



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

**School of Journalism and Mass
Communication**

**Bachelor of Arts (Journalism &
Mass Communication)
BA (JMC)**

Programme Code: 20

2019-22

**Approved in the 20th Meeting of Academic Council Held
on 16 July 2019**



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



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About K.R Mangalam University

The K.R. Mangalam Group has made a name for itself in the field of education. The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education, the focus of the group was aimed at higher education.

K.R. Mangalam University is the fastest-growing higher education institute in Gurugram, India. K. R. Mangalam University was established under the Haryana Private University Act 2006, received the approval of Haryana Legislature vide Amendment Act # 36 of 2013 and consent of the Hon'ble Governor of Haryana on 11th April 2013, which was published in the Gazette notification vide Leg. No.10/2013, dated 3rd May 2013.

Since its inception in 2013, the University has been striving to fulfil its prime objective of transforming young lives through ground-breaking pedagogy, global collaborations, and world-class infrastructure. Resources at K.R Mangalam University have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly interdisciplinary environment where they grow up with integrative skills through interaction with students from engineering, social sciences, management and other study streams.

K.R Mangalam University is unique because of its:

1. Enduring legacy of providing education to high achievers who demonstrate leadership in diverse fields.
2. Protective and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

Objectives

- i. To impart undergraduate, post graduate and doctoral education in identified areas of higher education.
- ii. To undertake research programmes with industrial interface.
- iii. To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with foreign, Indian Universities/Institutions and MNCs.
- iv. To act as a nodal center for transfer of technology to the industry.
- v. To provide job oriented professional education to the Indian student community with particular focus on Haryana.

About School of Journalism and Mass Communication (SJMC)

School of Journalism and Mass Communication (SJMC), K.R. Mangalam University aspires to develop critical and analytical thinking skills in the students interested in pursuing a career in the Media industry. The School offers a Bachelor of Arts (Journalism and Mass Communication) BA(JMC) programme. During three years students develop flare writing skills, learn and practice reporting techniques, get hands-on video production, radio production, advertising management, event planning, and photography. The curriculum is aptly designed with a balanced approach toward academic and practical learning, responding to the demands of modern journalism, advertising, Public Relations, filmmaking, event management, and other channels of mass communication. Industry projects are an integral part of the courses, enabling students to acquire hands-on training for the profile of their choices such as writing, production, management, reporting, direction, designing, and much more.

School Vision

School of Journalism and Mass Communication aspires to become an internationally recognized Media School through excellence in interdisciplinary project-based student-centric media education. We aim to develop socially responsible life-long learners who contribute to nation-building through research and innovation.

School Mission

M 1: To provide excellence in education by focusing on a futuristic curriculum, progressive, outcome-based hands-on education.

M 2: Foster employability and entrepreneurship through industry interface and live projects.

M 3: Instil notion of lifelong learning through stimulating problem-solving skills, critical thinking, research and innovation.

M 4: Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies.

M 5: Enhance leadership qualities among the youth having an understanding of ethical values and environmental realities.

Programs Offered by the School

Bachelor of Arts (Journalism & Mass Communication) - B.A JMC

The main objective of the course is to make the participant understand the ways through which one can communicate his ideas among masses. The course includes external projects by which the students get the exposure to various professional domains such as news dailies, radio, television, journals etc. functional areas of Public Relations, Advertisements & Communications. Today, a different form of media has emerged like internet, social media alongside the conventional television, newspaper and radio. It has provided the journalist with a place to experiment, opening new vistas for them. Upon completion of

the programme, the candidate gets a concise and clear picture of diverse aspects of journalism, advertising and communication.

Eligibility Criteria: The student should have passed the 10+2 or its equivalent examination from a recognized Board/University with a minimum of 50% marks in aggregate or more.

Course Outline: Communication theories and models/ Media Laws and Ethics/Print Media/Video and Audio Editing/Photography/ Indian Polity and Issues/ Indian Economy and Reforms/ Radio Programme and Production/Television Journalism & Production/ Public Relations/ Advertising/New Media/Event Management/ Media Organization & Management/ Environment Communication/ Global Media Scenario/ Contemporary Issues.

Career Options: Opportunities are in the field of Journalism, TV and Print Media, Advertising, Public Relations, Corporate Communication, Media Management, Television and Film Production, Video Editing, Programme Production, Fashion/Wildlife Photography, Radio Jockey, Video Jockey, Photo Journalist, Publishing, Event Planning, New Media, Social Media.

Program Duration: The minimum period required for completing BA(JMC) programme is three years i.e., 6 semesters. The Programme will be considered complete when the candidate has earned minimum credits as per the scheme.

Class Timing: The classes will be held from Monday to Friday from 09.10 am to 04.10 pm.

Scheme of Studies and Syllabi

The scheme of studies and syllabi of BA JMC program are given in the following pages. These are arranged as: (a) common course (b) degree specific numeric order of the last three digits of the course code. For each course, the first line contains; Course Code and per week Lecture hours (L)-Tutorial hours (T)-Practical hours (P)-and Credits (C) of the course. This is followed by detailed syllabi

Scheme of Studies BA JMC 2019-21

Abbreviation:

- i. CC: CORE COURSE
- ii. AEC: Ability Enhancement Course
- iii. SEC: Skill Enhancement Course
- iv. OE: Open Elective
- v. DSE: DISCIPLINE SPECIFIC COURSE
- vi. VAC: Value Added Course

| Scheme of Studies BA(JMC) 2019-21 | | | | | | | | | | |
|-----------------------------------|------------|-------------|--------------|--------------------------------|-------------|-------------|--------------|--------------|----------------------------|---|
| Year | S. No | Course Code | Course Title | C | S. No | Course Code | Course Title | C | | |
| F I R S T | Odd | | | | Even | | | | | |
| | 1 | CC | SJBJ101 A | Communication in Real World | 6 | 1 | CC | SJBJ102 A | Photography | 6 |
| | 2 | AEC | SJBJ103 A | Writing for Media | 4 | 2 | CC | SJBJ104 A | Media Laws and Ethics | 4 |
| | 3 | CC | SJBJ105 A | Print Reportage | 6 | 3 | CC | SJBJ106 A | The Newsroom | 6 |
| | 4 | SEC | SJBJ107 A | Computer Applications in Media | 4 | 4 | SE C | SJBJ108 A | Design and Graphics | 4 |
| | 5 | CC | SJBJ109 A | Contemporary Issues | 3 | 5 | AE C | SJCH12 5A | Environmental Studies | 3 |
| | 6 | OE | SJBJ15 1A | Gender, Media and Society | 4 | 6 | OE | SJBJ15 2A | Voice of the Fourth Estate | 4 |
| | OE | | Open | | OE | | Open | | | |

| | | | | | | | | | | | |
|------------------|--------------|-----|----------|------------------------------------|--------------|--------------|----------|----------|----------------------------------|---|-------------------|
| | | | Elective | | | | Elective | | | | |
| TOTAL | | | | 27 | TOTAL | | | | 27 | | |
| SECTION D | Odd | | | | Even | | | | | | |
| | 1 | CC | SJBJ201A | Digital Media Foundation | 6 | 1 | CC | SJBJ202A | Branding through Advertising | 6 | |
| | 2 | CC | SJBJ203A | Radio Broadcasting and Programming | 6 | 2 | CC | SJBJ204A | Camera, Light and Sound | 4 | |
| | 3 | CC | SJBJ205A | The Advertising World | 4 | 3 | CC | SJBJ206A | Documentary and Short Filmmaking | 6 | |
| | 4 | CC | SJBJ207A | Development Communication | 4 | 4 | SE C | SJBJ208A | Radio Jockeying and News Reading | 4 | |
| | 5 | SEC | SJBJ209A | Minor Project | 6 | | | | | | |
| | 6 | DSE | SJBJ251A | संचार के लिए हिंदी | 4 | 5 | DS E | SJBJ252A | Social Media Marketing | 4 | |
| | | DSE | SJBJ253A | Business Journalism | | | | DS E | SJBJ254A | | Sports Journalism |
| | TOTAL | | | | 30 | TOTAL | | | | | 24 |
| | Odd | | | | | Even | | | | | |
| 1 | | CC | SJBJ30 | Media | 6 | 1 | CC | SJBJ30 | Global Media | 4 | |

| | | | | | | | | | | | |
|----------------------------------|---|-------------|----------|----------------------------|------------|--------------|---------|----------|---|---|-----------|
| T H I R D | | | 1A | Research | | | | 2A | Scenario | | |
| | 2 | CC | SJBJ303A | Idea to Screen | 6 | 2 | CC | SJBJ304A | Media Organization and Entrepreneurship | 4 | |
| | 3 | CC | SJBJ305A | Event as a Marketing Tool | 4 | 3 | CC | SJBJ306A | Major Project | 8 | |
| | 4 | CS C | SJBJ307A | Public Relations | 4 | 4 | VA C | SJBJ352A | Preparing Students for Future Roles | | |
| | 5 | SE C | SJBJ309A | Functional Exposure Report | 4 | | | | | | |
| | 6 | V A C | SJBJ351A | Film Appreciation | | | | | | | |
| TOTAL | | | | | 24 | TOTAL | | | | | 16 |
| Total Credits | | | | | 148 | | | | | | |

| Open Elective – I | | | L | T | P | C |
|-------------------|--------------|----------------------|---|---|---|---|
| 1 | SJBJ15 1A | Film Appreciation | 4 | 2 | - | 6 |
| | | | | | | |

| Open Elective – II | | | L | T | P | C |
|--------------------|--------------|-------------------------------|---|---|---|---|
| 1 | SJBJ1 52A | Voice of the Fourth Estate | 4 | 2 | - | 6 |
| | | | | | | |

| Discipline Specific Elective (DSE) - I | | | L | T | P | C |
|---|--------------|------------------------|---|---|---|---|
| 1 | SJBJ26 1A | | 3 | 1 | - | 1 |
| 2 | SJBJ26 3A | Business Journalism | 3 | 1 | - | 2 |

| Discipline Specific Elective (DSE) - II | | | L | T | P | C |
|--|--------------|------------------------------|---|---|---|---|
| 1 | SJBJ26 2A | Social Media Marketing | 3 | 1 | - | 1 |
| 2 | SJBJ26 4A | Sports Journalism | 3 | 1 | - | 2 |

| Value Added Courses | | | L | T | P | C |
|---------------------|----------|-------------------------------------|---|---|---|---|
| 1 | SJBJ351A | Film Appreciation | 2 | - | - | 0 |
| 2 | SJBJ352A | Preparing Students for Future Roles | 2 | - | - | 0 |

SEMESTER-I

| S.No | | Course Code | Course Title |
|------------|-----|-------------|-----------------------------------|
| Odd | | | |
| 1 | CC | SJBJ101A | Communication in Real World |
| 2 | AEC | SJBJ103A | Writing for Media |
| 3 | CC | SJBJ105A | Print Reportage |
| 4 | SEC | SJBJ107A | Computer Applications in Media |
| 5 | CC | SJBJ109A | Contemporary Issues |
| 6 | OE | SJBJ151A | Gender, Media and Society |
| | OE | | Open Elective |

COMMUNICATION IN REAL WORLD

SJBJ 101A

CREDITS - 6

Overview:

This course will give an opportunity to the students to enhance the knowledge of fundamentals of communication in real world and its applications. Communication is an exciting subject and an important aspect of human life as essential as breathing. Communication brings people together and closer to each other. Inability to communicate properly can lead to personal and professional problems. The ‘hands on’ course introduces the learners to use various types of communication in daily life.

Objective and Expected Outcome:

Only speaking or talking is not communication. We need to develop the skills of listening amongst students. We can speak or write our ideas, but the main concern is to convey the message to our target audience. To convey the message effectively we need to understand the process of encoding and decoding. Students will learn different forms of verbal and nonverbal communication along with the barriers of communication to convey their ideas effectively.

This course will serve as a platform to understand the broad aspects of scope of mass communication and its social functions. The course develops understanding of tools of mass communication. Learners will be acquainted with the forms of persuasive communication in different industries. In addition, students will be able to develop listening skills to make the communication process more precise and relevant.

This course will set a path for the students to understand the importance to articulate their ideas by applying various models and theories of communication in their day to day life. After completing the course students will be able to understand the dynamic process of communication with its application in various forms of mass communication in personal and professional lives.

COURSE CONTENT:

Unit I

Introduction to Communication

Communication: Definition, Concept and Functions, Elements and Processes of Communication, Types of Communication –Intrapersonal, Interpersonal, Group, Mass Communication; Brief history, evolution and the development of communication in the world with special reference to India, Reading newspapers and books on Communication on a regular basis.

Unit II

Types of Communication

Verbal Communication: Tone, Timbre, Pitch, Tempo, Volume; Non Verbal Communication: Body Language & Para Language, Effective Communication and Barriers to effective communication; Seven C's of Communication.

Unit III

Mass Communication

Definition and Concept of Mass Communication, Introduction to Mass Media and Mass Culture, Functions and Role of Mass Communication in Society, Visual Communication: Photographs, Traditional and Folk Media, Films, Radio, Television & New Media

Unit IV- 18 lectures

Communication Theories & Models

Theories of Press- Authoritarian Theory, Social Responsibility Theory, Libertarian Theory, Soviet Press Theory; Democratic Media Theory, Development Theory, Development Media Theory, Dependency Theory, Personal Influence Theory, Communication theories- Hypodermic Needle Theory, Multi-step Theory, Selective Exposure, Selective Perception, Selective Retention, Play Theory, Uses & Gratification Theory, Cultivation Theory, Agenda Setting Theory; Models of Communication - SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gate Keeping Model, Gerbner's Model, Dance Helical Model, Newcomb's model, Osgood Model

Suggested Readings:

- "Communication: Principles for a Lifetime" by Steven A. Beebe and Susan J. Beebe
- "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis
- "Media & Culture: Mass Communication in a Digital Age" by Richard Campbell, Christopher R. Martin, and Bettina Fabos
- "Communication Models" by Joep Cornelissen
- "Interpersonal Communication: Everyday Encounters" by Julia T. Wood
- "Media/Society: Industries, Images, and Audiences" by David R. Croteau and William Hoynes
- "Understanding Media: The Extensions of Man" by Marshall McLuhan
- "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
- "Nonverbal Communication in Human Interaction" by Mark L. Knapp, Judith A. Hall, and Terrence G. Horgan
- "Communication Research: Strategies and Sources" by Rebecca B. Rubin, Alan M. Rubin, and Paul Haridaki

WRITING FOR MEDIA

SJBJ 103A

CREDITS - 4

Overview:

The students will learn fundamentals of writing across all media platforms. By the end of the course, students will be able to write for many journalistic and media-based styles using basic and accepted techniques accepted by each discipline. The aim is to prepare students to think critically about writing for the media (specifically broadcast journalism, public relations and advertising) and to equip students with a knowledge and understanding of the general principles of media writing.

