strategies and action plans – democratic decentralization,

UNIT IV-- Diffusion of innovation; Extension approach; IEC and BCC approach; Development Support Communication; Participatory Communication. Comparative advantages of different media for development communication. Need-based approach; Sustainable development; Human development approach;

Books/References:

1. Amartya Sen, Development as freedom, Alfred A Knopf, New York, 2011.
2. D V R Murthy, Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
3. Daniel Lerner & Wilbur Schramm, Communication and Changes in Developing Countries, 1972
4. Mefalopulos, Paulo; Development Communication Sourcebook, 2008
5. Ila Virginia C. Ongkiko, Introduction to Development Communication, 2003
6. Jan Servaes, Thomas Jacobson and Shirley White (eds), Participatory Communication for Social Change, Sage, 1996.
7. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, The Handbook of Development Communication and Social Change, Wiley-Blackwell
8. Linje Manyozo, Media, Communication & Development: Three Approaches, Sage, 2012
9. Nair and Shirley White (eds), Perspectives on Development Communication, Sage, 1993
10. Richard Peet and Elaine Hartwick, Theories of Development: Contentions, Arguments, Alternatives, 2nd Ed., Guilford Press, 2009
11. Srinivas Melkote and H. Leslie Steeves, Communication for Development: Theory and Practice for Empowerment and Social Justice, 3rd edition, Sage, 2015.
12. Uma Narula, Anand Har, Development Communication –Theory and Practice, 200
13. Understanding Journalism: A Guide to Issues, John Wilson
14. Historical and Sociological Perspectives on the Development of Estonian Journalism, Epp Lauk
15. International Media Development: Historical Perspectives and New Frontiers: 23 (Mass Communication & Journalism), Nicholas Benequista, Susan Abbott, Paul Rothman & Winston Mano
16. Exploring Journalism Practice and Perception in Developing Countries, Abiodun Salawu (North-West University, South Africa) and Toyosi Olugbenga Samson Owolabi (Lagos State University, Nigeria)
17. Writing A Nation (An Anthology of Indian Journalism), Nirmala Lakshman
18. Media and Society, Aggarwal Bir Bala
19. Indian Journalism in a New Era: Changes, Challenges, and Perspectives, Shakuntala Rao
20. Understanding Journalism by Lynette Sheridan Burns, Lynette Sheridan Burns

## **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
<b>CO1</b>	3	3	2	--	3	2	--	3	2	2	2	2
<b>CO2</b>	2	3	2	3	2	3	2	3	2	--	2	2
<b>CO3</b>	2	3	3	2	3	2	3	--	2	2	2	2
<b>CO4</b>	2	3	3	--	2	2	1.5	2	--	3	1	3
<b>CO5</b>	2	2	--	3	2	3	1.5	1	2	3	2	3
<b>CO6</b>	2	3	3	--	1.5	2	3	2	3	1.5	2	3
<b>Avg</b>	2.16	2.83	2.16	1.33	2.25	2.33	1.83	1.83	1.83	1.91	1.83	2.50

**Course objective:** -Documentaries are reflections of the world as it changes. Trending issues, changes, revolutions and whistleblowing all have been reflected in award winning documentaries. This module prepares students for making documentaries and good ones at that.

Unit I- History of documentary film making, types of documentaries (social documentaries, Educational documentaries, corporate documentaries etc.) Role of documentary film, Difference between fiction and documentaries.

Unit II- Realism and the documentary film, Importance of Research in documentary film, Types of documentary films: Poetic, Investigative, Educational, Exploratory, Experimental, Writing for a documentary film.

Unit III- interview technique for documentary film, planning and budgeting, Pre-production, production and post production for documentary film, Documentary Case Study

Unit IV- Post production techniques, photography, Characteristics of animation. New trend in animation, Study and field research of project implemented by NGO's or GO's (Identify the various aspects of that developmental project and write a detailed report.

