



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF JOURNALISM AND MASS
COMMUNICATION**

Bachelor of Arts (Journalism & Mass Communication)

B.A. (JMC)

Program Code: 20

2020 – 23

**Approved in the 23rd Meeting of Academic Council
Held on 23 June 2020**




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

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

The main objective of the program is to make the learner understand the ways through which one can communicate his ideas to the masses. The course includes external projects by which the students get exposure to various professional domains such as newspapers, radio, television, online media and functional areas of Public Relations, Advertising and Communication. Today, different forms of media have also emerged like internet, social media alongside conventional television, newspaper, and radio. This convergence of media has provided journalists with a place to experiment and opened new vistas for them. Upon completion of the program, the learner gets an exposure of diverse aspects of journalism, advertising and communication. The School has developed the BA JMC curriculum based on the Learning Outcome Based Curriculum Framework (LOCF) and Choice Based Credits System (CBCS) system.

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 in Real World/ Media Laws and Ethics/Reporting and Editing/Camera, Lights and Sound/Digital Photography/ Exploring Media Issues/ Documentary and

Filmmaking/ Radio Programmes and Production/Television Journalism & Production/ Public Relations/ Advertising World /Digital Media Foundation/ Event Management/ Media Organizations and Entrepreneurship/ Environmental Studies/ Global Media Scenario/ Sports Journalism/Business Journalism/Fashion Journalism/Theatre and Communication.

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

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

(b)Master of Arts (Journalism & Mass Communication)- M.A JMC

Mass Communication is an institutionalized and source specific discipline. It functions through well-organised professionals and has an ever-increasing interface. To become a journalist or media personality one should have an inquisitive mind, willpower, and an aptitude for presenting information in an accurate, concise and effective manner. This program focuses on these parameters. It is a combination of Print Media, Advertising, Reporting, Copy Writing and Communication Research.

MA (JMC) is a postgraduate journalism and mass communication course of two years duration. The course involves the study of different forms of mass media including newspapers, radio, television, films, etc. to convey information to a large audience. The course helps students provide advanced theoretical as well as practical knowledge in various media professions such as journalism, advertising, event management, public relations, and so on. The course also acts as a foundation for candidates who wish to build their career in the field of media research.

Eligibility Criteria: The Candidate should have passed a Bachelor's degree or Equivalent from a recognized University with minimum 50% marks in aggregate.

Course Outline: Communication Theories and Models/The Craft of Media Writing/Current Affairs and Perspective/Public Relations: Theory and Practice, Film Appreciation/Advertising Today/Exploring Frames/Reporting and Editing/Creative Visualisation Techniques/Research Techniques/ Broadcast News Production/ New Media and Web Content/ Media, Law and Society/Data Journalism/ Mobile Journalism

Specialization:

- Print Journalism: Advance Reporting and Editing/Business & Political Coverage/Sports Journalism
- Broadcast Journalism: Audio Programming/Storytelling for Screen/Power of Images: TV and Films
- IMC: Integrated Marketing Communication/Creativity and Campaign Planning/Brand Communication

Career Options:

Opportunities for the Journalism and Mass communication graduates are in the field of Journalism, TV and Print Media, Advertising, Public Relations, Corporate Communication, Media Management, Television Production, Video Editing, Film Production, Fashion/Wildlife Photography, Radio Jockeying, Video Jockeying, Photo Journalism, Publishing, Event Planning, Digital Media, Research and Academics.

Duration:

The minimum period required for completing MA(JMC) programme is two years i.e., 4 semesters. The Programme will be considered successfully completed when the candidate earns minimum credits as per the scheme.

Class Timings:

The classes will be held from Monday to Friday from 09:10 am to 04:00 pm.

Scheme of Studies and Syllabi of BA JMC

The scheme of studies and syllabi of all courses offered in BA (JMC) are given in the following pages.

BA (JMC): Scheme of Studies**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 Courses**

Course Structure BA(JMC) Programme 2020

Year	S · N o	Course Code	Course Title	L	T	P	C	S · N o	Course Code	Course Title	L	T	P	C		
FIRST	ODD							EVEN								
	1	CC	SJB101A	Communication in Real World	5	1	-	6	1	CC	SJB110A	Digital Photography	4	-	-	4
	2	AE CC	SJCH125A	Environmental Studies	3	-	-	3	2	CC	SJB107A	Computer Applications in Media	4	-	-	4
	3	CC	SJB115A	Reporting and Editing - I	4	-	-	4	3	CC	SJB112A	Reporting and Editing - II	4	-	-	4
	4	AE CC	SJB113A	Media Writing	3	-	-	3	4	CC	SJB157A	Computer Applications in Media Lab	-	-	4	2
	5	CC	SJDM301A	Disaster Management	3	-	-	3	5	CC	SJB150A	Digital Photography Lab	-	-	4	2
	6	CC	SJB155A	Reporting and Editing - I Lab	-	-	4	2	6	CC	SJB154A	Reporting and Editing - II Lab	-	-	4	2
	7		SBJMO11A	Online Course (Spoken Tutorials)	-	-	-	2	7		MOOC	-	-	-	-	1
	8	OE		Open Elective - I	4	2	-	6	8	OE		Open Elective - II	4	2	-	6
TOTAL				22	3	4	29	TOTAL				16	2	12	25	
SECOND	ODD							EVEN								
	1	CC	SJB201A	Radio Broadcasting and Programming	4	-	-	4	1	C C	SJB202A	Digital Media Foundation	4	-	-	4
	2	CC	SJB203A	The Advertising World	4	-	-	4	2	C C	SJB204A	Idea to Screen	4	-	-	4
	3	CC	SJB205A	Camera, Light and Sound	4	-	-	4	3	C C	SJB206A	Documentary and Short Filmmaking	4	-	-	4
	4	CC	SJB104A	Media Laws and Ethics	3	1	-	4	4	S E C	SJB208A	Radio Jockeying and News Reading	3	1	-	4
	5	CC	SJB251A	Radio Broadcasting and Programming Lab	-	-	4	2	5	C C	SJB252A	Digital Media Foundation Lab	-	-	2	1
	6	CC	SJB253A	The Advertising World Lab	-	-	4	2	6	C C	SJB254A	Idea to Screen Lab	-	-	2	1

	7	CC	SJBJ2 55A	Camera, Light and Sound Lab	-	-	4	2		7	C C	SJBJ2 56A	Documentary and Short Filmmaking Lab	-	-	4	2	
	8			MOOC	-	-	-	2		8				MOOC	-	-	-	2
	9	DS E		DSE-I	3	1	-	4		9				DSE-II	3	1	-	4
	TOTAL				1 8	2	1 2	2 8		TOTAL				1 8	2	8	2 6	
THIRD	ODD								EVEN									
	1	CC	SJBJ3 01A	Public Relations and Corporate Communication s	3	1	-	4	1	C C	SJBJ3 02A	Global Media Scenario	3	1	-	4		
	2	CC	SJBJ3 03A	Communication Research	4	-	-	4	2	C C	SJBJ3 04A	Media Organization s and Entrepreneur ship	3	1	-	4		
	3	CC	SJBJ3 05A	Event as a Marketing Tool	4	-	-	4	3	S E C	SJBJ3 52A	Major Project	-	-	1 2	6		
	4	SE C	SJBJ3 57A	Functional Exposure Report	-	-	-	2	4	V A C	VAC 112	Successful Communicati on - Writing and Presentation	2	-	-	0		
	5	V AC	VAC 115	Film Appreciation	2	-	-	0	5			MOOC	-	-	-	2		
	6	CC	SJBJ3 53A	Communication Research Lab	-	-	4	2	6	D S E		DSE-IV	3	1	-	4		
	7	CC	SJBJ3 55A	Event as a Marketing Tool Lab	-	-	4	2										
	8			MOOC	-	-	-	2										
	9	DS E		DSE-III	3	1	-	4										
TOTAL				1 6	2	8	2 4	TOTAL				1 1	3	1 2	2 0			