Objective and Expected Outcome:

Writing for Media is an introductory level writing course for the students of Journalism and Media Communication programme. This course is meant to build a journalism student's skill set from the ground up. During the course, the students will learn the basic rules of media writing, the basic structure of a piece of news writing; and a series of different styles and approaches to write news for traditional and new media. This course will help students focus their skills by exploring different forms of writing online and in print.

The fundamentals of writing will be reinforced throughout the semester and students will come away from this course with the ability to recognize and write news articles, PR news releases, art reviews, data journalism, and literary journalism and broadcast news.

The students will also do practical exercises of writing for media such as print, radio, television and internet. They will also learn how to use current technologies to reach and communicate with larger variety of audience. The wide variety of assignments will be taken up by the students such as writing features, news stories, blogs and emails etc.

Course Content:

Unit I- 10 Lectures

Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective, ABCD of Media Writing: Grammar and Vocabulary (remedial exercises based on print and electronic media), Writing for News and Non-news Mediums (print and electronic media), Ethics in Media Writing.

Unit II- 10 Lectures

Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis, Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative, Editing and Formatting: APA Style Sheet Basics, Abstract, Summary, Paragraph, Essay and Column Writing.

Unit III- 10 Lectures

Introduction to Online Writing: Social Media Writing Skills and Etiquettes, Online Official Correspondence, Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites, Maintaining Digital Databases.

Unit IV- 10 Lectures

Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations, The Location, Scope and Significance of Translation in Indian Media, Process of Translation from English to Hindi and vice – versa

This course will help students learn various story forms, not limited to journalistic news only, students will learn how to write a diverse set of stories and embrace the freedom and responsibilities of web journalism.

Suggested Readings:

- "Media Writing: A Practical Guide" by Craig Batty and Sandra Cain
- "Writing for the Media" by Ian B. Craine

- "The Elements of Style" by William Strunk Jr. and E.B. White
- "On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser
- "The Associated Press Stylebook" by Associated Press
- "The Craft of Editing: A Guide for Managers, Scientists, and Engineers" by Michael Alley
- "Writing Tools: 55 Essential Strategies for Every Writer" by Roy Peter Clark
- "The New Digital Storytelling: Creating Narratives with New Media" by Bryan Alexander
- "Translating Cultures: An Introduction for Translators, Interpreters and Mediators" by David Katan
- "Language and Translation in International Commercial Arbitration: From the Constitution of the Arbitral Tribunal through Recognition and Enforcement Proceedings" by Stefan M. Meisenzahl

PRINT REPORTAGE

SJBJ 105A

CREDITS - 6

Overview:

The students will learn how the print media organizations function and various personnel who work in the print media industry. By the end of course, students will be able to understand how to write and report for newspapers and magazines. The aim is to make students capable of reporting for various beats and interview as a media person and also give language to their thoughts professionally. It also aims to equip students with knowledge and sense of what makes news.

Objective and Expected Outcome:

Print Reportage is a course for practical exposure for journalism and mass communication students. This course is meant to build the skill of writing for newspapers and magazines among students and also understand the concept and values of news.

In this course the students will be acquainted with the history of print journalism in India before and after freedom struggle. Course will also cover the sense of selecting the news for various sections of the newspaper and various other forms of print media write-ups.

Students will learn various roles performed by different reporters and correspondents, their hierarchies, duties and responsibilities. Learners will have hands-on experience of specialized reporting for Business/economic, Parliamentary, Political, Speeches, Meetings, Press Conferences and Investigative stories. They will learn the covering of various beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education and sports etc. They will be acquainted with the writing style of news agency stories as well.

Course Content:

Unit I – 10 lectures

History of print journalism before and after freedom struggle, Defining News and its concept News: Meaning, definition, nature and qualities, elements of news, News value: Timeliness, Proximity, Size, Importance and personal benefit, Inverted pyramid style of writing – 5Ws and 1 H, Various Types of Leads

Unit II – 10 lectures

News sources: Types, credibility of sources, protection of sources, Pitfalls and problems in reporting: Attribution, off-the-record, on the record, embargo, News agency copy-different elements, role and functions of news agency

Unit III – 10 lectures

Reporter and Chief Reporter: Functions, qualities, responsibilities, City Reporting Room in a daily: Set up, functions and distribution of beats, Coverage of various city beats-Political, health, lifestyle, parliament, crime, education, development, entertainment, sports, civic, food etc.

Unit IV- 10 lectures

Types of newspapers and Magazines, sections in national dailies, Reporting- National and International Issues. Introduction to Editing: Meaning, objectives, Jobs involved in editing.

The course will make students understand the nuances of writing different types of news stories and hands-on training of creating a dummy newspaper.

Suggested Readings:

- "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
- "News Reporting and Writing" by Missouri Group
- "The Complete Guide to Article Writing: How to Write Successful Articles for Online and Print Markets" by Naveed Saleh
- "Journalism Ethics at the Crossroads: Democracy and the News

Crisis" by Patrick Lee Plaisance

- "Associated Press Guide to News Writing" by Rene J. Cappon
- "The Craft of Interviewing" by John Brady
- "The New Journalism" by Tom Wolfe
- "The American Newspaper: Enduring an Idea" by Kevin G. Barnhurst
- "On Writing: A Memoir of the Craft" by Stephen King
- "Editing for Journalists" by Wynford Hicks

COMPUTER APPLICATIONS IN MEDIA

SJBJ 107A

CREDITS - 4

Overview:

Students will be acquainted with understanding of computer and its operations. This course will impart knowledge of MS office which is necessary in today's world where a journalist cannot survive without understanding and working on technology. From reporting to publication, computer has become an integral part of journalistic practices. Students will be acquainted with Desktop Publishing in this course.

Objective and Expected Outcome:

When a story is covered and sent to newspaper organization it requires framing and editing which has become very convenient with the help of computer. From the days of abacus to the latest smart computer and laptop technology, it is important for the students to understand the growth which has happened. With the positive aspect of computer, it is necessary to know the ploys of computer which will be taught to the students through this course.

Hardware, software and other peripherals plays very pivotal role while working on the computer and knowing about them will enable any kinds of snags arising out of it. All types of computers are enabled with modernized graphics and high-end memory devices. Through this course, students will comprehend all these changes and updation.

Through this course students will be trained in MS Office. They will be making power point presentations, creating databases on excel and making documents on word. They will have hands-on learning on QuarkXPress and InDesign. As Media technologies are changing daily, students will be updating their knowledge with the latest concepts of cloud computing, virtual reality and mobile applications.

Course Content:

Unit I – 10 lectures

Computer Basics

Computer: Generations and basics, Computer parts: Software, Hardware and Peripherals, Microsoft Office: Word, PowerPoint, excel, Basic IT applications in print, electronic and cyber media, Emerging Trends in information technology

Unit II– 10 lectures

Principles of Design

Principles of Design & Layout, Basics of Design and Graphics, Elements and principles of design, Typography: Physical form, aesthetics and classifications, Colour: Physical forms, psychology, colour scheme and production, Components of layout and layout planning

Unit III- 10 lectures

Desktop Publishing

DTP & Multimedia, Introduction to DTP, Visuals: physical forms, functions and editing, Multimedia: Characteristics and functions, DTP Software –QuarkXpress, Photoshop, Corel Draw and In Design

Unit IV-10 lectures

Publishing

DTP & Printing, Basics of Desktop Publishing, Printing Process, Paper and finishing, History of paper and its uses, finishing and binding the paper, Printing Methods - Letter Press, Screen, Offset

Suggested readings:

1. Sarkar N. N. (1998). *Designing Print Communication*. New Delhi: Sagar Publishers.
2. Kelby, S. (2011). *The Adobe Photoshop CS5 book for digital photographers*. Berkeley, Calif.: New Riders.
3. Coburn, Foster D. *Corel Draw*, Tata Mcgraw Hill Publishing Co Ltd, 2007

4. Jaiswal. A. (2003). *Fundamentals of computer Information technology Today*. Wiley Dreamtech India Pvt Ltd.
5. Rajaraman V., *Fundamentals of computer*, Prentice Hall of India

By the end of the course students will be enabled to make the layout of newsletter, newspaper and magazine through Desktop Publishing.

CONTEMPORARY ISSUES

SJBJ 109A

CREDITS - 3

Overview:

This course seeks to synthesize and draw together the learners' understanding of theoretical and contextual approaches to the interpretation of social, political, economic and other issues of larger public interest. This understanding of society will enhance their analysis of the contemporary issues and concerns in modern perspective.

The course will introduce the concepts of media and mediation and how media enables the formation of the 'public' through setting an agenda for masses, public sphere, publicity and public opinion.

Objective and Expected Outcome:

This course will allow students to identify and frame topics for study on the module, and to enhance their understanding of these debates. Its objective is to reinforce students' ability to read, analyze and contribute to these issues. The aim is to develop students' critical and analytical skills in synthesizing complex ideas through newspaper reading and discussions on various issues of relevance.

This course will serve a tool to identify and analyze media discourse critically using relevant theoretical and contextual perspectives on current and topical debates. They will be able to synthesize ideas, make comparisons and evaluations and interpret particular issues in relation to their treatment in media. They will apply the appropriate skills of research, writing, production/ editing and creativity required to produce a project on relevant contemporary issue.

Course Content:

Unit 1

Understanding Socio-Economic and Political Systems

Overview of socio-economic and political systems

Analysis of power structures and their influence on society

Examination of social, economic, and political inequality

Unit 2

Globalization and its Impact

The impact of globalization on economies, cultures, and political dynamics

Effects of globalization on labor markets, trade, and development

Challenges and opportunities of globalization for nations and individuals

Unit 3

Contemporary Socio-Economic Issues

Poverty, inequality, and social exclusion

Unemployment and underemployment

Migration, urbanization, and demographic changes

Unit 4

Political Dynamics and Governance

Political ideologies and their impact on society

Democracy, governance, and citizen participation

Power struggles, social movements, and political change

This course will ignite critical thoughts about contemporary issues of relevance in our society. After completing the course, students will be able to have an understanding how media frames public opinion and sets the agenda of public discourse.

Suggested Readings:

- "Understanding Power: The Indispensable Chomsky" by Noam Chomsky and edited by Peter R. Mitchell and John Schoeffel
- "Globalization and Its Discontents" by Joseph E. Stiglitz
- "The Spirit Level: Why Greater Equality Makes Societies Stronger" by Richard Wilkinson and Kate Pickett
- "Globalization: A Very Short Introduction" by Manfred B. Steger
- "Evicted: Poverty and Profit in the American City" by Matthew Desmond
- "Capital in the Twenty-First Century" by Thomas Piketty
- "The Politics Book: Big Ideas Simply Explained" by DK

- "Democracy at Work: A Cure for Capitalism" by Richard D. Wolff
- "The Road to Serfdom" by F.A. Hayek
- "Media Control: The Spectacular Achievements of Propaganda" by Noam Chomsky

OPEN ELECTIVE-I

GENDER, MEDIA AND SOCIETY

SJBJ 151A

CREDITS - 4

Overview:

Through this course learners will explore the historical development of media forms over time spanning oral, written and electronic forms. It will introduce the learners the study of gender, media and society within their social, political and cultural contexts.

The course will give a perspective to the learners about different sexes and their social roles. The course will give an overview of representation of gender and society in media which may reinforce or subvert social roles and ideologies of the societies. How media is identifying and addressing the issues in different forms of media vehicles.

Objective and Expected Outcome:

Students will be able to demonstrate their knowledge of key developments and debates in the representation of gender in various media forms. Main objective is to sensitize the learners about gender issues in media and society. The course will highlight the power of media in portraying gender issues. To make them understand various policies and guidelines with reference to gender and society by various national and International organization and governments they will be inculcated the habit of using media on daily basis.

At the end of the session, students will be able to clearly think and express their views on range of gender and social issues highlighted and not so highlighted in media. They will demonstrate the sense of gender equality and empowerment of weaker sections of the society. The course will set a path to create gender sensitive individuals who respect and understand the other genders. They will be able to understand the role of media in eliminating the prejudices, attitudes, norms and practices that sustain gender-based discrimination, marginalization and inequality. Learners will recognize the role of media in creating a gender-neutral society by breaking stereotypes through success stories in written and audio-visual media and more specifically through cinema.

Course Content:

Unit I: Introduction to Gender and Sex

Definition and concept of Sex and gender, Types of Genders, Gender a social term, Gender Roles in society, Introduction to Media – Media, types of Media – Print, electronic, cinema, digital and folk media

Unit II: Feminism

Waves of Feminism, Queer Theory, Feminist Movements, Masculinity, Hyper masculinity, Cultural Theory

Unit III: Representation of Gender in Media

Gender Stereotypes, Media representation of Gender (News, Cinema and advertising), Indecent representation of Gender in media, Gender in Mythology, Role of media in eliminating the prejudices, attitudes, norms and practices that sustain gender-based discrimination, marginalization and inequality

Unit IV: Gender Discrimination

Gender Equality, Gender Neutrality, Gender Sensitization.

Suggested Readings:

- "Gender Trouble: Feminism and the Subversion of Identity" by Judith Butler
- "The Second Sex" by Simone de Beauvoir
- "The Feminine Mystique" by Betty Friedan
- "Gender Outlaw: On Men, Women, and the Rest of Us" by Kate Bornstein
- "The Gendered Society" by Michael S. Kimmel
- "Whipping Girl: A Transsexual Woman on Sexism and the Scapegoating of Femininity" by Julia Serano
- "We Should All Be Feminists" by Chimamanda Ngozi Adichie
- "The Social Construction of Gender" by Judith Lorber
- "Gender Trouble in Paradise: Reading the Bible from a Women's Perspective" by Elizabeth Schüssler Fiorenza
- "Revolting Prostitutes: The Fight for Sex Workers' Rights" by Juno Mac and Molly Smith

Workshops, guest lectures and assignments based on the relevant issues.

This course will create a better understanding amongst learners about social issues related to gender equality and disparity. After completing the course, students will be Able to understand the role of media in creating a better society.

SEMESTER-II

| S.No | | Course Code | Course Title |
|-------------|-----|-------------|----------------------------|
| Even | | | |
| 1 | CC | SJBJ102A | Photography |
| 2 | CC | SJBJ104A | Media Laws and Ethics |
| 3 | CC | SJBJ106A | The Newsroom |
| 4 | SEC | SJBJ108A | Design and Graphics |
| 5 | AEC | SJCH125A | Environmental Studies |
| 6 | OE | SJBJ152A | Voice of the Fourth Estate |
| | OE | | Open Elective |

PHOTOGRAPHY

SJBJ102A

CREDITS -

6

Overview:

The students after studying this course will be able to understand techniques of photography and how these are used in journalism. By the end of the course, the students will be able to visualize the relevant images and enhance their creativity through it.

Objectives and Expected Outcomes:

Photography is an art to express who grab our attention and speak directly to our emotions. It allows us to express ourselves through an art form. We notice a beautiful landscape or an old man's face with aging lines. Each of us will have a different reason and style to capture such images. And according to his/her requirement, he/she will focus it to retain that expression in the form of the image. In this course, students will get learn the art to capture the reality and present it aesthetically.