(Focus: Pitching: presentation of the film idea on the course. All of the teams have to present their film ideas plus the photo essays. Interviewing: exercises, interview analysis. Finalizing treatment, further pre-production



activities: filming schedule, locations, characters, schedule, etc. Technical preparations: sound and camera control. Camera exercises. Technical preparation: editing, using Final Cut Pro. Post-production: transcript editing, preparing film logs, script editing, rough cutting, fine cutting, Rough Cut Roundtable, Common assessment of the video projects)

#### Books/References:

1. Sociology goes to the movie – Rajinderkumar Dudrah(Sage Publication)
2. 2. Bollyworld – Raminder Kaur, Ajay J. Sinha (Sage Publication)
3. 3. The art and science of cinema – Anwar Huda ( Atlantic publishers and distributors)
4. 4. Participatory video – Shirley A. White (Sage Publication)
5. Bernard, Sheila Curran (2004) Documentary Storytelling for Video and
6. Filmmakers. Burlington, MA: Focal Press.
7. Hampe, Barry (1997) Making Documentary Films and Reality Videos. A
8. Practical Guide to Planning, Filming, and Editing Documentaries of Real Events. New York: Henry Holt and Co.
9. Rabiger, Michael (1998) Directing the Documentary. 3rd Edition. Burlington, MA: Focal Press.
10. Renov, Michael (2010) ‘Toward a Poetics of Documentary’, in Michael Renov
11. Sarjar, Bhaskar & Janet Walker (2010) ‘Introduction: Moving Testimonies’, in Bhaskar Sarkar & Janet Walker (eds) Documentary Testimonies.
12. Henley, Paul (1998) ‘Film-making and Ethnographic Research’, in Jon Prosser (ed.) Image-based Research. A Sourcebook for Qualitative Researchers.
13. Flittermann-Lewis, Sandy (1998) ‘Documenting the Ineffable. Terror and Memory in Alain Resnais’s Night and Fog’, in Grant, Barry Keith & Jeannette Sloniowski (eds) Documenting the Documentary: Close Readings of Documentary Film and Video.
14. Rosenthal, Alan (1996) Writing, Directing, and Producing Documentary Films and Videos. Carbondale, IL: Southern Illinois University Press.
15. Barnouw, Erik (1993) Documentary. A History of the Non-fiction Film. New York, Oxford: Oxford University Press.
16. Tobias, Michael (1998) The Search for "Reality":-I the Art of Documentary Filmmaking. Studio City, CA: Michael Wiese Productions.
17. Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press.

#### **Dissertation/Thesis**

**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
<b>CO1</b>	3	3	2	--	2	1.5	2	3	2	2	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	1.5	--	2	2
<b>CO3</b>	2.5	3	3	2	3	2	3	1.5	2	2	2	2
<b>CO4</b>	2	3	3	1.5	1	2	2	3	--	3	2	2
<b>CO5</b>	2	2	--	3	2	3	1	1.5	2	3	2	3
<b>CO6</b>	2	3	3	1.5	2	1.5	3	2	3	2	1.5	3
<b>Avg</b>	2.25	2.83	2.33	1.66	2.0	2.0	2.16	1.58	2.33	2.00	1.91	2.33

**Course Objective-** This paper is kept with the students in mind who want to go into research and further academics. This prepares a groundwork for those who would want to understand media research process and its methods)

Module I—Origin and growth of Media, Media language and Style, Introduction to media research

Module II—Media research method and tools, Communication theories, elementary statistics and SPSS

Module III—Data analysis, Interpretation and Report writing, Audience and Opinion research, New Media research

Module IV—Marketing and Advertising research, Advance statistics and SPSS and Dissertation projects

Books/References:

1. Media Research Methods, James A. Anderson
2. Mass Media Research: An Introduction, Joseph Dominick and Roger D Wimmer
3. Media Research Methods: Understanding Metric and Interpretive Approaches, James A. Anderson
4. Doing Media Research, Susanna Priest
5. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies
6. Media Audience Research: A Guide for Professionals, Graham Mytton, Peter Diem, and Piet Hein van Dam
7. Media research techniques, Arthur Berger
8. The Handbook of Global Media Research
9. Frontiers in New Media Research
10. Mass Communication: Principles And Concepts, Seema Hasan