Total Credits- 152

**Scheme of Studies as per Learning Outcome Based Curriculum Framework (LOCF)
and Choice Based Credit System (CBCS)**

Semester – I

S.No		Course Code	Course Title	L	T	P	C
ODD							
1	CC	SJBJ101A	Communication in Real World	5	1	-	6
2	AEC C	SJCH125A	Environmental Studies	3	-	-	3
3	CC	SJBJ115A	Reporting and Editing - I	4	-	-	4
4	AEC C	SJBJ113A	Media Writing	3	-	-	3
5	CC	SJDM301A	Disaster Management	3	-	-	3
6	CC	SJBJ155A	Reporting and Editing - I Lab	-	-	4	2
7		SJBJMO11 A	Online Course (Spoken Tutorials)	-	-	-	2
8	OE		Open Elective - I	4	2	-	6
TOTAL				22	3	4	29

SJBJ101A	COMMUNICATION IN REAL WORLD	L	T	P	C
		5	1	0	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.

COURSE CONTENT:

Unit I - (14 lectures)

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 – (14 lectures)

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 – 14 lectures

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

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.

SJBJ125A	ENVIORNMENTAL STUDIES	L	T	P	C
		3	0	0	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.

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.

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.

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 species can survive and sustain. This is the only inheritance which every generation of species passes to their future generation.

Course Content:

UNIT I 8 Lectures

Environment and Natural Resources

Multidisciplinary nature of environmental sciences; Scope and importance; Need for public awareness.

Land resources; land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT II 12 Lectures

Ecosystems and Biodiversity

Ecosystem: Definition and Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

a) Forest ecosystem

b) Grassland ecosystem

c) Desert ecosystem

d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots ; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT III 10 Lectures

Environmental Pollution and Environmental Policies

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Pollution case studies.

Sustainability and sustainable development; Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture; Environment Laws: Environment Protection

Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

UNIT IV 10 Lectures

Human Communities and the Environment and Field work

Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Text Books:

1. Kaushik and Kaushik, Environmental Studies, New Age International Publishers (P) Ltd. New Delhi.

Reference Books/Materials

1. A.K. De, Environmental Chemistry, New Age International Publishers (P) Ltd. New Delhi.
2. S.E. Manahan, Environmental Chemistry, CRC Press.
3. S.S Dara and D.D. Mishra, Environmental Chemistry and Pollution Control, S.Chand & Company Ltd, New Delhi.
4. R. Gadi, S. Rattan, S. Mohapatra, Environmental Studies Kataria Publishers, New Delhi.

SJBJ115A	REPORTING AND EDITING -I	L	T	P	C
		4	0	0	4

Overview:

The students will learn the fundamental concept of news 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:

Reporting and Editing 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 types of newspapers on the basis on target readers, circulation and size of newspaper. Students will understand the concept of news, news values, inverted pyramid structure, 5 Ws and 1H, types of news in newspapers and sections in national newspapers and types of newspapers. While learning these concepts learners will develop a sense of selecting the news for various sections of the newspaper and various other forms of print media write-ups. 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.

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

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

SBJJ113A	MEDIA WRITING	L	T	P	C
		3	0	0	3

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, reviews, 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 – vers.

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

SJDM301A	DISASTER MANAGEMENT	L	T	P	C
		3	0	0	3

Course Objective:

The objective of the course is to create awareness about various types of disasters and to educate the learners about basic disaster management strategies. The course examines disaster profile of our country and illustrates the role played by various governmental and non- governmental organizations in its effective management. It also acquaints learners with the existing legal framework for disaster management.

Learning Outcome: The course will -

1. Provide students an exposure to disasters, their significance and types.
2. Ensure that the students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction.
3. Provide the students a preliminary understanding of approaches of Disaster Risk Reduction (DRR)
4. Develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity.

UNIT I Introduction to Disasters: Concept and definitions- Disaster, Hazard, vulnerability, resilience, risks.

- Different Types of Disaster: Causes, effects and practical examples for all disasters.
- Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc.
- Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc.

UNIT- II Disaster Preparedness and Response Preparedness

- Disaster Preparedness: Concept and Nature
- Disaster Preparedness Plan
- Prediction, Early Warnings and Safety Measures of Disaster.
- Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies.
- Role of IT in Disaster Preparedness
- Role of Engineers on Disaster Management.
- Relief and Recovery
- Medical Health Response to Different Disasters

UNIT III Rehabilitation, Reconstruction and Recovery

- Reconstruction and Rehabilitation as a Means of Development.
- Damage Assessment
- Post Disaster effects and Remedial Measures.

- Creation of Long-term Job Opportunities and Livelihood Options,
- Disaster Resistant House Construction
- Sanitation and Hygiene
- Education and Awareness,
- Dealing with Victims' Psychology,
- Long-term Counter Disaster Planning
- Role of Educational Institute.
-

UNIT IV Disaster Management in India

- Disaster Management Act, 2005: Disaster management framework in India before and after Disaster Management Act, 2005, National Level Nodal Agencies, National Disaster Management Authority
- Liability for Mass Disaster- Statutory liability, Contractual liability, Tortious liability, Criminal liability, Measure of damages
- Epidemics Diseases Act, 1897: Main provisions, loopholes.
- Project Work: The project/ field work is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived based on the geographic location and hazard profile of the region where the institute is located.

SJBJ155A	REPORTING AND EDITING – I LAB	L	T	P	C
		0	0	4	2

Overview:

Journalism is a field where students need to get practical exposure of the skills they need to learn during the course. By the end of this course, students will be able 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.

Objective and Expected Outcome:

Reporting and Editing Lab 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.

Students will complete assignments on the basis of various concepts related to news like categorization of news, types of news, 5 Ws and 1H, inverted pyramid style of writing. Learners will have hands-on experience of reporting various beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education and sports etc.

Course Content:

1. Assignment on identifying the type of news
2. Assignment on identifying the news sources
3. Assignment on identifying and writing hard and soft news stories
4. Assignment on reporting for various types of beats
5. Designing newsletter/newspaper layout

The course will make students understand developing news sources, the nuances of reporting of various beats and writing stories. By the end, they will develop a portfolio of various types of news stories for newspapers

	MOOC COURSE	L	T	P	C
		0	0	0	2

Semester – II

S.No		Course Code	Course Title	L	T	P	C
EVEN							
1	CC	SJBJ110A	Digital Photography	4	-	-	4
2	CC	SJBJ107A	Computer Applications in Media	4	-	-	4
3	CC	SJBJ112A	Reporting and Editing - II	4	-	-	4
4	CC	SJBJ157A	Computer Applications in Media Lab	-	-	4	2
5	CC	SJBJ150A	Digital Photography Lab	-	-	4	2
6	CC	SJBJ154A	Reporting and Editing - II Lab	-	-	4	2
7			MOOC	-	-	-	1
8	OE		Open Elective - II	4	2	-	6
TOTAL				16	2	12	25

SJBJ110A	DIGITAL PHOTOGRAPHY	L	T	P	C
		4	0	0	4

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 get 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.