In this course, students will get to know about the history of photography, how the camera obscura was invented. From the exposure time of 8 hours to just few fractions of seconds all the technologies related to camera will be introduced to the students. Students will get to know about how to use photography as a medium of communication. They will also understand the different parts of their camera and their respective functions. Students will learn about various types of camera and their design.

This course will help the students to learn different types of lenses required for different purposes such as wide-angle lens to cover broad area, telephoto lens to cover longest distance. Students will get to know about the exposure triangle which is the most important element of photography. This course will help the student to learn important camera composition, camera shots and camera angles.

A good picture can only be captured in an appropriate amount of light, students have to learn different lighting source and so that they can use it according to their needs in photography. Students will learn different types of lighting such as one point, two point and three-point lighting in this course.

While a journalist will use their pen and paper to tell stories, a photojournalist will use their camera to capture the visual representation of a story. A single picture in some cases becomes so powerful, that it changes the public opinion and also has a real impact on politics. Photojournalism in its core is an objective way to educate people about the stories that a photojournalist is covering. Students will be trained in different types of photography like portrait, product, fashion and food photography.

Course Content:

Unit I – 8 lectures

Brief History of photography, Photography as a medium of communication, How photography works? Principles of camera obscura, Different parts of camera and their function

Unit II – 12 lectures

Camera design- Pinhole camera, view camera, compact camera, TLR Camera, SLR Camera, Polaroid Camera, underwater camera, digital camera, camera in mobile phone, Lenses- controlling image, Photographic lenses- prime and zoom lens, angle of view Aperture and Shutter, Depth of field, Lens care, Exposure - Meaning and definition of Exposure F-number and shutter speed relationship, equivalent exposure settings Camera accessories: Tripod, Lens hood, Flash unit, filters, close up attachment etc. Photographic Composition: Elements of composition, Rule of thirds, Placement of subject, Framing, Principles of composition, shots and camera angles.

Unit III – 12 lectures

Various types of photography- Portrait Photography, Wildlife Photography, Nature and Landscapes Photography, Food Photography, Fashion Photography, Product Photography and Night photography. Lighting- Sources of light: Natural & Artificial, Nature and physical properties of light, Direction & angle of light: Front, side, top & back, Lighting contrast and its control by fill in lights, One, two & three point lighting : Key, fill and back light.

Unit IV- 8 lectures

Photo journalism- Role and impact of a photograph in print media, Review and analysis of some outstanding photographs, Photo editing- selection of photograph, cropping, caption writing. Digital Photo Editing- Introduction to Photoshop, creating a document and saving a file, Importing camera images, the tools palette, Selecting, cutting and pasting, Levels and Contrast, Photo Appreciation, Photo Stories, Photo Features and Photo Essays Legal and Ethical Issues.

Students will learn about various editing techniques through software to take a photograph more presentable in terms of news. They will be able to produce theme-based photo features required in the specialized types of photography.

Suggested Readings:

- "The Camera" by Ansel Adams
- "Understanding Exposure" by Bryan Peterson

- "On Photography" by Susan Sontag
- "Light: Science and Magic: An Introduction to Photographic Lighting" by Fil Hunter, Paul Fuqua, and Steven Biver
- "Photography: The Key Concepts" by David Bate
- "The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman
- "Photography: A Cultural History" by Mary Warner Marien
- "Photojournalism: The Professionals' Approach" by Kenneth Kobre
- "Adobe Photoshop CC Classroom in a Book" by Andrew Faulkner and Conrad Chavez
- "The Photograph as Contemporary Art" by Charlotte Cotton

MEDIA LAWS AND ETHICS

SJBJ104A

CREDITS - 4

Overview:

This course contours the framework related to the knowledge of laws related to journalism, public relations, broadcast and digital media as well as the issues of privacy and cyber security. In this course, the concepts of freedom of speech and freedom of the press and the limitations imposed by statute and common law will be covered.

Objective and Expected Outcome:

Media Laws and Ethics course will educate students how to report information without violating defamation law and invasion of privacy, how to gather information to avoid legal and/or ethical trouble and how to deal with subpoenas. They will also examine how to navigate the digital space of contemporary journalism and focusing on fair use and understanding laws- Bill and Act, Ordinance, Regulation, Statute, Code, Norms, Convention. They will also study the role and responsibility of media in democracy by studying the fundamental right of Freedom of Speech and Expression and reasonable restrictions on this right, Supreme Court decisions on freedom of speech and expression, Press and Registration of Books Act 1867 as amended in 1955; Right to Information Act 2005; Working Journalist Act of 1955 and 1958; Press Councils Act of 1965 and 1978 and its constitution and composition; Contempt of Courts Act 1971; Common court terminology - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, sub-judice and an overview of some other acts like-Juvenile Justice Act, NDPS Act, Young Persons[Harmful Publications] Acts 1956, Indecent Representation of Women[Prohibition] Act 1986, Domestic Violence Act. They will also gather knowledge about policies and best practices in the use of photographs, trademarks, film clips and other copyrighted works as this is a rapidly changing and complex legal environment for journalists, publicists and other creative entrepreneurs.

The students will also be acquainted with the Media Ethics like truth, accuracy, balance, decency, human rights etc. In this course, they will

examine the ever evolving fast and competitive digital space by exploring the temptations of sloppy and unethical practices, and the consequences of giving into those temptations. The course will help students examine the impact of the internet on the practice of journalism and other creative fields of mass communication.

Course Content:

Unit I – 12 lectures

Familiarize with the court room

Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice, Press Laws Before and After Independence, Bill to Act: Case Study of Lokpal, Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)

Unit II – 10 lectures

Constitutional and Legal Framework

Press Commissions and Press Council of India, Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee, The State: Sedition-incitement to violence (section 124A IPC) Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation), Judiciary: Contempt of Court 1971

Unit III – 10 lectures

Regulations and Acts

Press & Registration of Books Act 1867 and 1955, Copyright Act 1957, Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956, Prasar Bharati Act 1990 and Cinematograph Act 1952, Official Secrets Act 1923 and Right to Information Act 2005 (Case studies), Defamation, Libel & Slander (Case studies)

Unit IV- 8 lectures

Associations

Defining Media Ethics: Social Responsibility of Press , Legal Rights and Responsibilities of Journalists, Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code, Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning.

Suggested Readings:

1. Aggarwal, S. K. (1989). *Media credibility*. Mittal Publications.
2. Basu, D. D. (2018). *Introduction to the Constitution of India*. Prentice Hall.
3. Ghosh, K. (1973). *Freedom or Fraud of the Press*. Rupa & Co.
4. Mankekar, D. R. (1973). *The Press under Pressure*. Indian Book.
5. Iyer, V. (2000). *Mass media laws and regulations in India*. India Research Press.
6. Rayudu, C. S., & B., N. R. (1995). *Mass Media Laws and Regulations*. Himalaya Publication House.
7. Shrivastava, K. M. (2005). *Media Ethics: Veda to Gandhi & beyond*. Publications Division, Ministry of Information and Broadcasting, Government of India.
8. Thakurta, P. G. (2011). *Media Ethics: Truth, Fairness, and Objectivity*. Oxford University Press.

By the end of the course, students will be able to understand the essential legal framework of their rights and responsibilities as journalists. They will be able to use this knowledge while working in media industry.

THE NEWSROOM

SJBJ 106A

CREDITS-6

Overview

The course will introduce students to the basics of editing print stories. The students will learn how to cover various beats of national and state level. It will also familiarize the students with specialized areas of reporting and develop their skills in specialized writing and editing.

Objective and Expected Outcome:

This course introduces the relevant concepts concerning professional newsroom environments and practices, including professional socialization, workflows, gate keeping practices and the impact of convergence. It also aims to give students the practical skills to operate in a multi- platform and digital newsroom environment through a series of activities going on during a routine day. The course will elaborate working of national bureau, state bureau and important roles of the people working in a newsroom.

The course covers specialized reporting, copy editing, headlines writing, features, articles, editorials and editing for magazine. In the classroom, we'll discuss concepts and issues of reporting and editing and in labs, beats will be assigned to the students where students will get hands-on training of reporting and preparing news stories for morning dailies.

Headline-writing is another fundamental aspect of editing. Sub-editors of newspapers write headlines, captions and other forms of “display type” for print and/or online publication. These days, largely because of the growth of blogging, many reporters and writers also find themselves acting as editors as well as writers, producing headlines and captions.

Course Content:

Unit I- 10 Lectures

News Bureau, National and State News Bureau – set up and functions, Functions of Bureau Chief, other correspondents, Bureau beats - their distribution.

Unit II-10 lectures

Specialized Reporting and Writing, Interpretative reporting, Investigative reporting, Sports reporting, Business Reporting Film/TV Reporting, reporting life style, Reporting Science & Technology, Writing Editorials, Comments, Middles, Special Articles, Columns, Backgrounders, Features and their types, Interviews and their types, style of writing, Letter to the editor – their importance, writing and editing

Unit III- 10 lectures

Newsroom, Gatekeeping and Newsroom, Role of News Editor, Chief Sub Editor and Copy Editor, Difference between Editing of Newspaper and Magazine, Editing copies of specialized reports, Rewriting, rearranging or clubbing the copies, Convergence and Difference between Print Editing and Web Editing, Editing for Magazines

Unit IV-10 lectures

Dummy and Layout, Concept and Utility of Dummy, Dummy Newspaper, Magazines and Journalist, Web Journalism and Dummy, Modern Lay-out (Specialized designing), Designing tools Lay-out, Changing Trends of Lay-out, Use of Written Matter, and Graphs, Problems of Lay-Out, lay-out Preparing for Newspaper, Magazines and On-Line Paper

After completion of the course, students will have an overall exposure of functioning of the newsroom of a newspaper and they will produce a final product as newspaper/magazine.

Suggested Readings:

- "The Newsroom: A Space of Decision-Making" by Robert Hackett and Yuezhi Zhao
- "Investigative Reporting: A Study in Technique" by David Spark
- "Style: Lessons in Clarity and Grace" by Joseph M. Williams and Joseph Bizup
- "The Elements of Editing: A Modern Guide for Editors and Journalists" by Arthur Plotnik
- "The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide" by William E. Blundell
- "Magazine Editing: In Print and Online" by John Morrish and

Paul Bradshaw

- "The Elements of Story: Field Notes on Nonfiction Writing" by Francis Flaherty
- "Visual Journalism: Infographics from the World's Best Newsrooms and Designers" by Javier Errea
- "Web Journalism: Practice and Promise of a New Medium" by Jonathan Groves
- "Lay It Out: How to Create Your Own Professional-Looking Book, Journal, or Magazine" by Dennis P. Eichhorn and Carl Raymond Moore

DESIGN & GRAPHICS

SJBJ 108A

CREDITS - 4

Overview:

This course focuses on understanding the art and aesthetics required in media products. The students will be acquainted with the layout & design for print media. Working on newspaper and magazine layout which are the most important aspects of Journalism will be taught to students. They will be apprised of the colours' psychology and physiology also. To understand the use of graphic designing in media industry, students will be given 'hands-on' learning exposure through software.

Objectives and Expected Outcome:

Working for the layout of publications after knowing software helps the students to visualize the layout of print media. As the final product involves many stages, this course will instil creativity and aesthetic understanding amongst students about elements of design like visuals, colours, text all the plans and stages of layout etc.

It is also important to know the background of printing technology, which is the backbone of any publication. Now-a-days, printing technology deals with offset printing most of the print productions; it is very significant to understand the features of Photoshop, Corel Draw, QuarkXPress & Adobe InDesign. This subject will give the basic as well as advance level understanding of typography its history and text editing. In media industry, the graphic designer plays very important role as all the art is made by them and this course will give deep learning about all layout with proper stages and copy.

Another important aspect of Mass Communication is desktop publication which will be dealt in this course and will discuss the history of DTP and its working while making layout for newspaper, magazine, newsletter and print advertisement.

Course Content:

Unit-I Principles of Design & Graphics

1. Basics of Design and Graphics
2. Elements and principles of design
3. Typography :Physical form, aesthetics and classifications
4. Colour :Physical forms, psychology, colour scheme and production

Unit-II Layout

1. Components of layout and layout planning
2. Advertisement layout
3. Broadsheet and Tabloid layout
4. Magazine & Book Layout

Unit-III [Visuals and Design]

1. Visuals : Physical forms, functions & editing
2. Poster Design
3. Logo Design
4. Brochure Design

Unit-IV DTP & Printing

1. Basics of Desktop Publishing
2. Printing Process
3. Printing Methods - Letter Press, Screen, Offset,
4. Paper and finishing

Students through this course will learn and interpret different text editing options required while designing publications. They will be able to design promotional literature as well as newspapers and magazines with the help of various software.

Suggested Readings:

- "The Non-Designer's Design Book" by Robin Williams
- "Grid Systems in Graphic Design" by Josef Müller-Brockmann
- "Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton
- "Color Theory: An essential guide to color—from basic principles to practical applications" by Patti Mollica
- "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau
- "Advertising Layout and Art Direction" by S. Wells
- "Magazine Design That Works: Secrets for Successful Magazine Design" by Stacey King and Cheryl D. Wise
- "Visual Communication: Images with Messages" by Paul Martin Lester
- "The Best of News Design 36th Edition" by Society for News Design
- "Desktop Publishing with PageMaker" by Roger C. Parker

ENVIRONMENTAL STUDIES

SJCH125A

CREDITS - 3

Overview:

Everything that surrounds and affects living organisms is environment. Environment includes all those things on which we are directly or indirectly dependent for our survival, whether it is living or biotic components like animals, plants or non-living or abiotic components like soil, air and water etc. It belongs to all, influences all and is important to all.

Environmental Protection Act (1986) defined “Environment as the sum total of water, air and land, their interrelationship among themselves and with the human beings, other living organisms and materials.” Environmental studies are important since it deals with the most mundane problems of life like hygienic living conditions, safe and clean drinking water, fresh air, healthy food and sustainable development.

The Course Content: for Environmental Studies includes conventional classroom teaching as well as field work. In this course, the teacher simply acts as a catalyst to infer what the student observes or discovers in his/her own environment. Involvement of students in project work is one of the most effective learning tools for environmental issues. This Course Content: is beyond the scope of textbook teaching and also the realm of real learning by observing the surroundings.

The content of this course provides an overview of introduction to environment, concept of an ecosystem, various renewable and non-renewable resources, how do various biodiversity occur and different means to conserve these. This course also includes various types of pollution and environmental policies & practices related with environs.

Finally, it also highlights the relationship of human population with environment. The course further integrates to project work such as visit to an area to document environmental assets river/ forest/ grassland/ hill/ mountain, visit to a local polluted site-Urban/Rural/Industrial/Agricultural, study of common plants, insects, birds, and study of simple ecosystems. These studies are as imperative as it forms a unique synergistic tool for comprehensive learning process.

This will help students to recognize and appreciate how the technological advancement at global level, exponential growth of human population and their unlimited demands has put the environment at stake and has contaminated the environment worldwide.