## Motion Graphics

### **Unit I**

#### Introduction:

In this first Unit , we'll explore and optimise our After Effects workspaces. Go through the ideation process and outline some basic theory around design, 2D design and animation

Introduction to software used in course

Introduction to basic motion graphic principles

Design

Establishing a concept/direction

Consolidating your idea

### **Unit II**

Art Direction

Now that we've basics Ideas, it's time to take those ideas into After Effects and give them some compositing love. We'll also build up a library of vector assets in Adobe Illustrator or Photoshop and use them to populate our scenes with some 2D graphics.

Throughout this process we will solidify our concept/narrative by finessing our designs and lay a solid foundation for when we transition into the production phase and begin animating our scenes.

### **Unit III**

2D Animation

With our visual targets set, it's time to jump and animate our scenes. In this session we'll go deep into animation timeline and cover techniques from tweaking your f-curves to baking animation to render over a network. We'll also explore how to use after effects script to bring your design to life.

### **Unit IV**

We already learn few things about the motion graphics, Now time to make a shot motion graphic Intro or outro and a typography in after effects by using Shapes, path and text (Final Project)

**SPECIAL PAPERS FOR THIRD AND FOURTH SEMESTERS**

**SPORTS JOURNALISM**

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
<b>CO1</b>	2	3	2	2	3	2	3	1.5	2	2.5	3	3
<b>CO2</b>	2	2	1.5	3	3	2	2	2	2	2	2	2
<b>CO3</b>	2	2	1	3	3	2	1.5	1.5	2.5	2	1.5	1.5
<b>CO4</b>	3	2	2	3	2	2	2	2	1.5	1.5	2	2
<b>CO5</b>	3	1.5	1.5	1.5	1.5	1.5	1.5	1.5	2	2	1.5	3
<b>CO6</b>	1	2	1.5	1	2	1.5	2	1.5	1.5	1.5	1.5	2
<b>Avg</b>	2.16	2.25	1.58	2.25	2.41	1.83	1.91	1.66	1.83	1.91	1.91	2.25

**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)

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 featuring 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 Encyclopaedia of Indian Cricket.
10. Morehead, Albert H.E. and Mott Smith, Geoffrey, Hoyle's Rules of the Games, London, 1946.
11. Rueben 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 Govindrajulu
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 Artefacts, Boria Majumdar
26. India a Sporting Powerhouse?: Unravelling 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

## **BUSINESS 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 vision of new India ingrained in the political philosophies and become professionals rising to the position of editors.

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

**Course Objective-**Understanding commerce and finances is a special sector. Those in love with data and stats and the stories behind the rise and fall of the numbers can become excellent business reporters. There is

no part of our life that business journalism does not touch from the kitchen garden commerce to the economics of sports. This module trans the students to tackle this specialized category)

Unit I-Basic knowledge of finance structure in India; gathering, distribution and allocation of revenue between Central Government and State Governments; Finance commission and planning commission. Central and State budgets: budget-making exercise, how to read a budget, concept of zero deficit budget, importance of Public Accounts Committee, Tax Laws, essential commodities act (recent changes and debates), MRTP, FERA, industrial relations and disputes acts, and companies acts other laws relevant to finance, business and industries.

Unit II- Sources of news on business, finance and industry – governments, chambers of commerce and industries, Stock markets (case studies of Black Friday, tech bubble burst 2000, 9/11 and US, Subprime crisis, Trump Trade Tarif War, Covid Pandemic), corporate, trading and industrial executives, share markets, commodities markets, money market etc. Government policy decision having bearing on commerce and industry; company reports, RBI reports; analysis of decisions, reports and statements; AGMs.