SJBJ107A	COMPUTER APPLICATIONS IN MEDIA	L	T	P	C
		4	0	0	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 which is an essential prerequisite for Journalism & mass communication.

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 updates.

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

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 also 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; it is very significant to understand the features of Photoshop, Corel Draw & Adobe InDesign.

By the end of the course, students will have basic as well as advance level understanding of typography its history, text editing tools and designing software. This course will give deep learning about all types and stages of layout for print media products.

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

SJBJ112A	REPORTING AND EDITING –II	L	T	P	C
		4	0	0	4

Overview:

The course will introduce students to the basics of editing stories for print media. The students will learn how to edit agency and stories received from other sources. It will also familiarize the students with specialized areas of reporting and develop their skills in specialized writing and editing.

Objective and Expected Outcome:

The course covers specialized reporting, copy editing, headlines writing, features, articles, editorials, column writing and editing for magazines. Story selection, copy tasting and editing symbols will be discussed at length.

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.

This course introduces the relevant concepts concerning professional newsroom environments and practices, including professional socialization, workflows, gate keeping practices and the impact of convergence. The course will elaborate working of national bureau, state bureau and important roles of the people working in a newsroom.

After completion of the course, students will have holistic knowledge of editing and opinion writing for national dailies and magazines. They will have an overall exposure of functioning of the newsroom of a newspaper.

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

SJBJ150A	DIGITAL PHOTGRAPHY LAB	L	T	P	C
		0	0	4	2

Overview:

The course will give students practical exposure to learn all the technical techniques of Digital Photography. They will learn how to do use various camera angles and shots to capture a moment. It will also familiarize the students with numerous techniques of Lighting in indoor and outdoor areas and what all can be done through editing in post-production.

Objective and Expected Outcome:

This course exposes the students with the structure of digital camera with its functions.

The course gives hands-on experience of capturing interesting and breath-taking moments. These students will be assigned to capture various events of university such as conferences, lectures, official events to give them the exposure of practical lighting framing etc. During the course student will get the exposure of Feature photography, Product Photography, Night and Landscape photography.

Course Content:

Unit I – 10 lectures

1. Practice photographs at different f-stops (aperture)
2. Practice photographs at different shutter speeds
3. Practice photographs with different focal lengths

Unit II – 10 lectures

1. Practice Photographs with different camera shots
2. Practice Photographs with different camera angles
3. Capture photo with dutch angle

Unit III – 10 lectures

1. Capture photos in outdoor lighting.
2. Capture portraits using Single Point Lighting
3. Use different accessories of lighting
4. Capture portraits using Three Point Lighting

Unit IV- 10 lectures

1. Capture Silhouette effect
2. Capture Bokeh Effect
3. Black and White Photography

4. Product Photography: photograph a product for commercial purpose
5. Use editing software and its various tools.

After completion of the course, students will have an overall exposure of Digital Photography from framing stage to post-production stage.

SJBJ157A	COMPUTER APPLICATIONS IN MEDIA LAB	L	T	P	C
		0	0	4	2

Overview:

This course will also focus 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 about the colors' psychology and its physiology as well. To understand the use of graphic designing in media industry, students will be given 'hands-on' learning exposure through software.

Objective and Expected Outcome:

Desktop Publications includes making layout for newspaper, magazine, newsletter, and print advertisement. By the end of the course, students will be able to create layout of newsletter, newspaper, magazine through Desktop Publishing. Students will also learn to use different text editing options required to design publications.

Learners will be designing, Newspaper or newsletter on In-design software which is a prerequisite while working in industry. Through Photoshop software students will be trained in the art of photo editing and designing which is also a necessity while working as a photographer on the field as well off it. Corel draw being the designing software altogether different from In-design and Photoshop is required if one is interested to be a graphic designer and that makes it a necessity too as it will be required in every platform.

Course Content:

Unit 1

Computer Basics

MS Office, Canva, Excel, Basic HTML Coding, Introduction to Python for Journalism

Unit 2

Principles of Design

Photo editing- pixel to pixel on Photoshop, Collage making on Photoshop, Advertisement designing, Designing Collaterals, Introduction to Data Visualization for Journalism

Unit 3

Desktop Publishing

Newsletter/ Magazine designing, digital publication, Graphs, Charts, Introduction to Data Visualization

Unit 4

Publishing

Creating poster, Newspaper page makeup on Indesign, Brochure layout

By the end of the course, students will be creating, Newspaper or Newsletter and other promotional literature required for print media industry.

SJBJ154A	REPORTING AND EDITING –II LAB	L	T	P	C
		0	0	4	2

Overview:

The course will give students practical exposure to edit the stories for newspapers. They will learn how to edit agency and stories received from other sources. 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 students with editing and proof reading symbols used in print media industry.

The course gives hands-on training to the students about specialized reporting, copy editing, headlines writing, features, articles, editorials and editing for magazine. 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. Students will be writing the headlines, captions and other forms of "display type" for newspapers and magazines. They will be creating their newsletter/newspaper using all the skills they have learnt during the course.

Course Content:

1. Assignment on identifying the type of news
2. Assignment on identifying the news sources
3. Assignment on identifying and writing hard and soft news stories
4. Assignment on reporting for various types of beats
5. Designing newsletter/newspaper layout
- 6.

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/newsletters.

Semester – III

1	CC	SJBJ201A	Radio Broadcasting and Programming	4	-	-	4
2	CC	SJBJ203A	The Advertising World	4	-	-	4
3	CC	SJBJ205A	Camera, Light and Sound	4	-	-	4
4	CC	SJBJ104A	Media Laws and Ethics	3	1	-	4
5	CC	SJBJ251A	Radio Broadcasting and Programming Lab	-	-	4	2
6	CC	SJBJ253A	The Advertising World Lab	-	-	4	2
7	CC	SJBJ255A	Camera, Light and Sound Lab	-	-	4	2
8			MOOC	-	-	-	2
9	DSE		DSE-I	3	1	-	4
TOTAL				18	2	12	28

SJBJ201A	RADIO BROADCASTING AND PROGRAMMING	L	T	P	C
		4	0	0	4

Overview:

This course will give students an overview of how radio evolved as a medium of mass communication and give an insight of transmission technology advancement of radio. This course will also help them develop an understanding of the policy perspective of radio in India.

Objective and Expected Outcome:

This course is meant to update the students on latest developments in our country related to radio broadcasting from its origin as a medium of mass communication, its three year and five year plans. The students will also learn about All India Radio, the largest radio network in the world famous for broadcasting the Indian perspective on matters of national and international importance, and demonstrating the Indian way of life. News Services Division – Organizational structure and its functions, Debate on autonomy–PrasarBharati Act 1990and Broadcast Services Regulation Bill 2007.

This course will give exposure about the concept of Medium Wave and Short Wave transmission; AM and FM techniques; Analogue and Digital technology; Digital Radio Mondiale (DRM) technology; Terrestrial broadcasting; Satellite broadcasting and DTH to the learners. The students will also be acquainted with various committees on radio - Chanda Committee, Verghese Group, Sengupta Group report[1996], Paswan Committee Report [1996] and Privatization Policy [2000], Amit Mitra Committee Report [2003], Recommendations of TRAI [2004] and Expansion of private FM radio – Phase I and Phase II Policy, Private FM radio broadcasting – Phase III Policy 2011.

Course Content:

Unit I – 12 lectures

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 – 14 lectures

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 – 18 lectures

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- 16 lectures

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

This course will set a path for the students to understand the origin, function and policies of radio broadcasting. After completing the course students will be able to understand the transmission technologies of radio broadcasting.