Objective and Expected Outcome:

The main objective of the course is to create consciousness among the students with the idea about healthy and safe environment. This course is aimed to explain students that the rapid industrialization, crazy consumerism and over-exploitation of natural resources have resulted in degradation of earth at all levels. These changes need the discussion, concern and recognition at national and international level with respect to formulate protection acts and sustainable developments policies. It can be possible only if every citizen of the nation is environmentally educated and gets involved into this matter at the grass root level to mitigate pollution.

After studying the course, the learners will be able to comprehend and become responsive regarding environmental issues. They will acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no specie can survive and sustain. This is the only inheritance which every genera of specie passes to their future generation.

OPEN ELECTIVE-II

VOICE OF THE FOURTH ESTATE

SJBJ 152A

CREDITS - 4

Overview:

The course will give insight into the recent trends in media and their impact on society. It will prepare students to work ethically in media industry and prepare responsible media person.

Voice of Fourth Estate is the practical exposure for journalism and mass communication students. This course is meant to build the basic understanding of how and why media is the fourth pillar of democracy. And, it will make them understand growing influence of technology on newspapers and magazines.

Objective and Expected Outcome:

In this course, the students will be acquainted with the Agenda Setting function of media and how to judge bias/slant in news, planted stories, Advocacy and Campaign Journalism done by media. Course will also cover concepts of what make fake news, media activism, media regulatory agencies like PCI, NBA/BEA and how one can become a citizen journalist.

Students will discuss case studies of contemporary media related issues that will help in better understanding of concepts. The students will also learn the changing trends of media and how has media evolved in 21st century. They will be acquainted with comparative analysis of print, electronic and new media coverage of events.

The students after studying all materials and resources presented in the course will be able to understand the meaning, functioning and status of fourth estate. By the end of course, the students will be able to know and understand the role of media in political, economic and social scenario of India.

Course Content:

Unit I

What is news? News vs Views, History of the Press, Role of Press in freedom of India, Gandhi as a Journalist, Freedom Fighters as Journalists, Growth of Press in India, Role of Press in 21st Century

Unit II

Changing trends in electronic media, Print vs broadcast media, Yellow Journalism, Penny Journalism, Citizen Journalism, Whistleblower, Role of Whistleblower, Sources of a Journalist, Attribution of Sources, Protection of Sources, Protection of Sources

Unit III

Fake news, Identification of Fake news, Paid news, Consequences of paid news, Agenda Setting function of media, Print News Analysis, TV News Analysis, Types of Headlines, Rewriting headlines, Media Trial, Changing scenario of news reporting and role of reporters,

Unit IV

Editorial Writing, Editorial control of the news, Editorial planning and strategy, Media terminology, Dilution of editorial contents: Advertorials, Investigative reporting, Reporting and writing various types of interviews, Reporting and writing for non-news magazines, Writing news and non-news features, Media regulations, Role of Media Regulatory Authorities, Media Economics, Model Press Conference

The course will make students understand the candidature of fourth estate, and how media gate keeps and presents a news story which impacts the masses.

Suggested Readings:

- "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
- "Yellow Journalism: The "Fake News" of the 19th Century" by David R. Spencer

- "Blur: How to Know What's True in the Age of Information Overload" by Bill Kovach and Tom Rosenstiel
- "Flat Earth News: An Award-Winning Reporter Exposes Falsehood, Distortion, and Propaganda in the Global Media" by Nick Davies
- "Media Ethics at the Crossroads: Democracy and the News Crisis" by Patrick Lee Plaisance
- "The Elements of Style" by William Strunk Jr. and E.B. White
- "Trust Me, I'm Lying: Confessions of a Media Manipulator" by Ryan Holiday
- "Journalism Ethics in the Digital Age: A Model for the Next Generation" by Amy Reynolds and David Wolfgang
- "Writing News for Broadcast" by Edward Bliss Jr. and James L. Hoyt
- "Media Law and Ethics" by Roy L. Moore and Michael D. Murray

SEMESTER-III

| | | | | |
|--------------|-----|----------|------------------------------------|-----------|
| 1 | CC | SJBJ201A | Digital Media Foundation | 6 |
| 2 | CC | SJBJ203A | Radio Broadcasting and Programming | 6 |
| 3 | CC | SJBJ205A | The Advertising World | 4 |
| 4 | CC | SJBJ207A | Development Communication | 4 |
| 5 | SEC | SJBJ209A | Minor Project | 6 |
| 6 | DSE | SJBJ251A | संचार के लिए हिंदी | 4 |
| | DSE | SJBJ253A | Business Journalism | |
| TOTAL | | | | 30 |

DIGITAL MEDIA FOUNDATION

SJBJ 201A

CREDITS – 4

Overview:

Through this course, students will be able to understand the applications of internet. They will be exposed to the world of social networking and its various aspects. The course will apprise the students with internet penetration in every aspect of life. Students will be acquainted with mobile phone as a new means of mass communication. The course will give various dimensions of technological convergence.

Objective and Expected Outcome:

Computer based technology and internet has become so vital that imparting knowledge about the same has become very important. This course will focus on history of internet which will make the base and foundation of this course. They will understand search engine optimization and its usage. Website being the main portal of the internet will be taught in different dimensions where the usage and its advantages are important to understand. The bridge between the traditional media and new media will be built through this course.

Today the spatial distances amongst people have decreased due to social network. The world has become a single platform where everyone can connect with others to share their feelings, thoughts and experiences. Online communities, types and their importance will be discussed in this course. Students will be able to understand how Social media can be used as alternate source of News.

Internet has become inseparable part of not only common people, but the national and state governments have also become dependent on the same. They are utilizing the internet in every sphere of governance. This course will impart the knowledge about e- governance and its importance in day to day functioning of government departments.

Course Content:

Unit I – 10 lectures

Internet Applications, History of Internet, Internet, intranet, Web Search engines & Search Engine, Websites, portals, blogs, vlogs, Traditional Media vs New Media

Unit II- 10 lectures

Social Networking, Social Networks: Individuals, groups and organizations, Social networking websites: Online, Popular social and professional, Facebook as tool of socialization, Google+ V Facebook, Social media as alternate source of News, Penetration of Internet

Unit III- 10 lectures

E Governance: Types and scope, Internet for political campaigns, Use of internet for social cause, Cultural aspects and regulation of internet, Policy making, Good-governance and use of internet

Unit IV -10 lectures

Evolution of converging technologies, Web Publishing-tools and Applications, 4 G internet technology, Instant Messaging (IM): SMS V Mobile email, Mobile applications in media, Online News websites and portals

In nutshell, learners will understand the importance of technological convergence in media industry. They will understand the use of

online news portals and website as a news industry.

Suggested Readings:

- "The Internet: A Historical Encyclopedia" by Hilary W. Poole
- "The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture" by John Battelle
- "Social Media: Enduring Principles" by Chris Boudreaux and Susan F. Emerick
- "E-Government 2.0: Opportunities and Challenges of E-Democracy and E-Participation" by Anttiroiko, Ari-Veikko
- "The Cult of the Amateur: How Today's Internet Is Killing Our Culture" by Andrew Keen
- "Social Media and Politics: A New Way to Participate in the Political Process" by Glenn W. Richardson Jr.
- "Governance and Information Technology: From Electronic Government to Information Government" by Viktor Mayer-Schönberger and David Lazer
- "Convergence Culture: Where Old and New Media Collide" by Henry Jenkins
- "Web 2.0: A Strategy Guide: Business thinking and strategies behind successful Web 2.0 implementations" by Amy Shuen
- "Journalism's Roving Eye: A History of American Foreign Reporting" by John Maxwell Hamilton

RADIO BROADCASTING AND PROGRAMMING

SJBJ203A

CREDITS - 4

Overview:

Radio is a real mass media in a country like India. With the advent of FM channels, listeners have started tuning in their favourite radio stations. In contemporary scenario, there is a sea change in the format and presentation of radio programmes. Conceptualizing Radio Broadcasting and Programming is a course to know the Origin and development of radio in India—from Indian Broadcasting Company to All India Radio, characteristics of radio as a medium of mass communication, its characteristics and limitations.

Objective and Expected Outcome:

This course offers a foundation for understanding the growth of Radio programmes from beginning to modern times and 3-tier structure, its objectives of broadcast—Information, Education & Entertainment. Role of radio in development of country will be discussed to understand its need and importance.

This course is meant to acquaint students with different modes of broadcasting and types of radio stations and to learn basic inputs and main elements of radio production-Human Voice, Music, Sound Effects and Silence. The students will also gather knowledge about various types of transmission meant for information, entertainment and education.

Along with AIR they will be acquainted with the other types of radio transmissions like private FM channels, Community, Satellite and Internet radio. This course will make them distinguish and describe the qualities of different types of microphones and other equipment used in radio production. They will be acquainted with the concept of radio news and current affairs programmes of All India Radio. Students will be introduced different types of programme formats for AIR and FM channels.

Course Content:

Unit I

Reporting, Qualities of a broadcast reporter, Sources for news gathering for radio and tv, On-record and off-record sources and reporting, Citizens as source for reporting, Capturing sounds and visuals, Importance of bites and vox-pop, Piece-to-camera: Writing and presentation

Unit II

Structure of Radio studio, Structure of TV newsroom, Recording room, Input, Assignment desk, Functions of Output department, Functions of PCR, MCR, News Ingest, Library and reference section

Unit III

Distinction between broadcast writing and newspaper writing, Basic skills of writing Radio and TV news script, Headlines: Selection, Writing with a punch, Panel discussions, Various types of programs: News based, Audience based, Interview based, Special sports programs & Special business programs

Unit IV

Reading News on Radio and TV, Breaking News, Prime Time News, Selection of news for the bulletin, Editing of news stories, Use of sound effects, graphics and animation, Voice over, Packaging, Rundown, Anchoring

The course will make students understand the radio as a medium of mass communication, its relevance in today's scenario. They will have a fair knowledge of radio programme formats and elements of radio production.

Suggested Readings:

- "Sound Reporting: The NPR Guide to Audio Journalism and Production" by Jonathan Kern
- "Broadcast News Writing, Reporting, and Producing" by Ted White
- "Writing for Broadcast Journalists" by Rick Thompson
- "Radio Production" by Robert McLeish

- "Television Production Handbook" by Herbert Zettl
- "Writing for Television, Radio, and New Media" by Robert L. Hilliard
- "The Radio Station: Broadcast, Satellite & Internet" by Michael C. Keith
- "Radio Journalism in America: Telling the News in the Golden Age and Beyond" by Jim Cox
- "Broadcast Announcing Worktext: A Media Performance Guide" by Alan R. Stephenson and David Reese
- "News Writing and Reporting for Today's Media" by Bruce D. Itule and Douglas A. Anderson

THE ADVERTISING WORLD

SJBJ205A

CREDITS - 4

Overview

This course is an introductory study of the world of advertising. The course is designed to explain advertising, its role in society and business. It involves the understanding and appreciation of proper strategies-- Advertising, Creative and Media. It also examines fully the roles played by the different departments of an agency and the various segments of the advertising industry that pertain to each of them.

Objective and Expected Outcome:

This course will help students identify Advertising vs. other forms of Marketing & Communication. It will develop their in-depth understanding that how advertising must work with other communication disciplines like PR and Brand communication. The advertising has long term impact on society of advertising. The students will also explore various theories of advertising and their application in practice. They will learn about various forms of advertising and how advertising changes with media.

The students will be able to comprehend general principles of Advertising Campaigns, importance of creativity in advertising. The course will also help them in understanding audiences and their identification, segmentation and targeting. They will be taught concepts of creative brief, copy writing and advertising strategy. The students will be able to understand difference between content writing and copy writing. They will use their creative blend to write various advertising copy, develop big idea for the campaign, develop advertising objectives of the campaign and prepare advertising and marketing strategies. They will be able to design and produce advertising campaign for their clients.

The advent of new media and OTT platforms has changed the advertising scenario across the world. The students will also be exploring popular campaigns launched on social media and other platforms. The selected advertising campaigns will be discussed in the class and students will

take up case studies to develop in depth understanding of working of advertising.

Course Content:

Unit I

Introduction to Advertising

Advertising: concepts, definitions, needs, Development of advertising in India and World, Importance and role of advertising in media, economy and society, Types of advertising on the basis of consumers, geography, space and purpose, Advertising as a communication process: Stern's model of advertising communication, Institutional/Corporate advertising

UNIT II

Concept of Marketing

Market segmentation, Marketing Mix, 5 Ps of marketing, Sales promotion, Marketing vs Publicity, Identification of target consumer, Marketing Strategies, Positioning, USP, Product Life Cycle

UNIT III

Concepts in Advertising

Ad campaign: Meaning and types, Setting Objectives, Theories in advertising (DAGMAR and AIDA approach), Budgeting, Process of planning and executing the ad campaign, Pretesting, concurrent and post testing a campaign, Pitch Presentations: format and style, Types of ad media: above the line and below the line media vehicles, Media planning - media mix, media selection, media buying, and media analysis

UNIT IV

Organizational structure of Ad Agencies

Organization structure, pattern, definition, Types of advertising agencies, Function of different departments of ad agencies, Services rendered by modern ad agency, Agency compensation, Market research, Laws related to Advertising, Code of Ethics

Suggested readings:

- Aaker, D. A., & Mayers, J. G. (1992). *Advertising Management*. Prentice Hall of India.
- Batra, M., & Aaker. (1992). *Advertising Management*. New Delhi:

Prentice Hall of India

- Jefkins, F. (1991). *Advertising*. New Delhi: Tata Mcgraw Hill.
- Jethwaney, J., & Jain, S. (2006). *Advertising Management*. Oxford University Press.
- O'Guinn, A., & Semenik. (2016). *Advertising and Integrated Brand Promotion*. New Delhi: Vikas Publication House.
- Vilanilam, V. K., & Verghese, A. K. (2004). *Advertising Basics*. New Delhi: Response Books.
- Wilmshurst, J., & Mackay, A. (1999). *The Fundamentals of Advertising*. Routledge

By the end of the course, students will be able to understand how advertising works: from the base research and strategy to the creative and media buying.

DEVELOPMENT COMMUNICATION

SJBJ207A

CREDITS – 4

Overview:

This course will make students to understand the concept of development through communication. Also, students will be apprised of the concept of development. They will be able to establish relationship between communication and development for the betterment of society and well-being of people. This course will motivate students to understand the role that media can play for development. Also, through this course, students will be able to understand the issues of development in Indian perspective which is need of the hour.

Objective and Expected Outcome:

Living in a country which has seen the stage of underdevelopment as well as the phase of development, it is very important for the students to know about the concept development and its types. The characteristics of development of our country will make them understand the basic elements of development. They will be taught importance of social indicators of development like Human development Index and Physical Quality of Life Index to understand the ranking of India in different indicators. With the acquaintance for development the students will be taught development communication theories, starting from the dominant paradigm which will give them insight about modernization approach and big push to structuralist paradigm, students will understand that paradigm shifts in the process of development. They will be taught about the Gandhian approach towards the development which is relevant to the society. To understand the society, it is important not to just sympathize but to empathize also, and the difference will be very important for the communication students to grasp through this course. Being a communication student, it is foremost required to understand how to disseminate message at all levels of society and media being the fourth pillar must be utilized for this. They will be introduced to the concept of the grassroots level communication pattern and how they adapt to the message. They will design message for development using different media including both traditional and modern.