Unit III-- Business journalism; history (international and Indian); satellite network and new trends in business journalism; international money market and new information technology; commercial database, ethics in business reporting – business journalism, servant or watchdog; concept of social audit. (Indian Case Studies: Farmer's Bill, Losing GDP worth two years, retail and wholesale inflation, Poor credit offtake in the commercial sector, Monetary policy and barriers, long-term adverse effects of short-term shocks: Hysteresis)

Unit- IV-- Introduction to major industries – electronics, heavy engineering, chemical, steel, cement, power, bio-technology, agro-industries, service and agricultural; their role in economy. International business environment, global perspective on role of state in national economic globalization process and rising power of multi-nationals; economic imperialism. New economic policy and its impact; decreasing state intervention, role of Indian corporate conglomerates and multi-nationals, disinvestment, PPP model, Privatization and trending issues, Border economic crisis and rise of Make in India concept. (regional digital economy, Economic Integration of the region, Export Import conundrum)

Books/Reading List:

1. Business Newspapers: Economic Times, Financial Express, Business Standard, Observer of Business and Politics, Business Line.
2. Contemporary Budget Papers: Government of India, Government of West Bengal, Zila Parishad, Municipalities and Corporations.
3. Indian Economic Yearbook, National, Agarwal, A.N. & Verma H.O. New Delhi
4. Keith Hayes, Business Journalism: How to Report on Business and Economics, Apress
5. Periodicals: Business India, Business World, Business Today, The Economist, Dalal Street Journal, Advertising & Marketing (A & M), Far Eastern Economic Review, EPW etc.
7. Reporting Technical Information, Houpp, Kenneth & Pearsall, Thomas, Macmillan, NY, 1984
8. Business Journalism: How to Report on Business and Economics, Keith Hayes
9. Business Journalism: A Critical Political Economy Approach, Ibrahim Seaga Shaw
10. Profits and Losses: Business Journalism and Its Role in Society, Chris Roush
11. Writing About Business: The New Knight-Bagehot Guide to Economics and Business Journalism, Terri Thompson

12. Financial Fine Print: Uncovering a Company's True Value, Michelle Leder
13. Show Me the Money: Writing Business and Economics Stories for Mass Communication, Chris Roush
14. The vanishing newspaper, Philip Meyer
15. The Capitalist Philosophers: The Geniuses of Modern Business, Andrea Gabor
16. Rokda: How Baniyas Do Business, Nikhil Inamdar
17. 21st Century Journalism in India, Nalini Rajan
18. The Public Intellectual in India, Romila Thapa
19. The India Way: Strategies for an Uncertain World, S. Jaishankar
20. Planning in the 20th Century and Beyond: India's Planning Commission and the NITI Aayog
21. A Hundred Small Steps: Report of the Committee on Financial Sector Reforms
22. Growth and Development Planning in India, K. L. Datta
23. Stock Markets and Financial Journalism, S.K. Aggarwal
24. Absolute Power - Inside story of the National Stock Exchange's amazing success, leading to hubris, regulatory capture and algo scam. Sucheta Dalal
25. The Scam: From Harshad Mehta To Ketan Parekh Also Includes Jpc Fiasco & Global Trust Bank Scam, Debashis Basu

## **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.)

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	2	2	3	1.5	2	2	2	3	2	2	2	2
<b>CO2</b>	2	3	2	2	2	2	1.5	3	2	2	3	2
<b>CO3</b>	1.5	3	2	2	3	1.5	1.5	3	2	1.5	2	1.5
<b>CO4</b>	3	3	2	2	1.5	1.5	1.5	2	2	3	2	2



<b>CO5</b>	3	1.5	1	3	2	1.5	2.5	1	1.5	3	1.5	2
<b>CO6</b>	1.5	1.5	2	2	1.5	2.5	2.5	2	1.5	1.5	1.5	1.5
<b>Avg</b>	2.16	2.33	2.16	2.08	2.00	1.83	1.91	2.33	1.83	2.16	2.00	1.83

**Course Objective**—The need to save this planet is paramount. We need journalists concerned with nature environment and its exploitation. This paper prepares them for studying environment and writing on it.)

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; Enviromental 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