SJBJ203A	THE ADVERTISING WORLD	L	T	P	C
		4	0	0	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.

Objectives and Expected Outcomes:

This course will help students identify Advertising vs. other forms of Marketing & Business Communication. It will develop their in-depth understanding that how advertising must work with other communication disciplines like PR and Brand communication. It will also highlight how advertising must work with the business concepts of marketing and sales. 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.

1. To define the concept and nature of advertising, its role in society and business.
2. To explain application of theories and models in the field of advertising
3. To demonstrate knowledge and functioning of advertising agency
4. To compare marketing and advertising using marketing mix, role of segmentation and buying motives
5. To choose the appropriate appeals of advertising to reach target audience keeping ethics in mind
6. To design creative and media strategies for Advertising Campaigns using research methods and study effectiveness

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. To give students hands on experience in advertising, they will be encouraged to take up advertising campaigns for their clients. 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 agencies.

Course Content:

Unit I – 10 lectures

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 – 8 lectures

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 – 12 lectures

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 – 10 lectures

Organisational 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.

SJBJ205A	CAMERA, LIGHT AND SOUND	L	T	P	C
		4	0	0	4

Overview:

The students after studying this course will be able to understand the basics of camera, various types of shots and camera angles. A video production is incomplete without proper lights and sound; by the end of the course, the student will learn the techniques of lighting for different situations and how to maintain the aesthetics of the sound.

Objectives and Expected Outcomes:

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.

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.

SJBJ104A	MEDIA LAWS AND ETHICS	L	T	P	C
		3	1	0	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.

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

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-Judge, 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.
9. Venkateswaran, K. S. (1993). *Mass Media Laws and Regulations in India*. Asian Mass Communication Research and Information Centre.

SJBJ251A	RADIO BROADCASTING AND PROGRAMMING LAB	L	T	P	C
		0	0	4	2

Overview:

The course shapes learners attitudes and motivations towards achieving the best possible standards in broadcast and related performance. It will also develop their confidence in their own creative ability and role in contributing to the broadcast industry’s future.

Objective and Expected Outcome:

This course is a hands-on course for emerging broadcasters and radio producers. They will learn at an advanced level that the essential elements of good broadcasting are communication, storytelling and knowing their audience.

This course will prepare students for future roles in radio and multi-platform broadcasting with supportive learning environment. The learners will acquainted with art of creating compelling content for radio platform and will provide them the opportunity to experiment with and realize ideas in a variety of radio programmes formats such as radio talk, feature, drama, documentary and Vox-pop. They will also be given exposure in announcing, production, program producing, writing, news, voice over and music directing, computer based editing.

By the end of this course students will learn the effectively and collaboratively working in line with current industry practices and standards.

Course Content:

Unit I –5 lectures

Scripting

1. Listen, identify and discuss various radio programme formats
2. Writing Radio talk script,
3. Writing Radio feature script,
4. Writing Radio drama script etc.
5. Writing Radio News Bulletin

Unit II – 6 lectures

Recording

- a) Computer based recording of programmes
- b) Recording Vox pop on contemporary issues

- c) Presentation of radio programmes
- d) News-reading and voice casting
- e) Radio Jockeying

Unit III – 6 lectures

- 1. Studio Production
- 2. Production of field based Radio features.
- 3. Preparing a radio jingle for FM channel
- 4. Prepare a production book including:
 - a. Audio brief
 - b. Program objective(s)
 - c. Synopsis
 - d. Treatment
 - e. Script
 - f. Crew list
 - g. Technical requirements

Unit IV- 3 lectures

Editing

- a. Computer based editing of programmes
- b. Create phone-in for news bulletin
- c. Learning of audio editing software

Suggested Readings:

- 1. Chantler, P., & Stewart, P. (2003). *Basic Radio Journalism*. Taylor & Francis.
- 2. Saxena, A. (2011). *Radio in new avatar AM to FM*. Kanishka Publishers.
- 3. Ravindran, R. (2005). *Handbook of Radio, T.V. and Broadcast Journalism*. Anmol Publications Pvt. Ltd.

SJBJ253A	THE ADVERTISING WORLD LAB	L	T	P	C
		0	0	4	2

Overview:

The purpose of this course is to provide students with a working knowledge of the major frameworks, theories, and research findings in the area of advertising. The goal of this course is not to simply learn the material, but rather it is to integrate and apply it.

Objective and Expected Outcome:

The purpose of this course is to provide you with a working knowledge of the major frameworks, theories, and research findings in the area of advertising. The goal of this course is not to simply learn the material, but rather it is to integrate and apply it.

By the end of this course, student should not only be familiar with a large body of advertising knowledge, but you should also be able to apply this information to create and evaluate effective advertising strategies and tactics. The emphasis will be on understanding customer motivations, crafting effective messages, making efficient use of media, and understanding metrics.

The students will undertake project work in brand positioning, strategic brand management, brand portfolio strategies, advertising creative development and brand planning. The students will be able to develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.

They will also identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits etc.).

1. Analyse three different types of advertisements on the basis of idea/concept, copy, design and layout
2. Plan Ad Campaign for a product/service/an idea as per the following steps:
 - A. Setting objectives
 - a. Objective of the Advertising Campaign: Overall and Specific
 - b. Market Analysis: SWOT Analysis and Competitor Analysis
 - B. Strategy Ad Campaign
 - a. Creative Strategy
 - b. Advertising Budget Appropriation
 - c. Media Strategy and Plan
 - C. Implementation
 - a. Advertising message design and production: Display ads/hoarding/internet ads/TVC
 - b. Media scheduling
 - D. Evaluation Plan
 - a. Pre-Testing of the Media Material
 - b. Audience Feedback and Analysis
 - E. Production and presentation of Ad Campaign

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.

Wilmschurst, J., & Mackay, A. (1999). *The Fundamentals of Advertising*. Routledge.

By the end of the course, the students will be able to use their creativity in writing 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.

SJBJ255A	CAMERA, LIGHT AND SOUND LAB	L	T	P	C
		0	0	4	2

Overview:

The course will give students practical exposure of video camera its basic parts and their specific features. They student will learn how to use the appropriate lighting and technicalities of sound and its important types.

Objective and Expected Outcome:

This course introduces the students with various types of camera formats and their lighting techniques and recording of synchronized sound with it.

During the course students will use the various camera shots, angles and frames to depict their storyline. They will learn the techniques of one point, two point and three point lighting. The students will learn the art of recording sound on location and in studio; they will get the exposure of dubbing and Para-dubbing in their studio.

Course Content:

Unit I – 14 lectures

1. Video Camera

- a. Demonstration of video camera
- b. Camera handling practice on stand and on shoulder
- c. Exercises on composition
- d. Practice of shots, camera movements and camera angles
- e. Shooting small continuity, using single camera
- f. Multi-camera shooting practice

Unit II – 10 lectures

2. Lights

- a. Demonstration of lights
- b. Practice of different lighting techniques
- c. Creating special effects by using camera, lights and filters

Unit III – 10 lectures

3. Sound

- a. Use of microphones, audio cables and connectors
- b. Use of recorders and mixers

- c. Music recording with multiple microphones and mixing consoles

Unit IV- 14 lectures

4. Editing

- a. Demonstration of video editing equipment's
- b. Understanding the process of non-linear editing
- c. Practicing editing through various sequences

After completion of the course, students will be able to make their short film or documentary of their choice. They will be well equipped with the knowledge of single camera and multi camera setup.