Course Content:

Unit I

Concept and Indicators of Development

- 1.1 Definition, meaning and process of development
- 1.2 Characteristics of underdeveloped economics and development
- 1.3 Ingredients (5Ms) of development and money generation, MNCs and foreign aid
- 1.4 Economic and social indicators of development, Human development Index, physical quality of life index
- 1.5 Development Reporting

Unit II

Development Communication: Concept and Theories

- 2.1 Dominant Paradigms- (i) Modernization Approach (ii) Big Push (iii) Theory of Unbalanced Growth
- 2.2 Structuralist Paradigms- (i) Dependency theory (ii) Theory of Raul Prebisch (iii) Paulo Freire Approach
- 2.3 Non-Unilinear Approach – (i) Approaches of Gandhi and Schumacher (ii) Neo Marxist Paradigm (iii) Basic Needs Model
- 2.4 Development Communication Approaches – (i) Diffusion of Innovation (ii) Empathy (iii) Magic multiplier (iv) Localized approach
- 2.5 Sustainable Development Goals

Unit III- Media and Development

- 3.1 Role of communication in development process, Development message design and communication
- 3.2 Print, Radio, TV, Outdoor publicity in Indian perspective
- 3.3 Cyber media and communication of development messages
- 3.4 Traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in Development Communication

Unit IV

Communication in Indian perspective

4.1 Communication for rural development –

- (i) Strengthening Panchayati Raj
- (ii) Enhancing people's participation

- (iii) Advancement in farming and alternative employment,
- (iv) Conservation of rural culture - tradition

4.2 Communication for urban development –

- (i) Urban sanitation
- (ii) Consumer awareness
- (iii) Slum development
- (iv) Consumption pattern of water, electricity, fuel

4.3 Communication for Tribal development –

- (i) Wild life and forest conservation
- (ii) Joint forest management
- (iii) Forest based cottage industries
- (iv) Conservation of tribal culture-tradition

4.4 Development support communication - Extension

Approach

- (i) Health and Family Welfare
- (ii) Women empowerment
- (iii) Literacy & Education
- (iv) Unemployment

Suggested Readings:

- "Development as Freedom" by Amartya Sen
- "The End of Poverty: Economic Possibilities for Our Time" by Jeffrey D. Sachs
- "Development Communication: Reframing the Role of the Media" by Thomas L. McPhail
- "Media and Development" by Martin Scott and James Girvan
- "Communication and Social Change: A Citizen Perspective" by Thomas Tufte
- "Theories of Development Communication" by Srinivas R. Melkote
- "Communication for Development and Social Change" by Jan Servaes
- "The Development Dictionary: A Guide to Knowledge as Power" edited by Wolfgang Sachs
- "Communication and Development: A Practical Guide" by Tony Dowden
- "Mass Media and Rural Development" by S. C. Panda

MINOR PROJECT

SJBJ209A

CREDITS – 6

Overview:

In the five semesters of BA (JMC) the learner gets a solid foundation in print media, electronic media, Event Management, Public Relations, Advertising, Media Research and Social media. Building on this foundation, students develop a wide variety of mass communication skills which they need in today's changing media and communication environment. They apply these skills inside and outside the classroom. To serve these ends, the course is structured with application of all the skills that strengthens students' practical knowledge to create final products of various disciplines of mass communication.

This 'hands on' course attempts to introduce students the application of all the courses studied in previous years in the form of group based/individual projects where real problems of communication that exist in the world around us can be studied and even solved.

Objective and Expected Outcome:

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to be skillful, ethical, adaptable and persuasive professional communicators. Our students should be ready to address the challenges of a quickly changing occupational landscape and prepared to meet the diverse needs of stakeholders across society. The course prepares our students to engage in the work that leaves a positive impact on the surrounding community.

They will use written, oral and visual communication skills to fulfill the objectives of course. They will be able to develop an understanding of journalistic investigation methods and the ability to critically evaluate images and ideas presented through media. They will produce a finished media product which may be used to showcase their expertise in that stream of mass communication.

Course Content:

The students will be given a theme related to a social problem. They will

be required to prepare a communication project on the same. The project will include-

- a. A skit/play on the theme to create awareness (Theatre)
- b. A short film/documentary on the theme (AV Media)
- c. Designing Posters and Brochure (Print Media)
- d. Photo feature (Photography)
- e. A file and PowerPoint presentation for final evaluation (documentation)

This course will ignite creative thoughts and fuel new imaginations in the field of communication. After completing the course, students will be able to create project based upon real life communication problems. It will be a group activity

DSE-I

संचार के लिए हिंदी

SJBJ 251A

CREDITS – 4

अवलोकन:

भाषा का मानव जीवन में अपना बड़ा ही महत्व रहा है, वही पत्रकारिता के क्षेत्र में इसका योगदान बड़ा ही सराहनीय है। देश के सामाजिक व आर्थिक विकास के लिए यह आवश्यक है की वह अपने संचार माध्यमों का सही प्रकार से उपयोग करे जिसके लिए पत्रकारिता एवं संचार के छात्रों को हिंदी भाषा का ज्ञान होना अत्यंत जरूरी है।

उद्देश्य और अनुमानित परिणाम :

भाषा विभिन्न माध्यमों की हिसाब से बदलती रहती है; जहाँ समाचार पत्रों और पत्रिकाओं में रिपोर्टेड स्पीच का इस्तेमाल किया जाता है वहीं टेलीविज़न में वर्तमान काल भाषा में लिखा जाता है। रेडियो में आम बोलचाल की भाषा का प्रयोग होता है वहीं मीडिया की भाषा साहित्यिक भाषा से भिन्न होती है, इसलिए भाषा के विकास में मीडिया का बड़ा योगदान माना जाता है।

इस पाठ्यक्रम में विद्यार्थियों को सम्पादकीय, फीचरलेखन, फीचर लेखन की तकनीक, तात्कालिक विषयों पर लेख जैसे की राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमो पर लेखन सिखाया जायेगा।

विद्यार्थियों को पुस्तक समीक्षा, रेडियो-टीवी कार्यक्रमों की समीक्षा और फिल्मों की समीक्षा का ज्ञान भी दिया जायेगा। उन्हें विभिन्न प्रकार के लेखों से अवगत कराया जायेगा जैसे रहन- सहन, जीवनशैली, फैशन, धार्मिक व सांस्कृतिक समारोहों और त्योहारों पर लेखन।

विद्यार्थियों को न केवल विभिन्न प्रकार के साक्षात्कार और उनकी तैयारी और प्रक्रिया से अवगत कराया जायेगा बल्कि साक्षात्कार के दौरान ध्यान रखने वाली बातों का भी बोध होगा और उन्हें प्रसिद्ध लोगों से साक्षात्कार करने का व्यावहारिक अनुभव भी दिया जायेगा।

अध्ययन विषयवस्तु:

यूनिट- 1

भाषा भेद संकल्पना, भाषा भेद- मौखिक, भाषा भेद- लिखित, भाषा का मानकीकरण, व्यवहारिक व्याकरण, शब्द और वाक्य के विविध रूप, विराम चिह्न का प्रयोग, वर्तनी: शब्द शुद्धि और वाक्य शुद्धि के नियम, शब्दावली का मानकीकरण, बोलियों और मुहावरे-महत्व और प्रयोग।

यूनिट- 2

भाषा अभिव्यक्ति का साधना और उसकी पूर्ण का साधना तत्व, साहित्यिक भाषा और पत्रकारिता की भाषा, समाचारपत्र की भाषा की विशिष्टता, रेडियो और टेलीविजन की भाषा, 'न्यू मीडिया' की भाषा, भाषा के विकास में मीडिया का योगदान

यूनिट- 3

संपादकीय/ अग्रलेख स्वरूप और लेखन, संपादकीय पृष्ठ का मुख्य लेख, स्तम्भ लेखन, प्रमुख स्तम्भ और उनके लेखक, तात्कालिक विषयों पर लेख, राष्ट्रीय व अंतर्राष्ट्रीय घटनाक्रमों पर लेखन, संपादक के नाम पत्र- महत्व और लेखन

यूनिट- 4

फीचर- प्रकार, महत्व और लेखन, साक्षात्कार- प्रकार, महत्व और लेखन, पुस्तक समीक्षा, संगीत नाटक और नृत्य प्रस्तुति, चित्र प्रदर्शनी की समीक्षा, रेडियो और टेलीविजन कार्यक्रमों की समीक्षा, फिल्मों की समीक्षा, सामाजिक सम्बन्धों रहन-सहन, जीवन शैली, फैशन पर लेखन, धार्मिक व सांस्कृतिक समारोह और त्योहारों सम्बन्धी लेखन।

सन्दर्भ पुस्तके:

1. भाटिया, क.च.(1985). अनुवाद कला: सिद्धान्त और प्रयोग. तक्ष शिला प्रकाशन.
2. अय्यर, ए. व. (2011). अनुवादकला. प्रभात प्रकाशन.
3. शर्मा, र.(2004). प्रयोजनमूलक हिन्दी : सिद्धान्त और व्यवहार : सरकारी काम-काज में हिन्दी का प्रयोग. विश्वविद्यालय प्रकाशन.

4. तिवारी, & प्रियदर्शिनी, म.(1982). हिन्दी भाषा की सामाजिक भूमिका. मद्रास: दक्षिण भारत हिन्दी प्रचार सभा.
5. हरिमोहन.(2012). समाचार, फीचर लेखन एवं संपदा कला. हिंदी पुस्तक केंद्र.
6. पचौरी, स., & शर्मा, अ.(2008). नए जनसंचार मध्यम और हिंदी. राजकमल प्रकाशन.

इस पाठ्यक्रम के माध्यम से विद्यार्थियों को मीडिया में इस्तेमाल होने वाली विभिन्न प्रकार की शैलियों का ज्ञान अर्जित होगा।

DSE-I

BUSINESS JOURNALISM

SJBJ 253A

CREDITS – 4

Overview:

This course is designed to provide students with a basic understanding of how the economy and financial markets work and the role of a business reporter in monitoring these vital sectors.

Objective and Expected Outcome:

Business media could outpace the other news media as there are many business publications and business channels are coming up. During the course, learners will be trained how to find stories and features and explain complex economic terms, so that readers may understand them; discover the world of markets and companies, international trade and government policy. They will be taught how to follow up business stories. Students will learn about the profession by reading and writing features, editorials, articles, blogs and columns on contemporary business and economic issues of larger public interest.

Students will analyze current and historic business stories, articles, editorials and columns with an eye toward understanding what makes articles transcend the industry or sector they examine. The course will cover effective methods for conceiving and pitching stories based upon data, interviews, various reports to identify a variety of perspectives around questions of economy and business.

Course Content:

Unit I

Introduction to Business Journalism, Meaning of economy-Market, command and mixed economy, Nature of Indian economy, Economic planning in India

Unit II

Importance of foreign trade for a developing economy, BOP and new economic reforms of 1991, FDI and FII policy in India, Export and import during recession-2008 onwards, World economic bodies and forums, regional economic forums, economy and international politics

Unit III

Indian Financial System: An overview, RBI, Public Sector, Private, Cooperative and Regional Rural Banks, Stock Markets - Financial Products (bonds, debentures, shares), SEBI and Capital Market Reforms, Types of Taxes, New Economic Policy

Unit IV

Business Journalism: Reporting- Business and industry as a beat, Sources of news on business, Developing business story ideas, Investigative reporting in business sector, Info graphics and its usage in media, Usage of digital media in business journalism.

Students will submit the assignments on the basis of current business news/economic policies/International and National economic issues/info graphics.

Suggested readings:

- Arora, C. (2008). *Indian Economy and Reforms*. Authors Press.
- Thompson, T. (2000). *Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*. Columbia University Press.
- Starkey, L. (2007). *Goof-Proof Business Writing*. Learning Express
- Anderson, B. (2004). *News flash: Journalism, infotainment, and the bottom-line business of broadcast news* (Wiley ed.). Jossey-Bass.
- Brock, G. (2013). *Out of Print: Newspapers, Journalism and the Business of News in the Digital Age*. Paperback – Illustrated.
- Machiraju, R. (2010). *Indian Financial System*. Vidya Vikash Publishing House.
- Kapila, U. (2004). *Understanding the problems of Indian Economy*. Academic Foundation.

By the end of the course, students will develop a sense to write interesting stories about business and finance; search and report through observation, interviews and documents; verify the reliability of information and interpret and integrate numbers, statistics and financial data into stories.

SEMESTER-IV

| | | | | |
|--------------|-----|----------|----------------------------------|-----------|
| 1 | CC | SJBJ202A | Branding through Advertising | 6 |
| 2 | CC | SJBJ204A | Camera, Light and Sound | 4 |
| 3 | CC | SJBJ206A | Documentary and Short Filmmaking | 6 |
| 4 | SEC | SJBJ208A | Radio Jockeying and News Reading | 4 |
| 5 | DSE | SJBJ252A | Social Media Marketing | 4 |
| | DSE | SJBJ254A | Sports Journalism | |
| TOTAL | | | | 24 |

BRANDING THROUGH ADVERTISING

SJBJ202A

CREDITS - 4

Overview:

Through this course, students will be able to understand the applications of internet. They will be exposed to the world of social networking and its various aspects. The course will apprise the students with internet penetration in every aspect of life. Students will be acquainted with mobile phone as a new means of mass communication. The course will give various dimensions of technological convergence.

Objective and Expected Outcome:

Computer based technology and internet has become so vital that imparting knowledge about the same has become very important. This course will focus on history of internet which will make the base and foundation of this course.

They will understand search engine optimization and its usage. Website being the main portal of the internet will be taught in different dimensions where the usage and its advantages are important to

understand. The bridge between the traditional media and new media will be built through this course.

Today the spatial distances amongst people have decreased due to social network. The world has become a single platform where everyone can connect with others to share their feelings, thoughts and experiences. Online communities, types and their importance will be discussed in this course. Students will be able to understand how Social media can be used as alternate source of News.

Internet has become inseparable part of not only common people, but the national and state governments have also become dependent on the same. They are utilizing the internet in every sphere of governance. This course will impart the knowledge about e- governance and its importance in day to day functioning of government departments.