	MOOC COURSE	L	T	P	C
		0	0	0	2

Semester – IV

1	CC	SJBJ202A	Digital Media Foundation	4	-	-	4
2	CC	SJBJ204A	Idea to Screen	4	-	-	4
3	CC	SJBJ206A	Documentary and Short Filmmaking	4	-	-	4
4	SEC	SJBJ208A	Radio Jockeying and News Reading	3	1	-	4
5	CC	SJBJ252A	Digital Media Foundation Lab	-	-	2	1
6	CC	SJBJ254A	Idea to Screen Lab	-	-	2	1
7	CC	SJBJ256A	Documentary and Short Filmmaking Lab	-	-	4	2
8			MOOC	-	-	-	2
9			DSE-II	3	1	-	4
TOTAL				18	2	8	26

SJBJ202A	DIGITAL MEDIA FOUNDATION	L	T	P	C
		4	0	0	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 Introduction to Web

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 Media

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

Unit III- 10 lectures E-Governance and Analytics

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 Converging Technologies, Marketing and Mobile Phone

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.

SJBJ204A	IDEA TO SCREEN	L	T	P	C
		4	0	0	4

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, 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 – 10 lectures

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 – 10 lectures

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 – 10 lectures

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- 10 lectures

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

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.

SJBJ206A	DOCUMENTARY AND SHORT FILMMAKING	L	T	P	C
		4	0	0	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. 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 caste characters of Protagonist, Antagonist, Supporting characters for their own film production.

Course Content:

Unit I- 10 Lectures

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- 10 Lectures

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- 10 Lectures

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- 10 Lectures

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

SJBJ208A	RADIO JOCKEYING AND NEWS READING	L	T	P	C
		3	1	0	4

Overview:

This course is designed to provide students the basic knowledge of radio/audio production techniques and aesthetics via practical (hands-on) experience in the writing and production of several programme formats. In this course, the students will work on specific projects designed to help them master the art of audio recording, editing and mixing and aural storytelling techniques.

Objective and Expected Outcome:

Radio Jockeying and News Reading is a course based on ‘hands-on’ experience for students. In this course, students will learn how to research, prepare an audio brief, developing one’s style and apply various elements of radio production for producing different radio formats. The basic knowledge and understanding of radio business and production is necessary for all the radio station jobs, both “on” and “off” air in news and other programmes. Thus, students will be taught how to write effectively for the medium of ear along with effective presentation of extempore, identify the right kind of music and sound effects for different formats of radio programmes.

In this course, the students will produce specific programmes like radio news bulletin, discussion on current issues, talk, feature, radio drama, commentary musical programme, interviews of experts and celebrities, documentary, phone-in and Radio Bridge. The students will be acquainted with indoor and outdoor radio coverage of special events and radio news

Course Content:

Unit I – 10 lectures

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 – 10 lectures

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 – 10 lectures

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

Unit IV- 10 lectures

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.

SBJJ252A	DIGITAL MEDIA FOUNDATION LAB	L	T	P	C
		0	0	2	1

Overview:

This Course will acquaint students with the proper understanding of convergence and its practical applicability in today's time Search engine optimization.

Objective and Expected Outcome:

As the technology is need of the hour, they will also learn writing style for various platforms like Facebook pages, YouTube, website etc. Students will choose different aspects of digital communication media and will do project on blog creation, social media campaign etc. They will create stories required for social news website and mobile platforms.

Course Content:

1. Introduction to Internet, Web 2.0 and Web 3.0
2. Insight into social network and social media
3. Social media platforms and creating accounts
4. Introduction to Content Management System - CMS
5. Introduction to Blogging
6. Introduction to Content creation
7. Introduction to Content generation
8. Introduction to Wordpress, Shopify, Woocommerce
9. Entrepreneurship, brand creation, brand name and brand profile
10. Logo designing, layout and format
11. User generated content
12. Influencer Marketing
13. Social Media Marketing
14. Mobile and App Marketing
15. E-commerce
16. Affiliate marketing
17. AdSense
18. AdWords
19. Analytics
20. Digital portal creation

By the end of the course students will be able to write for news portals, blogs and social media posts for publicity. They will have 'hands on' exposure of mobile journalism

SJBJ254A	IDEA TO SCREEN LAB	L	T	P	C
		0	0	2	1

Overview:

This course will make students understand audio visual media and how to hook the audience to the screen with the help of script and captivating format of programme. They will learn the various stages of video production and how to deal with technical requirements.

Objective and Expected Outcome:

During the course, the students will learn the art of production starting from idea generation to planning and scripting. Students will write scripts for Fiction and Non-fiction programme. During the course they will prepare schedule of shooting for single and multi-camera setup, script breakdown as per location. This course is designed to understand difference between production of fiction and non-fiction formats such as news, interviews, chat shows and panel discussion. Through the practical exposure students will learn the visual grammar, aesthetics and composition, ENG, EFP and Studio Cameras specifications.

Course Content:

Unit I – 8 lectures

1. Discuss stages of programme production
2. Discuss production personnel's
3. Students will do the recce for their idea generation
4. Developing programme brief for their fiction or news based program

Unit II – 10 lectures

1. Convert 5 different print media story into a TV news story- Political, Sports, Cultural, Development and Health.
2. Create a budget for the script.
3. Develop a shooting schedule and script breakdown of the script you made.
4. Developing programme brief for their fiction or news based program.

Unit III – 12 lectures

1. Create a rundown sheet of the package.
2. Complete an anchoring on a Teleprompter
3. Produce a vox pop on a specific topic of your choice
4. Conduct an interview on a specific topic of your choice

- Conduct a panel discussion as a moderator.

Unit IV- 10 lectures

- Edit the vox pop and add graphics.
- Edit the interview and add graphics.
- Edit the panel discussion and add graphics.
- Edit the interview and add graphics.
- Create a final package.

By the end of the course, the student will learn the 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.

SJBJ256A	DOCUMENTARY AND SHORT FILMMAKING LAB	L	T	P	C
		0	0	4	2

Overview:

This course will cover the art of storytelling, shooting and editing of Short filmmaking and Documentary making. Student will get the practical exposure of creating content for various film genres.

Objective and Expected Outcome:

This practical course is designed to give students an experience about Short Filmmaking/Documentary Filmmaking. During the course the student will grab the knowledge of film production where they will learn about key personnel involved in production, how to generate an idea for screen and conduct research for the same, writing for the proposal and creating floor plan and location sketch. The student will learn about the all key personnel of film production and their core areas of work.

Course Content:

Unit I- 10 Lectures

Screening of different types of documentaries, Discussions about different styles of making documentary, key personnel involved in production, roles, and responsibilities of different crew members

Unit II- 10 Lectures

Experimentation with all six types of documentaries, screening, and peer review of works, idea generation for documentaries, brainstorming, pitch preparation and presentation, research, recce, scripting, editing a documentary, application of montage theory, different types of montage

Unit III- 10 Lectures

Fiction idea generation, character development, script and screenplay writing, storyboarding, budgeting, casting, set design and art direction

Unit IV- 10 Lectures

Sound design, sound mastering, colour grading, overall packaging of a film, film festivals, participating in film festivals, organizing screenings and discussions

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

	MOOC COURSE	L	T	P	C
		0	0	0	2

Semester – V

1	CC	SJBJ301A	Public Relations and Corporate Communications	3	1	-	4
2	CC	SJBJ303A	Communication Research	4	-	-	4
3	CC	SJBJ305A	Event as a Marketing Tool	4	-	-	4
4	SEC	SJBJ357A	Functional Exposure Report	-	-	-	2
5	VAC	VAC115	Film Appreciation	2	-	-	0
6	CC	SJBJ353A	Communication Research Lab	-	-	4	2
7	CC	SJBJ355A	Event as a Marketing Tool Lab	-	-	4	2
8			MOOC	-	-	-	2
9	DSE		DSE-III	3	1	-	4
TOTAL				16	2	8	24

SJBJ301A	PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS	L	T	P	C
		3	1	0	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 analysing 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 – 10 lectures

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 – 10 lectures

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 – 10 lectures

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 – 10 lectures

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 in PR

The course will train learners to understand how PR can assist in raising awareness, changing attitudes, behaviour and managing relationship. Students will be able to develop objectives, design strategies and select tactics that can better serve the organization's goals.

SJBJ303A	COMMUNICATION RESEARCH	L	T	P	C
		4	0	0	4

Overview:

This course counters the fundamentals of media research with its application in different areas of mass communication. Communication 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 communication 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

Communication Research: Types and Process [10 Lectures]

1.1. Meaning and objectives of communication research

- 1.2.Types of research
- 1.3.Research Approaches – quantitative and qualitative
- 1.4.Research Process – the steps involved

Unit II

Research Design and Sampling [10 Lectures]

- 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 [10 Lectures]

- 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 [10 Lectures]

- 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
- 4.7 APA Style Sheet
- 4.6 Research Ethics, Plagiarism, Publication Ethics

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.

SJBJ305A	EVENT AS A MARKETING TOOL	L	T	P	C
		4	0	0	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.

1. To give practical hands on experience to students in planing an event
2. To encourage students to undertake exposure in the field of event management

Course Content:

Unit I-10 lectures

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-10 lectures

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-10 lectures

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-10 lectures

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

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 wi

SBJJ353A	COMMUNICATION RESEARCH LAB	L	T	P	C
		0	0	4	2

Overview:

Research is an integral part of communication where a society at large is benefitted. Knowing the problem and searching the probable cause for it has always a necessity. Through this course students will be practical converting all the theoretical aspects.

Objective and Expected Outcome:

An important part of this course is designing and conducting a research report. Students will be writing a research paper after thorough working on the literature and methodology. They will be writing an abstract and will be conducting every part of it. Students will also be attending the conference and will try presenting or publishing the research appears in the same.

By the end of this course student will have an analytical approach and work proficiently in the research area.

Course Content:

1. Writing review of collected literature and finding out research gaps
2. Drafting research proposal with problem statement, research questions and objectives.
3. Understanding research design and research methods to apply in real life communication for data collection.
4. Analyzing and inferring the data using theoretical framework.
5. Drafting the final report/paper with references/bibliography using APA style sheet.

Suggested Readings:

1. Kothari, C R: Research Methodology: Methods & Techniques, Wishwa Prakashan, New Delhi, 2004
2. Hansen Andero, Cottle Simon: Mass Communication Research methods Negrine Ralph, Newbold Chris McMillan Press Ltd., London 2004
3. Jensen Hlaus Brush ed. A Handbook of Media and Communication Research, Routledge, London 2002
4. Judith Bell Doing Your Research Project, Viva Books Private Limited, 1999
5. Wimmer Roger D, Dominick Mass Media Research, Thompson, Joseph R New York, 2004
6. Uma Josh Media Research- Cross Sectional Analysis, Authors Press, 2002

7. G K Parthasarthy Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
8. Allen T Harrell New Methods in Social Science Researches, Praeger Publishers, New York
9. Ghosh, B N Scientific Methods and Social research, Sterling Publishers, New Delhi
10. Broota, K D Experimental Designs in Behavioural Research, New Age International

SJBJ355A	EVENT AS A MARKETING TOOL LAB	L	T	P	C
		0	0	4	2

Overview:

This course reviews the concepts and tools used to design and implement a successful event marketing strategy. The focus of the course is on applying contemporary principles of strategic marketing to the process of event management. These concepts are applicable to the broadest definition of the event management industry including festivals, sporting events, community celebrations, cultural events and arts productions.

Objective and Expected Outcome:

After the successful completion of the course, students should be able to apply a systematic approach to the research, design, planning, implementation, and evaluation of an event marketing strategy, Research and analyze the total market environment of an event, Research consumer demand and decision-making trends. The learners will be able to segment, target, and develop an event market, set effective event marketing objectives.

The students will be able to assess potential threats to an event's success and build clear competitive advantages within the total event design, recognize the importance of an event's location and distribution strategy (ticketing) as part of the overall marketing mix and evaluate the success of an event.

Course Content:

1. Design a project plan for organizing an event
2. Design publicity material [poster, brochure, invitation and print advertising]
3. Filing a final report about the success of event
4. Write a proposal for potential sponsor for the event
5. Develop activity chart
6. Develop minute-to-minute programme
7. Develop crisis management plan
8. Undertake a survey of target audience for pre event planning process

This course will increase competence of students to deal with marketing function of an Event and will help them explore some of the key marketing issues of event management including budgetary, appropriate marketing and advertising techniques which event's organizers can use.

SJBJ357A	FUNCTIONAL EXPOSURE REPORT	L	T	P	C
		0	0	0	2

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.

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.

	MOOC COURSE	L	T	P	C
		0	0	0	2

Semester – VI

1	CC	SJBJ302A	Global Media Scenario	3	1	-	4
2	CC	SJBJ304A	Media Organizations and Entrepreneurship	3	1	-	4
3	SEC	SJBJ352A	Major Project	-	-	12	6
4	VAC	VAC 112	Successful Communication - Writing and Presentation	2	-	-	0
5			MOOC	-	-	-	2
6	DSE		DSE-IV	3	1	-	4
TOTAL				11	3	12	20

SJBJ302A	GLOBAL MEDIA SCENARIO	L	T	P	C
		3	1	0	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 10 Lectures

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
- 5.

Unit II 10 Lectures

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 10 Lectures

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 10 Lectures

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

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.

SJBJ304A	MEDIA ORGANIZATIONS AND ENTREPRENEURSHIP	L	T	P	C
		3	1	0	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 behavioural 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 – 10 lectures

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 – 10 lectures

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 – 10 lectures

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- 10 lectures

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

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.

SJB352A	MAJOR PROJECT	L	T	P	C
		0	0	12	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 skilful, 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 fulfil 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.

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.

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.

	MOOC COURSE	L	T	P	C
		0	0	0	2

Syllabus Generic Elective Semester – I

SJBJ161A	GENDER AND MEDIA STUDIES	L	T	P	C
		5	1	0	6

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.

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.

Course Content:

Unit I: 10 lecture hours

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: 10 lecture hours

Feminism

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

Unit III: 12 lecture hours

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: 8 lecture hours

Gender Discrimination

Gender Equality, Gender Neutrality, Gender Sensitisation,

Workshops, guest lectures and assignments based on the relevant issues

Suggested readings:

1. Byerly, C. M. (2011). Global Report on the Status of Women in the News Media, Washington DC: International Women's Media Foundation.
2. Osho (2002). The Book of Woman, Penguin India
3. Butler, J (1990). Gender Trouble, Routledge Publishing
4. Gill, R. (2007). Gender and Media, Rawat Publications
5. Gauntlett, D. (2002). Media, Gender and Identity, Routledge Publishing
6. Krijnen, T., Bauwel, S. V. (2015). Gender and Media: Representing, Producing, Consuming. Routledge

SJBJ162A	EXPLORING MEDIA ISSUES	L	T	P	C
		5	1	0	6

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.