Course Content:

Unit I

Introduction to Advertising

Advertising: concepts, definitions, needs, Development of advertising in India and World, Importance and role of advertising in media, economy and society, Types of advertising on the basis of consumers, geography, space and purpose, Advertising as a communication process: Stern's model of advertising communication, Institutional/Corporate advertising

UNIT II

Concept of Marketing

Market segmentation, Marketing Mix, 5 Ps of marketing, Sales promotion, Marketing vs Publicity, Identification of target consumer, Marketing

Strategies, Positioning, USP, Product Life Cycle

UNIT III

Concepts in Advertising

Ad campaign: Meaning and types, Setting Objectives, Theories in advertising (DAGMAR and AIDA approach), Budgeting, Process of planning and executing the ad campaign, Pretesting, concurrent and post

testing a campaign, Pitch Presentations: format and style, Types of ad media: above the line and below the line media vehicles, Media planning - media mix, media selection, media buying, and media analysis

UNIT IV

Organizational structure of Ad Agencies

Organization structure, pattern, definition, Types of advertising agencies, Function of different departments of ad agencies, Services rendered by modern ad agency, Agency compensation, Market research, Laws related to Advertising, Code of Ethics

In nutshell, learners will understand the importance of technological convergence in media industry. They will understand the use of online news portals and website as a news industry.

Suggested Readings:

- "Ogilvy on Advertising" by David Ogilvy
- "Hey, Whipple, Squeeze This: A Guide to Creating Great Ads" by Luke Sullivan
- "Positioning: The Battle for Your Mind" by Al Ries and Jack Trout
- "Scientific Advertising" by Claude C. Hopkins
- "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola
- "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
- "The 22 Immutable Laws of Branding" by Al Ries and Laura Ries
- "How Brands Grow: What Marketers Don't Know" by Byron Sharp
- "The Tipping Point: How Little Things Can Make a Big Difference" by Malcolm Gladwell
- "The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells" by Robert W. Bly

CAMERA, LIGHT AND SOUND

SJBJ204A

CREDITS - 4

Overview:

Video production is an art to present the idea through visuals and audio in an interesting manner which grabs our attention and speak directly to our emotions. It allows us to express ourselves through this art form. For the perfect video production, it is really important to understand the details of the camera such as its scanning system, its focal length and other features. The student will learn all technicalities of the video camera and will be able to handle it professionally.

Objective and Expected Outcome:

In this course, students will understand different types of camera angles and shots and how to use them aesthetically to create a meaningful film. Composition of these shots and movements create the magic on the screen. To use all these compositions proper camera equipment are required and student will grab the knowledge of using them in a professional through this course. Students will also learn the techniques of Single camera set-up and Multi camera set up. Video production is not just capturing whatever comes in front of the lens, it is a professional visualization and a creative mind is required for the same. Students will learn different properties of light and how to impact fully use them for the purpose of illuminating a scene. Student will have the exposure of various lighting techniques and its effective use. Video Production is the process of storytelling using the medium of visuals, lights and sound as the main story telling device. While a print journalist uses pen and paper to tell stories, a broadcast journalist uses his camera to capture the visual representation of a story.

Sound plays a very vital role in video production it is important for the Journalism students to learn its aesthetics and understanding the professional requirements of the microphones to record a good synchronized sound for the same. Students will learn all the technicalities of sound such as its elements, dubbing, Para dubbing and voice modulation etc.

Course Content:

Unit I – 10 lectures

Video Camera: Types, parts and their characteristics, Types of camera lenses: according to focal length, field of view and special lenses, Characteristics of lenses: Focal length, focus, depth of field, Electronic characteristics: Aspect ratio, resolution, contrast, white balance, interlaced and progressive scanning, Operational characteristics in ENG/EFP camera, Video tape recording formats, Colour encoding systems: NTSC, PAL, and SECAM

Unit II – 10 lectures

Types of shots: Extreme Long Shot, Long shot, Mid Long Shot, Mid Close Up shot, Close up Shot, Extreme Close Up shot, Two Shot, Three Shot etc., Angle of shots: Low angle, high angle, eye level, bird's eye view, dutch angle, Camera movements: Pan and tilt, wheeled camera support, handheld camera, Camera equipment: Tripod, monopod, pedestal, crane, dolly, track, Steadicam, etc., Composition: Types and functions of composition, Emphasis, headroom, looking space, rule of thirds, golden section rule.

Unit III – 10 lectures

Lights and its properties, Different types of lights, Tools used in lighting: Diffusers, reflectors, cutters, gels, Basic lighting techniques, Lighting in a studio, Lighting in the field, Various audio elements: Lip synchronized sound, voice, natural sound, diegetic and non-diegetic sound, Types of sound: Ambience, music, sound effects, constructing the audio portion of a video, Sound aesthetics, Microphone: Camera mounted, external, wired and wireless, Dubbing and Para-dubbing: Adding sound to pre-recorded videotape

Unit IV- 10 lectures

Introduction to editing, Functions of editing – combine, shorten, correct, build, Theory of editing – continuity and dynamic editing, linear and non-linear editing, montage, Transition and effects, graphics and design, Editing modes – off- line and online editing, Non-linear editing

systems, features and technique

By the end of the session, the students will be able to handle video camera with appropriate usage of light and sound for various types of production.

Suggested Readings:

- "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know" by Jeremy Vineyard
- "The Visual Story: Creating the Visual Structure of Film, TV and Digital Media" by Bruce Block
- "Cinematography: Theory and Practice: Image Making for Cinematographers and Directors" by Blain Brown
- "Audio Postproduction for Digital Video" by Jay Rose
- "The Five C's of Cinematography: Motion Picture Filming Techniques" by Joseph V. Mascelli
- "Grammar of the Shot" by Christopher J. Bowen and Roy Thompson
- "Edit Better: Hollywood-Tested Strategies for Powerful Video Editing" by Jeff Bartsch
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger

DOCUMENTARY AND SHORT FILMMAKING

SJBJ206A

CREDITS - 6

Overview

This course covers all aspects of filmmaking ranging from creative storytelling, mastery of shooting and editing. The entire course is a complete practical exposure for each student getting ample hands-on experience in creating films of various genres. We encourage our students to participate in filmmaking competitions and film festivals to showcase their knowledge of filmmaking.

Objective and Expected Outcome:

This course explores different ways in which stories are told on screen, focusing on screenwriting, but also examining how these considerations affect other creative aspects, including direction, sound and image, and how these interrelate to maximum effect. It will also examine the ways in which these elements apply to non-fiction cinema. This course is designed to give students an experience about Short Filmmaking/Documentary Filmmaking. The course will start with the knowledge of basic video production where they will learn about key personnel involved in production, how to develop a program brief, generation of an idea and conducting research on the same, writing for the proposal and creating floor plan and location sketch. Short Film and Documentary Filmmaking consists of important stages of production such as pre-production where budgeting of the films is done, scripting of the film and documentary is done, from generating a script, to converting it to a screenplay and storyboard and finally taking it forward to develop a shooting script. The students will learn Cinematograph Act and about functioning of CBFC.

Short Film and Documentary Filmmaking is an art where the students learn to produce films on different genres such as Romance, Science fiction, Thriller, Adventure etc. Student will understand to produce different types of screenplays for all the respective genres such as idea based, event based, character based etc. They will also learn to create and cast characters of Protagonist, Antagonist, Supporting characters

for their own film production.

Course Content:

Unit I

Storytelling through films, social, political, and historical issues through films, idea generation, brainstorming, developing and delivering a pitch, documentary vs fiction, point of view, critical appreciation of films

Unit II

Different types of documentaries, importance of research and recce, structuring a documentary, scripting a documentary, the art of interviewing, shooting B rolls, importance of diegetic and non-diegetic sound, post-shoot scripting and structuring a documentary

Unit III

Fiction, Genres in fiction, genre theory, character development, protagonist and antagonist, script and screenplay writing, storyboarding, budgeting, casting, legal permissions, set design and art direction

Unit IV

Lighting, editing, montage theory, types of montage, importance of background music and sound design, editing and sound for documentaries, fiction, and corporate videos

At the end of the course, the student will have a practical understanding of feature film and documentary. This will include knowledge of technical tools of production and video cameras

Suggested Readings:

- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Story: Substance, Structure, Style, and the Principles of Screenwriting" by Robert McKee
- "Documentary Storytelling: Creative Nonfiction on Screen" by Sheila Curran Bernard

- "Directing: Film Techniques and Aesthetics" by Michael Rabiger
- "The Art of Dramatic Writing: Its Basis in the Creative Interpretation of Human Motives" by Lajos Egri
- "The Five C's of Cinematography: Motion Picture Filming Techniques" by Joseph V. Mascelli
- "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus
- "On Film-making: An Introduction to the Craft of the Director" by Alexander Mackendrick
- "Screenplay: The Foundations of Screenwriting" by Syd Field
- "Sound Design: The Expressive Power of Music, Voice, and Sound Effects in Cinema" by David Sonnenschein

RADIO JOCKEYING AND NEWS READING

SJBJ208A

CREDITS – 4

Overview

This course covers all aspects of filmmaking ranging from creative storytelling, mastery of shooting and editing. The entire course is a complete practical exposure for each student getting ample hands-on experience in creating films of various genres. We encourage our students to participate in filmmaking competitions and film festivals to showcase their knowledge of filmmaking.

Objective and Expected Outcome:

This course explores different ways in which stories are told on screen, focusing on screenwriting, but also examining how these considerations affect other creative aspects, including direction, sound and image, and how these interrelate to maximum effect. It will also examine the ways in which these elements apply to non-fiction cinema. This course is designed to give students an experience about Short Filmmaking/Documentary Filmmaking. The course will start with the knowledge of basic video production where they will learn about key personnel involved in production, how to develop a program brief, generation of an idea and conducting research on the same, writing for the proposal and creating floor plan and location sketch. Short Film and Documentary Filmmaking consists of important stages of production such as pre-production where budgeting of the films is done, scripting of the film and documentary is done, from generating a script, to converting it to a screenplay and storyboard and finally taking it forward to develop a shooting script. The students will learn Cinematograph Act and about functioning of CBFC.

Short Film and Documentary Filmmaking is an art where the students learn to produce films on different genres such as Romance, Science fiction, Thriller, Adventure etc.

Course Content:

Unit I

Basics of Radio News: Concept of News, News Values: Objectivity, Balance and Fairness, News Sources: News agencies, Reporters, Correspondents and Monitoring Services, Structure and Functioning of News Services Division and News Room, Structure and Functioning of FM Radio Stations (Govt. & Private) for Presentation Industry

Unit II

Writing for Radio, News Bulletin: Types and Elements, News writing: Opening, Headlines, Body and Closing/Conclusion, Writing and Packaging for Radio Infotainment Programs

Unit III

Voice Qualifiers & Speech Personality, Radio Jockey: Techniques and Style 3. News Reader: Presentation Techniques, Guidelines of AIR, Code & Ethics

Unit IV

Techniques of Radio Production: Studio and Location, Hardware and Software Requirements, Use of Music and Generating Sound Effects, Use of Pre-recorded Features, Emerging trends in Radio

In this course the students will understand the aesthetics of presentation of radio programmes, scripting, voice casting and production of various types of news and non-news programmes. Student will understand to produce different types of screenplays for all the respective genres such as idea based, event based, character based etc. They will also learn to create and cast characters of Protagonist, Antagonist, Supporting characters for their own film production.

Suggested Readings:

- "Broadcast News Handbook: Writing, Reporting, and Producing in the Age of Social Media" by C. A. Tuggle, Forrest Carr, and Suzanne Huffman
- "Radio Production" by Robert McLeish
- "Voice Over for Animation" by Jean Ann Wright
- "On Air: The Visual Messages and Global Language of MTV" by Robert K. Logan and Phylis Johnson
- "How to Make Great Radio: Techniques and Tips for Today's Broadcasters and Producers" by David Lloyd
- "The Radio Station: Broadcast, Satellite & Internet" by Michael C. Keith
- "Voice and Vision: A Creative Approach to Narrative Film and DV Production" by Mick Hurbis-Cherrier
- "Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media" by Timothy Garrand
- "The Art of Voice Acting: The Craft and Business of Performing for Voiceover" by James Alburger
- "Sound Reporting: The NPR Guide to Audio Journalism and Production" by Jonathan Kern

DSE-II

SOCIAL MEDIA MARKETING

SJBJ 252A

CREDITS – 4

Overview

The importance of social media's role in modern marketing efforts can no longer be ignored. It is an integral component in almost all successful marketing strategies. Through case studies, interactive sessions and class exercises; students will learn best practices and develop the skills to connect business objectives with social media strategy, platforms and tactics.

Objective and Expected Outcome:

The course will include choosing appropriate platforms, creating effective and engaging social media content, content management, social listening and creating a social media policy. The students will discover effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. They will be taught the rules of engagement and social media ethics for behaving properly as marketers on the social web.

With these guidelines in mind, the most productive marketing tactics for each type of major social media platform will be examined in depth. After the completion of the course, students will be able to create a comprehensive social media marketing plan, with detailed explanations and illustrations from a real world plan. Extensive consideration is given to monitoring, evaluating and tuning the implementation of social media marketing initiatives. The students will also be introduced to the most useful quantitative and qualitative social media measurements, along with various ways to estimate an organization's return on investment in social media marketing activities.

Course Content:

Unit I

Social Media & Social Network: Brief history, Meaning and definition, Features of Social Media and Social Network, Types of Social Networking Sites, The Role of Social Media Marketing, Goals and Strategies, Usage of Social Media, Impact of Social Media, Social Media: Risks and Challenges

Unit II

Audience Research and Identifying Target Audiences, Rules of Engagement for SMM, Building Brand on Digital Media, Storytelling and User Generated Content on Digital Media Network, SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT.

Unit III

E-Commerce & Start-ups: Ideation, Plan and Management, Lead Generation and Personal Branding, Building a Multi-platform Social Media Marketing Strategy, Social media management tools, Social media analytic tools, Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars, Micro blogging

Unit IV

Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM), Monetizing Social Media: ROI, Role of Social Media in Marketing Research, Cyber laws, Ethics and social media

Suggested Readings:

1. Rogers, E. M. (1986). *Communication technology: The new media in society*.
2. Wilson Dizard, J., & Dizard, W. P. (1997). *Old media/new media: Mass communications in the Information Age*. Addison Wesley Longman.
3. Blom, W. R., Karvonen, E., Melin, H., Nordenstreng, K., Puoskari, E., Webster, F., & Webster, P. F. (2020). *The information society reader*. Routledge.
4. Mandiberg, M. (2012). *The social media reader*. NYU Press

By the end of the course, students will be able to identify best practices for Social Media Marketing, including platform level best practices, connect business objectives to appropriate Social Media tactics, create strong content that engages their target audience with their marketing message and create editorial calendars to manage content distribution.

DSE-II

SPORTS JOURNALISM

SJBJ 254A

CREDITS – 4

Overview:

Through this course, learner will get an understanding of sports as a special and important beat of print, electronic and online media. Morning dailies devote 2-3 full pages to cover sports events. Earlier focus of the journalists was on cricket only. But with the evolving leagues like Indian Premium League, Pro Kabaddi League, Indian Super League (ISL), Indian Hockey League (IHL) and Mohan Bagan Club other games/sports are getting fair share of space in news media. Students will be able to know the role of various regulatory bodies of sports.