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

Discipline Specific Elective
Semester – III

SBJB261A	संचार के लिए हिंदी	L	T	P	C
		3	1	0	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 कि 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 हिसाबसे 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, फीचरलेखन की तकनीक, तात्कालिक विषयों पर लेख जैसे की राष्ट्रीय व अंतर्राष्ट्रीय घटनाक्रमों 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।

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

अध्ययन विषयवस्तु:

यूनिट- 1(लेक्चर- 12)

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 (लेक्चर- 12)

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

यूनिट- 3 (लेक्चर- 12)

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 (लेक्चर- 12)

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 पुस्तकें:

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 : दक्कण हिन्दी प्रचार सभा. भारत
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.

SJBJ263A	BUSINESS JOURNALISM	L	T	P	C
		3	1	0	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 analyse 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 – 8 lectures

Indian Economy

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

Unit II– 12 lectures

Macro and Micro Economics

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- 10 lectures

Financial Structure

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-10 lectures

Business Reporting

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.

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.

Discipline Specific Elective

Semester – IV

SBJ262A	SOCIAL MEDIA MARKETING	L	T	P	C
		3	1	0	4

Overview:

This course provides an introduction to marketing of products, services, places, individuals, firms and ideas through social media marketing (SMM). With the increasing emphasis on integrated social media strategies, there is an irrefutable need for marketing professionals and organizations to have end-to-end social media expertise. The course will provide cumulative learning experience, showing how to construct social media strategies that achieve desired marketing goals.

Objective and Expected Outcome:

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 the 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. 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 – 10 lectures

21. 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 – 10 lectures

22. 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 – 10 lectures

23. 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, Microblogging

Unit IV- 10 lectures

24. 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

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.

SJBJ264A	SPORTS JOURNALISM	L	T	P	C
		3	1	0	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- 10 Lectures

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- 10 Lectures

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- 10 Lectures

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- 10 Lectures

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

Discipline Specific Elective **Semester –V**

SJBJ361A	STORYTELLING THROUGH MEDIA	L	T	P	C
		4	0	0	4

Overview:

Have you ever read a book, seen a movie, watched a television show, or played a game that centred around different aspects of a larger story or universe? This is a technique which keeps audience hooked to the end.

Storytelling is the practice of designing, sharing, and participating in a cohesive story experience across various media platforms - for entertainment, advertising and marketing, or social change.

Objective and Expected Outcome:

This course will help learners to design a strategy for developing and telling their own stories for media. It will help learners to shape their ideas into compelling and well-structured narratives and complex story worlds and to identify, understand, and engage different audiences in the stories.

Most important aspect of persuasive communications is a solid understanding of the audience and what they find appealing. The students will learn the basic theory of persuasive communication, including models of information processing, motivational appeals, message acceptance etc. Effective storytelling starts with developing persuasive content, and then structuring a dramatic narrative that will spark the imagination. They will learn how to apply storytelling principles like shaping the beginning, building the middle, and making the ending powerful.

Students will learn how do the professionals develop such expansive narratives? How do they ensure that each element stays true to the original story? How do they innovatively use different technologies to share the stories, grow audiences and create an active and involved community of fans? Students will learn to engage different audiences in a story that is seamlessly told across all of these different platforms.

Course Content:

Unit I – 10 lectures **Introduction to Storytelling**

Understanding the different kinds of story worlds, understanding advertising, different theories and concepts behind advertising, corporate videos, audiences for different types of media, CSR films, documentaries, active and passive audience

Unit II – 10 lectures
Fundamentals of Storytelling

What is storytelling, Different ways of storytelling, Anatomy of a story, Creative idea generation, Concept of premise, Brainstorming, Idea mapping

Unit III – 10 lectures
Tools and Techniques

Three tools of creating a concept, re-framing, random stimuli, research, gap analysis, developing a conceptual story idea with content, Working creatively in story-worlds, importance of context, developing a story using character arc, storyboarding for advertising and fiction films.

Unit IV- 10 lectures
Business of Storytelling

Creating compelling pitches for the client, interpreting the brief, making concept note, creating a treatment plan, preparing budget and logistics plan, Execution of at least one project

Suggested Readings:

Davis , M. (2015). How to Increase Your Impact, Influence and Income with the Power of Stories. Greyden Press.

Leitman, M. (2015). Long Story Short: The Only Storytelling Guide You'll Ever Need. Sasquatch Books.

Leitman, M. (2015). The Storyteller's Secret: From TED Speakers To Business Legends, Why Some Ideas Catch On And Others Don't. Sasquatch Books.

Walsh, J. D. (2014). The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story. Moody Publishers.

SJBJ363A	FASHION JOURNALISM	L	T	P	C
		4	0	0	4

Overview

This course is designed for students to develop careers in the fashion industry as fashion journalists (in print, Broadcast or digital), fashion photographers. This course will encompass knowledge of fashion journalism through critiquing films and fashion in different arenas. Students will develop communication skills and will understand the various functions of fashion media, such as fashion writers, fashion critics and fashion reporters. It will also help the students to relate it to the current fashion trends covered in different mediums.

Objective and Expected Outcome:

Knowing the importance of growing Fashion sense amongst people it is very important to deliver the best and important information to them, whether it is about a fashion studio, fashion show or models. The work of a fashion journalist can be quite varied. Typical work includes writing or editing articles or helping to formulate and style a fashion shoot. A fashion journalist typically spends a lot of time researching and/or conducting interviews and it is essential that he or she has good contacts with people in the fashion industry, including photographers and designers.

This course will inculcate skills to be a good fashion journalist and cover various fashion arenas. This will also teach students to edit the fashion articles, news pieces or do review. Studying the latest trend and converting them to stories will also be taught in this course. They will also study writing for fashion magazines, shows and digital platforms which help informing people about the changing trends and wants of the society.

The most important aspect of fashion journalism is critiquing, through this course students would be able to understand the difference in critique and reports. They will be given knowledge about different forms of fashion write ups and its importance in fashion industry.

Course Content:

Unit I – 10 lectures Understanding Fashion Journalism

Introduction to Journalism: Fashion media, fashion writers, fashion critics, fashion reporter, fashion journalism for internet and broadcast media research, corporate journalism, events planning and Exhibit design.

Unit II – 10 lectures

News Sources

Working with Sources in Fashion Industry, Writing & Editing Fashion related stories and blogs, Importance of Fashion as a beat. Fashion critique and its importance.

Unit III – 10 lectures

PR and Brand Management

Public relations, brand management (brand positioning, brand building and measuring) as applied to the fashion system, luxury fashion brands, strategies and public relations specific to luxury fashion, Event design tools and principles for fashion/luxury brands

Unit IV- 10 lectures

Content Creation

Fashion styling, shooting with models and makeup artists, Lighting techniques – Indoor model photography, outdoor model photography, Photojournalism: Role and impact of a photograph in print media, Review and analysis of some outstanding photographs, Photo editing- selection of photograph, cropping, caption writing.

Suggested Readings:

1. Cutlip S. M. & A. H. “Effective Public Relations” Prentice Hall, New Delhi Center
2. Jackson, Pitman “Corporate Communication for Managers” Pitman Publishing.
3. Mehta D. S. “Handbook of Public Relations in India” Allied Publishers Pvt. Ltd. Mumbai.
4. Langford, Michael. (2000) “Basic Photography” (7th Edition) Focal Press, Private Limited.
5. Folts, James A., Lovell, Ronald P., Zwahlen Fred C. (2002) “Handbook of Photography” (6th Edition) Thomson Learning.