This course will make students explore News Values and Ethics for Sports Reporting and Writing, News Sources for Sports Journalism. Students will be able to understand the types and techniques of writing sports stories.

Objective and Expected Outcome:

With the increase in competition amongst various media products, it is important to make media product aesthetically distinct for all the media like print media, radio, TV and online media. Students should be able to know the nuances of Sports Photography, the Equipment, Editing, Publishing and Uploading, Editing and Use of Infographics and Layout of Sports News to make the content understandable and interesting.

Sports promote physical and mental well-being of the players and sports news gratifies the needs of sports lovers. As mobile and computers have become inexpensive and accessible, e-sports are also becoming very popular. In this course, students will be acquainted with Sports writing for TV Live Telecast, Web Commentaries and News Alerts for Mobiles, New Trends in Sports Journalism like E-magazines, Fanzines and Blogs.

Course Content:

Unit I

Introduction to sports journalism, organization of sports departments and

sports journalists, the sports editor, Media influence on sports, Sport's influence on the media, The first sports page, writing for a sports column

Unit II

Great sports writers, sports in radio, Sports on TV, Writing the introduction, the 5W's and 1H, News story structure, Different writing styles

Unit III

Writing the headline, Crosshead and body copy, Sports News in brief, Roll of still photography, How to do sports photography, Use of infographics, creating catchy infographics

Unit IV

Writing a sports feature, Finding the peg or angle, Profiling a sports personality, Covering a sporting event, Opinions, Editing sports column, Role of audience, Traditional approaches, Modern approaches, creating sports videos and montages.

This course will make students stimulate their creative thoughts about sports news writing. After completing the course, students will be able to report on local, national and international news stories, articles and blogs.

Suggested Readings:

- "Sports Journalism: A Multimedia Primer" by Rob Steen
- "The ESPN Effect: Exploring the Worldwide Leader in Sports" by Ray Gamache
- "The Language of Sport" by David Goldblatt
- "Writing for Sports: 1995" by Robert W. Ritter
- "The Best American Sports Writing" edited by Glenn Stout and Mike Lupica
- "Sports Journalism: Context and Issues" by Raymond Boyle and Richard Haynes
- "Sports Journalism: An Introduction to Reporting and Writing" by Kathryn T. Stofer and James R. Schaffer
- "Sports Journalism: A Practical Introduction" by Phil Andrews

- "Writing Sports Stories That Sell: How to Make Money from Writing About Your Favorite Pastime" by Ken Rappoport
- "The Complete Idiot's Guide to Sports casting" by Mike Patrick and Tara McElvey

SEMESTER-V

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|---|-----|--------------|----------------------------|---|
| 1 | CC | SJBJ301A | Media Research | 6 |
| 2 | CC | SJBJ303A | Idea to Screen | 6 |
| 3 | CC | SJBJ305A | Event as a Marketing Tool | 4 |
| 4 | CSC | SJBJ307A | Public Relations | 4 |
| 5 | SEC | SJBJ309A | Functional Exposure Report | 4 |
| 6 | VAC | SJBJ351 A | Film Appreciation | |

MEDIA RESEARCH

SJBJ 301A

CREDITS – 6

Overview:

This course counters the fundamentals of media research with its application in different areas of mass communication. Media research is a body of theory and methods that are diverse, highly contentious and exciting. The related methodologies which are interdisciplinary in nature are used in media research. They set a link of practices like gathering of data, analysing, interpreting and inferring for various media research problems.

Objective and Expected Outcome:

Main objective of the course is to introduce basic concepts of the research to establish relationship between various disciplines pertaining to media. The student will be introduced to methods, tools and techniques of research. Learners will be acquainted with various types of research designs like exploratory, descriptive and experimental. Approaches to research like Qualitative, Quantitative and Mixed Quantitative Research will be studied in classroom with the help of various examples. Various research methods for Media Studies like Census, Survey and Content Analysis, Case Study, Content Analysis, Focus Group Discussion and Observation will be discussed. Steps of Media Research Process like

Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results will be taught. Learners will be trained in selecting a suitable sample using sampling methods and basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size will be discussed. Students will be acquainted with writing Research Articles/Paper, Project Reports, Reference and Bibliography. Ethical Issues in Research like plagiarism and interviewers' guidelines will be introduced.

Course Content:

Unit I

Research: Types and Process

- 1.1 Meaning and objectives of research
- 1.2 Types of research
- 1.3 Research Approaches – quantitative and qualitative
- 1.4 Research Process – the steps involved
- 1.5

Unit II

Research Design and Sampling

- 2.1 Defining the research design
- 2.2 Types of research design
- 2.3 Sampling – Steps in sampling design, sampling procedure,
- 2.4 Types of sampling – Probability and Non-Probability
- 2.5 Hypothesis – its characteristics, testing of hypothesis

Unit III

Tools of Data Collection

- 3.1 Primary and secondary data
- 3.2 Observation method, Interview method, Collection of data through questionnaire and schedule
- 3.3 Content Analysis, Case Study Method

3.4 Survey

Unit IV

Data analysis and Report Writing

4.1 Processing of data – editing, coding, classification, tabulation

4.2 Analysis of data

4.3 Measures of central tendency – Mean, median and mode

4.4 Interpretation of data – inferences drawn from the study

4.5 Report writing – steps involved, layout of the research project

Suggested Readings:

- Kothari, C R: Research Methodology: Methods & Techniques, Wishwa Prakashan, New Delhi, 2004
- Hansen Andero, Cottle Simon: Mass Communication Research methods Negrine Ralph, Newbold Chris McMillan Press Ltd., London 2004
- Jensen Hlaus Brush ed. A Handbook of Media and Communication Research, Routledge, London 2002
- Judith Bell Doing Your Research Project, Viva Books Private Limited, 1999
- Wimmer Roger D, Dominick Mass Media Research, Thompson, Joseph R New York, 2004
- Uma Josh Media Research- Cross Sectional Analysis, Authors Press, 2002
- G K Parthasarthy Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
- Allen T Harrell New Methods in Social Science Researches, Praeger Publishers, New York
- Ghosh, B N Scientific Methods and Social research, Sterling Publishers, New Delhi
- Broota, K D Experimental Designs in Behavioural Research, New Age International

By the end of the course students will be able to apply various research methods to solve media research problems. They will be able to use various research methods to collect data and infer the results

IDEA TO SCREEN

SJBJ 303A

CREDITS – 6

Overview:

Audio visual screen has always fascinated the viewers and to hook audience to the screen it requires a lot of creativity and sound knowledge of technical aspects. This course deals with the production of programmes for Television. The students after studying this course will be able to understand the various stages of video production like pre and post-production.

Objectives and Expected Outcomes:

This part of the course deals with concept and story, its ideation, planning, writing for production. Students will learn drafting proposal; treatment note and preparation for the shooting. Learners will develop scripts for Fiction & Non-fiction formats. They will design outline steps for Developing Screenplay & Story Board.

This course is designed to make students understand about video camera & gears, parts of video camera, their functions and other equipment required for production. They will learn variety in the composition of frames, camera angles and camera shots. The emphasis will be on visual grammar, aesthetics and composition, ENG, EFP and Studio Cameras specifications. It will provide the students an opportunity to understand importance of lights in different types of shoots i.e. one point, two point and three-point lighting techniques for Studio shoots.

This course is designed to understand difference between production of fiction and non-fiction formats such as news, interviews, chat shows and panel discussion. This course deals with the art of post- production as well. Visual Formats in Production like NTSC, PAL, and SECAM. Students will learn and practice different types of Editing like Linear, Non- linear, Cut- to cut, On-line and Off-line editing. They will be introduced to variety of video and audio transitions in Editing.

Course Content:

Unit I

Brief Historical Background of Television in India, Characteristics and Importance of Television, Various Formats of TV programmes, Stages of Programme Production, Developing programme brief: Objective, content, target audience, duration, Generation of idea, preparing outline, and conducting research.

Unit II

Functions of PCR, MCR, Input, Assignment desk, Functions of Output department, News Ingest, Library and reference section, Distinction between TV writing and newspaper writing, Basic skills of writing TV news script, Headlines: Selection, Writing with a punch, Scripting a Programme: Story Boarding and Script Breakdown, Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan, Budgeting

Unit III

Steps involved in production and utilization of a TV programme, Production Personnel: Role and Responsibilities in Studio & Location Shoot, Various types of programmes: News based, Audience based, Interview based, Special sports programmes & Special business programmes, Panel discussions, PTC: Writing and presentation, General script, screenplay, storyboard, breakdown of script, Single Camera Shoot, Multi Camera Shoot.

Unit IV

Video Editing: Concept and Process, Editing of news stories, Use of graphics and animation Voice over, Packaging, Rundown, Anchoring, Basics of Continuity Editing, Pretesting and Evaluation: Tools and Techniques

Suggested Readings:

1. Zettl, H. (2014). *Television production handbook, 12th*. Cengage Learning.
2. Boyd, A. (1997). *Broadcast Journalism: Techniques of Radio and TV*

news. Focal Press.

3. Belavadi, V. (2013). *Video production*. Oxford University Press.

4. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). *Broadcast Journalism*. Anmol Publications.

5. Millerson, G., & Millerson, G. (1999). *Television Production*, 13th Focal Press.

6. Trewin, J. (2003). *Presenting on TV and Radio: An Insider's Guide*. Elsevier.

By the end of the course, the student will learn all three stages of video production and understand the all the elements of involved in TV production. The students will have ‘hands-on’ experience of creating TV programmers for different genres.

EVENT AS A MARKETING TOOL

SJBJ 305A

CREDITS – 4

Overview:

Event as a marketing tool course will help train students in areas like analysing, planning, marketing, producing and evaluating an event. This course will help students understand the planning, operations and executions of all the resources that co-ordinate to create various kinds of events.

Objective and Expected Outcome:

This course aims to make students understand the management of events at corporate and as well as social level and give basic conceptual clarity of how events work as a communication as well marketing tool. It will also help students acquire a thorough knowledge and understanding of multiple facts of event organization; feasibility study, planning, venue selection, setting up, program portfolio and scheduling.

It will help students to know the event management, HR management, revenue generation, budget, designing, operation and closing of the event. Students will create publicity material of the event according to the profile of target audience. Students will be acquainted with knowledge of reducing risks by financial controls, evaluation and assessment.

Course Content:

To acquaint the students with the process of evaluation and assessment of an event

Unit I

Events and Event Management: What are events, Types of Events & Event Management, Understanding Events (i) Events as a communication tool (ii) Events as a marketing tool, The Need: Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide, Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics, Role of events in promotion.

Unit II

Conceptualization and Planning: (i) The Nature of Planning, Project Planning, Planning the Setting, Location and Site (ii) The Operations Plan, The Business Plan, Developing the Strategic Plan, Organization: (i) Setting up an Event Organization structure (ii) The Committee Systems, Committee and Meeting Management, Programming and Service Management: (i) Programme Planning, The Elements of Style, Developing a Program Portfolio (ii) The Programme Life Cycle, Scheduling

Unit III

HR Management: Need Assessment, policies and procedures, Finalizing job descriptions, recruitment and motivation, Revenue Generation: Fund raising, grants, sponsorship, Financial and Risk Management, Budget and cost-revenue management, Cash flow management, accounting, Financial statements, measures of financial performance, Financial controls for reducing risk

Unit IV

Research to find out people's orientation for events, Consumer research on events Visitors surveys, attendance counts and estimates, Market area surveys, Communications Mix for reaching the customer, Developing and communicating a positive image, Evaluation and impact assessment, Evaluation concepts, observation techniques, Evaluation of costs and benefits

Suggested Readings:

1. Sanjay Singh Gaur & Sanjay Saggere: Event Marketing and Management Revised Edition, Vikas Publishing
2. Bruce E Skinner, Vladimir C Sponsorship, Publisher Wiley 2002, ISBN 0471126012
3. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
4. Judy Alley: Event Planning, John Wiley and Sons ISBN 0471644129, 2000
5. Jaishri N Jethwaney: Public Relations, ND: Sterling

6. Pitman Jackson: Corporate Communication for Managers, Pitman Publishing

This course will help students know the essentials and basics of event management. By the end of the course, students will have better understanding of events and their knowledge on organizing events from conception, designing, planning, budgeting and marketing to the final execution will be widen.

PUBLIC RELATIONS

SJBJ 307A

CREDITS – 4

Overview:

This course will provide comprehensive introduction to the students about strategic planning process involved in putting together and coordinating organizational efforts to create goodwill amongst its publics. In this course, students will learn developing and implementing public relations strategies to survive in competitive markets.

Objective and Expected Outcome:

Additionally, students will learn from current Public Relations strategies, by analyzing and discussing good and bad practices.

The course provides insights on understanding an organization's internal and external environment and role and functions of public relations in an industrialized society. They will learn the basic process of public relations—research, planning, communication. Students will have practical guidelines for utilizing written, spoken and visual techniques to reach selected audiences and understanding of public relations activities in firms, corporations, social agencies, government, education, not-for-profits, sports and entertainment.

They will also develop skills in strategic public relations management based on the analysis of current and historical case studies, learners will practice developing and applying strategies and tactics based on a sound understanding of public relations concepts and practices. It will help them develop content for their organizations for various media. This course will train students in crisis management, brand development and make ambassadors out of employees.

The course will demonstrate how communication is increasingly considered to be managerial function and involved in the key decision-making processes. This course will enhance students' communication skills persuasively, clearly and successfully. The course introduces the students all aspects of corporate communication and can help them think of communication on a strategic and globally holistic level. It will

develop and nurture your potential to face the corporate world head-on, giving you insights into a range of communication activities - from crafting an effective message to understanding the nuances of other cultures.

Course Content:

Unit I

PR as distinguished from advertising, publicity and marketing, Public Relation: Objectives and need, Functions of PR, Management function, Publics in public relations, PR planning process and basic public relation strategies. Definitions, concept and genesis of Corporate Communication, Difference and similarities between PR , Types and Nature of Publics

Unit II

Functions of PR department, News release - seven point formula, Press conference, press briefing, Press tours, get-togethers, Tools of internal PR: House journal, annual report, Writing speech, minutes and official memo, Lobbying, Corporate Identity, Corporate reputation, Use of technology and data analytics

Unit III

Government PR, Political PR, Advocacy, Corporate PR, NGO PR , PR consultancy - Professional PR organizations, Understanding of laws required in practicing PR, Trademark and copyright, Defamation, Ethics in PR, IPRA code of professional conduct and ethics, PRSI and ethics in public relations.

Unit IV

PR Strategies, PR campaign: Programme planning, analysis, Budgeting – implementation evaluation, Measuring effectiveness of PR campaign, Role of market research in PR, Budgeting - implementation – evaluation, Measuring effectiveness of PR campaign ,Role of market research in PR

The course will train learners to understand how PR can assist in raising awareness, changing attitudes, behavior and managing relationship. Students will be able to develop objectives, design

strategies and select tactics that can better serve the organization's goals.

Suggested Readings:

- "Public Relations: Strategies and Tactics" by Dennis L. Wilcox and Glen T. Cameron
- "Cutlip and Center's Effective Public Relations" by Glen M. Broom and Bey-Ling Sha
- "This Is PR: The Realities of Public Relations" by Doug Newsom, Judy VanSlyke Turk, and Dean Kruckeberg
- "Strategic Planning for Public Relations" by Ronald D. Smith
- "Crisis Communications: The Definitive Guide to Managing the Message" by Steven Fink
- "Effective Public Relations" by Scott M. Cutlip, Allen H. Center, and Glen M. Broom
- "The Fall of Advertising and the Rise of PR" by Al Ries and Laura Ries
- "Public Relations Writing and Media Techniques" by Dennis L. Wilcox, Bryan H. Reber, and Jae-Hwa Shin
- "Measuring Public Relationships: The Data-Driven Communicator's Guide to Success" by Katie Delahaye Paine
- "The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly" by David Meerman Scott

FUNCTIONAL EXPOSURE REPORT

SJBJ 309A

CREDITS – 4

Overview:

On job training or internship is an extension of the classroom where intern learns to work within a team and to communicate effectively with colleagues and supervisors. Internship provides students with practical experience and functional exposure to the industry environment. Students get the opportunities to assemble portfolios.

This ‘hands-on’ course attempts to introduce students to have flavour of industry experience where they work with real clients and are exposed to the nuances of functioning of media industry.

Objective and Expected Outcome:

Main objective of the course is to have exposure of working of media industry. For example, while working in an advertising agency they will be able to draft agency brief to creative brief and then planning ad campaign to execution of media planning. Internships help students make professional contacts who can help them with their job searches after the completion of graduation degree.

An Intern will be able to demonstrate knowledge of the organization through communicating with internal and external customers through various forms of communication, phone calls, email correspondence, interoffice communication during team meetings and written reports. Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to get ‘Hands on’ experience of functioning of newspaper organizations, TV channels, Advertising agencies, PR Consultancies, Event Management Firms, Production Houses and Alternate Media etc. During the summer vacation, students will join a media organization as a trainee and will get first-hand exposure of industry from four to eight weeks. After the completion of training they will prepare a report about their learning, experiences and work done during that period.

Catalogue Description

Main objective of the course is to have exposure of working of media industry. For example, while working in an advertising agency they will be able to draft agency brief to creative brief and then planning ad campaign to execution of media planning. Internships help students make professional contacts who can help them with their job searches after the completion of graduation degree. An Intern will be able to demonstrate knowledge of the organization through communicating with internal and external customers through various forms of communication, phone calls, email correspondence, interoffice communication during team meetings and written reports.

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to get 'Hands on' experience of functioning of newspapers, TV channels, Advertising agencies, PR Consultancies, Event management Firms, Productions houses and Alternate media etc. During the summer vacation students will join a media organization as a trainee and will get first-hand exposure of industry from four to eight weeks. After the completion of training they will prepare a report about their learning, experiences and work done during that period.

This course will give them functional exposure of various set of skills required to be a successful media professional. After completing the course, students will create a project report about their learning through industry exposure.

FILM APPRECIATION

SJBJ 351A

CREDITS –

Overview:

In this course, we will explore the aesthetics of cinema, the concepts behind storytelling and various elements of a film. Students will discover the elements of what makes a ‘good’ film and understand the role movies play in our daily lives and in society. The course will also focus on the vital roles that directors and critics play in the movie making process.

Objective and Expected Outcome:

Through this course, student will be able to recognize the types of films, their impact on society and their roles in daily lives. Students will discuss the concepts behind storytelling, cinematography and identify ways sound contributes to movies. Students will get to know the various types of movie genres and Elements of a Film. Book adaptation into films and journey of cinema from theatre to Netflix and i-phones will be discussed. Literacy elements in Film, themes and symbolism, metaphor and allegory, irony and how storytelling makes the audience care about movies will be essential part of the course

Various movie genres like mysteries and film noir, horror, fantasy and science fiction, romantic comedy, musicals and documentaries will be taught. The role of the director as facilitator, auteur theory will be discussed.

Course Content:

Unit I

Introduction, Film Theory, Genre Theory, traditions in world cinema- German Expressionism, Italian neo-realism, French new wave, British new wave, Chinese cinema

Unit II

Action cinema, Aspects of Cinema-melodrama, Formalism in Cinema, the language of cinema, city cinema

Unit III

Semiotics of cinema, studio cinema, mobile cinema, ideology in cinema, character in cinema

Unit IV

Mythology cinema in India, Parallel Cinema, Hindi music film, Hollywood musicals, Iranian cinema, postmodernism and cinema, sequels, remakes, and cult films

Suggested Readings:

Ebert, R. (2003). *The Great Movies*. Broadway.

Gilmour, D. (2008). *The Film Club*. Twelve.

Harris, M. (2009). *Pictures at a Revolution*. Penguin Random House.

The course will make students critically interpret films and clearly express those interpretations orally and in writing. They will demonstrate knowledge of the historical development and cultural impact of film as an art form.

SEMESTER-VI

| | | | | |
|---|-----|----------|---|---|
| 1 | CC | SJBJ302A | Global Media Scenario | 4 |
| 2 | CC | SJBJ304A | Media Organization and Entrepreneurship | 4 |
| 3 | CC | SJBJ306A | Major Project | 8 |
| 4 | VAC | SJBJ352A | Preparing Students for Future Roles | |

GLOBAL MEDIA SCENARIO

SJBJ 302A

CREDITS – 4

Overview:

This course will make students aware of the struggle for bridging information gaps in the world. Students will be imparted the knowledge about the developments regarding information cooperation in the world. This course will acquaint them with the contemporary trends in world media. Students will learn the benefits of the new world information order and its importance in Indian perspective.

Objective and Expected Outcome:

We have been reading and studying the history since ages but the communication patterns at the time of historical instances hold lot of importance. At the time of world war, the media has been used as a tool to propagate people. The students will be learning the instances and case studies of communication patterns of World War I & II and its use in war time.

Struggle for bridging the information gap between the developed and developing countries will be studied in this course. Apart from this, domination by transnational news agencies will be covered in this course. News flow between countries has always been an issue of discussion which led to demand for New World Information and Communication Order. To understand NWICO case studies and documentaries will be showcased for understanding. Understanding international media and the mergers happening in the Contemporary Trends in World Media holds

equal importance. And the students will be able to understand world media through it.

Gandhian approach towards media has always been a topic of discussion which will be taught to the students through this course. Being the developing country, India has faced lot of discrimination in media coverage; therefore Indian media doesn't take chance of ignoring the third world countries coverage. This course will highlight the importance of the same and students will be taught how Indian media has been balancing this change.

Course Content:

Unit I

1. Trends in World communication: An overview since World War II
2. Cold War Days. Emergence of Third World countries and the Non-Aligned Block
3. Use of media by power blocs, super powers
4. Integration between information, armament/military and media

Unit II

1. Domination of the transnational news agencies
2. Barriers to the flow of news
3. Struggle for news between developed and developing countries
4. Demand for new world information and communication order

Unit III

1. Bilateral, multilateral and regional information cooperation
2. Role of International organizations – UN resolutions on Media related issues
3. International practices on visual coverage and regulation in media exchange
4. Benefits of information cooperation to India

Unit IV

1. The Gandhian approach
2. International Mergers/Media Moghuls
3. Presence of international media organizations in India

4. Role of Indian media in raising issues of the third world

Suggested Readings:

Bride, S. M. (1986). *Many Voices One World*. UNESCO Publications.

Hamelink, C. *Trends in World Communication*.

Nordenstreng, K. *Politics of News*.

By the end of the course, students will have an insight of international media, transnational agencies and the information divide prevailing between north and south. Students will present case studies on the issues related to information media and Media Moghuls.

MEDIA ORGANIZATION AND ENTREPRENEURSHIP

SJBJ 304A

CREDITS – 4

Overview:

This course is designed to provide students with detailed insight into the structures, management, processes, economics of and controversies surrounding the media industries in India in the early 21st century. Students will be explained planning and operation of media organizations and they will be acquainted with the behavioral and leadership aspects required in the media industry.

Objective and Expected Outcome:

Basics of Management, its functions and principles will be discussed to understand the practical stances of the same in this course. Students will be acquainted with managerial hierarchy, responsibility, authority and accountability in media organizations. Human resource planning in a media organization holds lot of importance as it is different from any other profession.

To understand the various media houses, it is important to know the structure and the function of the same. Whether it is print media house, broadcasting or new media organization each has different working and entrepreneurship qualities. This course will teach the students the variety of difference which is required to work in the managerial set up of the company.

Students will be opened to future issues of concern for the field in particular regard to cross-media and multi-platform distribution that opens new creative avenues for trans-media storytelling but introduces new economic and managerial challenges. Media economics is different from other products and services as media caters to dual markets. Depending upon the economies, marketing and distribution system is also different for media products and services

Course Content:

Unit I

Definition of Management, Principle of Management, Management its needs and functions such as Planning, Organizing, Directing, Staffing, Controlling and Coordination, Management: Responsibility, Authority and Accountability, Span of control

Unit II

Establishing a media organization: Steps involved, process, Importance of entrepreneurship and sources of finance, Human Resource planning in a media organization, Leadership: Importance and major types

Unit III

Media organizations: Need and importance, Structure of print media organizations, Structure of broadcast media organizations, Structure of new media organizations, Ownership patterns of media organizations

Unit IV

Economics of media organizations, Sources of revenue in a newspaper/magazine, TV organization: Issues of marketing and distribution, Cost and revenue factors in web based organizations, TV channels, Radio Stations, Print Media Organizations

Suggested Readings:

1. Redmond, J., & Trager, R. (2004). *Media Organization Management*. Dreamtech Press.
2. Lavine, J. M., & Wackman, D. B. (1987). *Managing media organizations: Effective leadership of the media*. Longman Publishing Group.
3. Murugan, M. S. (2008). *Management Principles and Practice*. New Age International Private Limited.
4. Redmond, J., & Trager, R. (2004). *Balancing on the wire: The art of managing media organizations*. Atomic Dog Pub.
5. Doyle, G. (2013). *Understanding media economics*. SAGE Publications.
6. Herrick, D. F. (2012). *Media management in the age of giants*:

Business dynamics of journalism. UNM Press.

7. Kotler, P. (2003). *Marketing management.* Prentice Hall.

By the end of the course, students will be able to understand the functions and principles of management. This course will focus on the structure and functions of media organizations and cost and revenue factors involved in media organizations.

MAJOR PROJECT

SJBJ 306A

CREDITS – 8

Overview:

In the five semesters of BA (JMC) the learner gets a solid foundation in print media, electronic media, Event Management, Public Relations, Advertising, Media Research and Social media. Building on this foundation, students develop a wide variety of mass communication skills which they need in today's changing media and communication environment. They apply these skills inside and outside the classroom. To serve these ends, the course is structured with application of all the skills that strengthens students' practical knowledge to create final products of various disciplines of mass communication.

This 'hands on' course attempts to introduce students the application of all the courses studied in previous years in the form of group based/individual projects where real problems of communication that exist in the world around us can be studied and even solved.

Objective and Expected Outcome:

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to be skillful, ethical, adaptable and persuasive professional communicators. Our students should be ready to address the challenges of a quickly changing occupational landscape and prepared to meet the diverse needs of stakeholders across society. The course prepares our students to engage in the work that leaves a positive impact on the surrounding community.

During the final semester students will choose one area of their choice and will apply a diverse set of skills to meet a variety of media-oriented objectives. They will use written, oral and visual communication skills to fulfill the objectives of course. They will be able to develop an understanding of journalistic investigation methods and the ability to critically evaluate images and ideas presented through media. They will produce a finished media product which may be used to showcase their

expertise in that stream of mass communication.

Course Content:

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing(Advertising,Public Relations &Event Management)/Media Research on the subject/theme approved by the Dean/HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. The student will present her/his final product along with a multi-media presentation and project report during final exam.

The Project Report and final product will be evaluated by Examiner through continuous and final assessment.

This course will ignite creative thoughts and fuel new imaginations in the field of communication. After completing the course, students will be able to create project based upon real life communication problems.

PREPARING STUDENTS FOR FUTURE ROLES

SJBJ 352A

CREDITS - 2

Overview:

The Value-Added Courses on ‘Preparing Students for Future Roles’ aim to provide additional learner centric graded skill oriented technical training, with the primary objective of improving the employability skills of students. The main objectives of the program are to provide students an understanding of the expectations of industry, to bridge the skill gaps and make students industry ready and provide an opportunity to students to develop interdisciplinary skills.

Learning and Expected Outcomes:

The course will prepare students in following areas:

1. Developing Sense of Identity
2. Time Management
3. Making Career Choices
4. The Importance of Four Skills Reading, Speaking, Writing, Listening
5. Workshop on Gender Sensitization
6. Developing Leadership and Motivational skills
7. Creativity and Designing Workshop
8. Stress Management
9. Group Discussions
10. Personal Interview

Course Content:

Unit I

Personal and Professional Development

Sense of Identity: Explore personal strengths, values, and interests to develop a strong sense of identity. Time Management: Acquire effective time management skills to enhance productivity and balance personal and professional commitments. Making Career Choices: Understand various career paths, set realistic goals, and make informed career choices based on individual interests and skills.

Unit II

Communication and Interpersonal Skills

Four Skills Mastery: Develop proficiency in reading, speaking, writing, and listening through practical exercises and activities.

Gender Sensitization Workshop: Explore and promote gender sensitivity to create an inclusive and respectful professional environment.

Group Discussions: Enhance group communication and critical thinking skills through interactive group discussions.

Unit III

Leadership and Creativity

Leadership and Motivational Skills: Develop effective leadership and motivational skills through case studies, role-playing, and practical exercises.

Creativity and Designing Workshop: Encourage innovative thinking and problem-solving through hands-on creativity and designing activities.

Unit IV

Wellness and Professional Readiness

Stress Management: Equip students with stress management techniques to maintain well-being in professional environments.

Group Discussions and Personal Interviews: Practice and refine group discussion and personal interview skills to succeed in job interviews and professional settings.

This four-unit curriculum on "Preparing Students for Future Roles" is designed to holistically develop students' personal, communication, leadership, and wellness skills, ensuring they are well-prepared for diverse roles in the future workforce.

Suggested Readings:

- "What Color Is Your Parachute? 2023: Your Guide to a Lifetime of Meaningful Work and Career Success" by Richard N. Bolles
- "The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change" by Stephen R. Covey
- "Crucial Conversations: Tools for Talking When Stakes Are

High" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler

- "Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead" by Brené Brown
- "Mindset: The New Psychology of Success" by Carol S. Dweck
- "The Creative's Guide to Starting a Business: How to turn your talent into a career" by Harriet Kelsall
- "Drive: The Surprising Truth About What Motivates Us" by Daniel H. Pink
- "The Art of Possibility: Transforming Professional and Personal Life" by Rosamund Stone Zander and Benjamin Zander
- "Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman
- "Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones" by James Clear