Discipline Specific Elective
Semester - VI

SJBJ362A	THEATRE AND COMMUNICATION	L	T	P	C
		4	0	0	4

Overview:

The purpose of this course is to increase students' understanding, appreciation, and critical perceptions of the theatrical event. Readings and lectures will focus on the elements of theatrical practice; artists and innovators of theatre throughout history; and on the theatre's development as an art form and a social phenomenon; participation in class forum discussions and sharing of critiques and short reports will offer avenues to explore students' individual theatrical interests; and attendance at theatrical events will offer first-hand experience in theatre arts.

Objective and Expected Outcome:

This course will provide opportunities for learners to develop a range of skills, knowledge and understanding in drama and theatre, embracing creative, interpretative, historical and analytical aspects of the subject. The course will provide a context for personal development through serious study of drama and theatre, and thereby promote academic independence and self-discipline, broaden intellectual and emotional responses, stimulate critical discrimination and heighten social and cultural awareness.

The students will analyze theater through written responses to play texts and/or live performance, demonstrate a basic knowledge of theater history and dramatic works, describe the collaborative nature of theater arts, folk media and demonstrate the relationship of the arts to everyday life as well as broader historical and social contexts.

The student will understand play texts in relation to dramatic theory and historical context, analyse and interpret texts from the viewpoint of theatre production, analyse and record in a cogent and organised way the processes of practical work and evaluate the success of practical projects undertaken, plan, research and present individual and group projects.

After the successful completion of the course students will be able to appreciate theatre as a unique art form and will develop an understanding of theatre and its impact on the context of historical eras.

The course provides the learners with a unique, authentic, and industry relevant learning opportunity. They will have access to learning activities that will equip them with the tools they need to start developing their own story ideas.

Course Content:

Unit I- 12 Lectures History and Evolution of Theatre

Study of the origin of theatre, history and growth, Theatre as a medium of mass communication, Theatre as a benefit to improving language skills, Study of traditional forms- Indian: Natya Shastra and Classical Indian Theatre, Asian Theatre, Ancient Greek Theatre, European Theatre, American Musicals

Unit II- 8 Lectures Technical Aspects of Theatre

Theatre architecture and set design, Detailed study of amphitheater, Types of stages, Costume design, Lighting and Special Effects, Make up

Unit III- 12 Lectures Art and Techniques of Performance

Preparation:- Mind- Recalling experiences, Observations, Improvisation, Body- Rhythmic steps to instill grace, agility, mime, Voice- Narration, Modulation, Intonation

Unit IV- 8 Lectures Understanding & Appreciation of Theatre

Reading and analyzing characters, Understanding of: Plot, theme, characterization, Narrative, Genre

Suggested Reading(s):

Campbell, P. N. (2007). Form & the Art of Theatre. University of Wisconsin Press.
Cassady, M. (2007). Introduction to The Art of Theatre. Christian Publishers LLC.
Farber, D. C. (1981). Producing Theatre. Limelight Editions.

SJBJ364A	COMMUNICATION AND DEVELOPMENT	L	T	P	C
		4	0	0	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.

Different areas which require development like women empowerment, environment conservation, importance of forests and tribes

This course will make them understand the role of communication in development process. Understanding development communication in Indian perspective will be the main outcome of this course in different areas like women empowerment, forest, tribes and environment education etc.

Course Content:

Unit I- 12 Lectures

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- 12 Lectures

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- 8 Lectures

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- 8 Lectures

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

Assignments:

Writing at least five reports on development issues

- Prepare five reports on the communication and development hurdles
- Finding out the role of international agencies about development programmes like UN UNESCO, WHO etc.

- Survey the development programmes and its implications

Text Book:

1. Narula Uma: Development Communication- Theory and Practice, Har Anand, 1999

Reference Books:

1. Tiwari, IP: Communication Technology and Development, Publication Division, Govt. of India, New Delhi, 2001
2. Thirwall A.P.: Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006
3. Singhal, Arvind: India’s Information Revolution, Sage, New Delhi, 1989
4. Rogers Ereerett M: Communication and Development: Critical Perspective, Sage, New Delhi, 2000
5. Ostman, Ronals E: Communication and Indian Agriculture, Sage, New Delhi, 1989
6. Dreze Jean and Sen Amartya: Indian Development: Selected Regional Perspective, Oxford, Delhi, 1997
7. Joshi Uma: Understanding Development Communication, Dominant Publications, New Delhi, 2001
8. Jonson Kirk: Television and Social Change in India, Sage, New Delhi, 1999
9. Mody, Bella: Designing Message for Development Communication, Sage, New Delhi, 1991
10. Gupta, V S: Communication and Development Concept, New Delhi, 2000

**Value Added Courses syllabus
Semester - V**

SJBJ351A	FILM APPRECIATION	L	T	P	C
		2	0	0	0

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 – 6 lectures

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

Unit II – 6 lectures

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

Unit III – 4 lectures

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

Unit IV- 4 lectures

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

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

VAC112A	SUCCESSFUL COMMUNICATION - WRITING AND PRESENTATION	L	T	P	C
		2	0	0	0

Overview:

One of the most important skills, you need to develop for good career is effective and successful communication. For today's successful career communication is the most important skill. Corporate leaders use their writing skills to power their ability to communicate and launch their ideas. This course will teach learners how to use writing skills for their work and how to develop powerful ideas. Students will learn how to deliver them with the clarity and impact they desire.

Objective and Expected Outcome:

This course will train the learners to apply the top ten principles of good writing in their day to day jobs. They will be taught how to deploy simple tools to dramatically improve writing, and how to execute organization, structure, and revision to communicate more masterfully than ever.

The principles they will learn in this course will enable them to make powerful presentations. They will be also provided the foundation for moving into designing successful presentation, so that they may unleash their best professional self whenever--and however--they present their ideas in the workplace.

In this course, learners will be provided a series of pragmatic videos and exercises for successful public speaking and presentations. They will learn to write well-organized, clear business documents; to design elegant presentation slides, reports, and posters; and to present and speak with confidence and power. They will develop a portfolio of work to showcase their communication skills and represent their personal brand. They'll learn that excellence in communication involves the ability to express their professional skills.

By the end of this course student will be able to discover the power to be a communicator and express it to the world. After this course, with some practice, learner will be able to express his ideas aesthetically and powerfully in professional roles.

Course Content:

UNIT I 10 -4 Lectures Types of Skills

Introduction to Soft Skills– Hard skills vs soft skills – employability and career Skill, Grooming as a professional with values, Time Management, General awareness of Current Affairs

UNIT II- 4 Lectures

Presentation Techniques

Self-Introduction-organizing the material, Introducing oneself to the audience, introducing the topic, answering questions, individual presentation practice, presenting the visuals effectively, 5 minute power point presentations

UNIT III- 6 lectures

Facing Interviews

Interview etiquette, dress code, body language, attending job interviews, telephone/ skype interview, one to one interview & panel interview, FAQs related to job interviews

UNIT IV- 6 lectures

Portfolio Building

Recognizing differences between groups and teams, managing time-managing stress, networking professionally, respecting social protocols, understanding career management, developing a long-term career plan-making career change, resume creation, corporate portfolio

Suggested Readings:

1. Writing That Works: How to Communicate Effectively in Business by Kenneth Roman, Collins Reference
2. Words that Sell by Richard Bayan, McGraw-Hill Education
3. Business Writing Today: A Practical Guide by Natalie
4. How to Say It: Choice Words, Phrases, Sentences, and Paragraphs for Every Situation by Rosalie Maggio, Prentice Hall Press