



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF JOURNALISM
&
MASS COMMUNICATION**

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

Program Code: 20

2021-24

**Approved in the 26th Meeting of Academic Council
Held on 11 August 2021**



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



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Content	Page No.
About K.R Mangalam University	1
About School of Journalism and Mass Communication	1-2
School Vision	2
School Mission	2
Programs offered by School	2
Career Options	3
Program Educational Objectives (PEO)	3
Program Outcomes (PO)	3-4
Program Specific Outcomes (PSO)	4
Class Timings	4
Program Duration- Bachelor of Arts Journalism and Mass Communication	3
Scheme of Studies and Syllabi- Bachelor of Arts Journalism and Mass Communication	4

About K.R Mangalam University

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

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

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

K.R Mangalam University is unique because of its:

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

Objectives

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

About School of Journalism and Mass Communication (SJMC)

School of Journalism and Mass Communication (SJMC), K.R. Mangalam University aspires to develop critical and analytical thinking skills in the students interested in pursuing a career in the Media industry. The School offers a Bachelor of Arts (Journalism and Mass Communication) BA(JMC) programme. During three years students develop flare writing skills, learn and practice reporting techniques, get hands-on video production, radio production, advertising management, event planning, and photography. The curriculum is aptly designed with a balanced approach toward academic and practical learning, responding to the demands of modern journalism, advertising, Public Relations, filmmaking, event

management, and other channels of mass communication. Industry projects are an integral part of the courses, enabling students to acquire hands-on training for the profile of their choices such as writing, production, management, reporting, direction, designing, and much more.

School Vision

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

School Mission

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

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

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

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

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

Programs Offered by the School

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

The main objective of the 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.

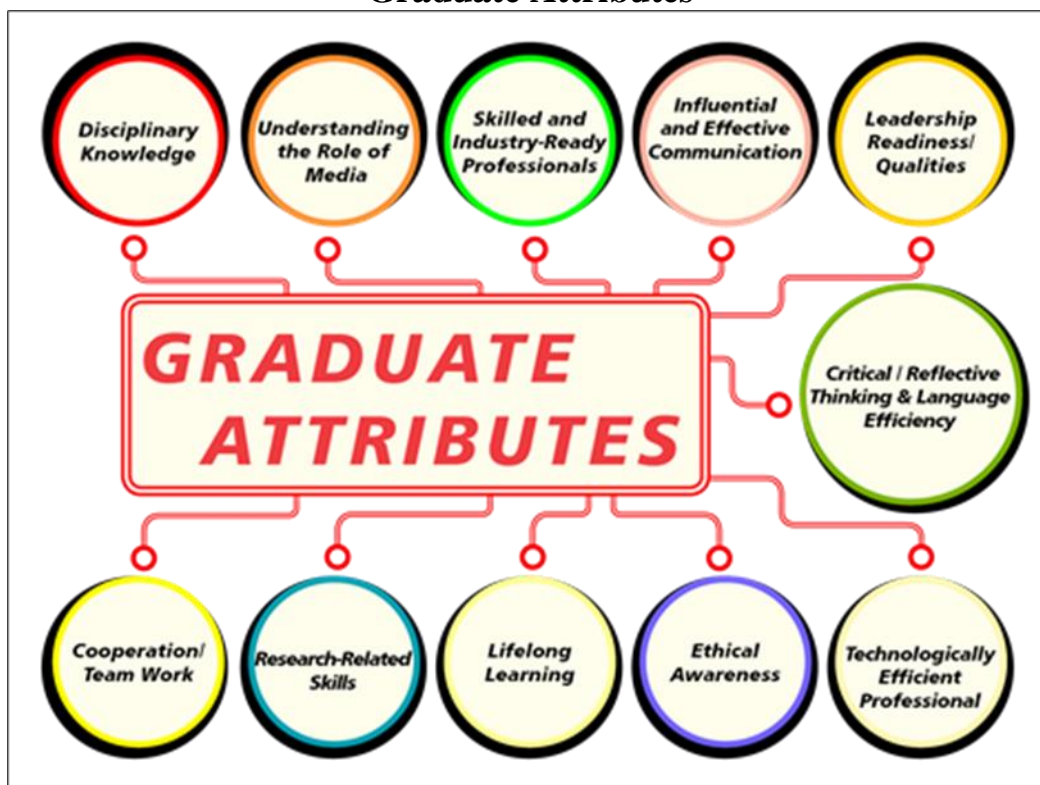
Eligibility Criteria: The student should have passed the 10+2 or its equivalent examination from a recognized Board/University with a minimum of 50% marks in aggregate or more.

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.

Program 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.

Graduate Attributes



Program Educational Objectives (PEO)

PEO 1: To impart the basic knowledge of Mass communication & Journalism and related areas of studies.

PEO 2: To develop the learner into competent and efficient Media & Entertainment Industry-ready professionals.

PEO 3: To empower learners by communication, professional and life skills.

PEO 4: To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.

PEO 5: To imbibe the culture of research, innovation, entrepreneurship and incubation.

PEO 6: To inculcate professional ethics, values of Indian and global culture.

PEO 7: To prepare socially responsible media academicians, researchers, professionals with global vision.

Program Outcomes (PO)

PO 1: Disciplinary Knowledge

PO 2: Understanding the Role of Media

- PO 3:** Skilled and Industry-ready Professionals
- PO 4:** Influential and effective communication
- PO 5:** Leadership Readiness/ Qualities
- PO 6:** Critical/ Reflective Thinking & Language Efficiency
- PO7:** Technologically Efficient Professional
- PO 8:** Ethical Awareness
- PO 9:** Lifelong Learning
- PO 10:** Research-related Skills
- PO 11:** Cooperation/ Teamwork

Program Specific Outcomes (PSO)

- PSO 1: Students will acquire professional skills required to be a media professional.
- PSO 2: Students will be equipped with ICTs competencies including digital literacy.
- PSO 3: Student shall become ethically committed media professionals and entrepreneurs adhering to the human values.

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 syllabi of all courses for the programme BA JMC are given in the following pages. These are arranged as: (a) common course (b) degree specific numeric order of the last three digits of the course code.

For each course, the first line contains; Course Code and per week Lecture hours (L)-Tutorial hours (T)-Practical hours (P)-and Credits (C) of the course. This is followed by the course objectives, syllabus, Suggested Readings.

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 Course**

Three Years BA JMC Program at a Glance

Semester	1	2	3	4	5	6	Total
Courses	8	8	9	9	9	6	49
Credit	27	25	27	26	24	20	149

Course Structure BA(JMC) Programme 2021-24

Year	S.No	Course Code	Course Title	L	T	P	C	S.No	Course Code	Course Title	L	T	P	C		
F I R S T	ODD							EVEN								
	1	CC	SJB J10 1A	Communication in Real World	5	1	-	6	1	CC	SJB J11 0A	Digital Photography	4	-	-	4
	2	CC	SJB J10 7A	Computer Applications in Media	4	-	-	4	2	CC	SJB J10 4A	Media Laws and Ethics	3	1	-	4
	3	CC	SJB J11 5A	Reporting and Editing - I	4	-	-	4	3	CC	SJB J11 2A	Reporting and Editing - II	4	-	-	4
	4	AECC	SJB J11 3A	Media Writing	3	-	-	3	4	AECC	UC ES 125 A	Environmental Studies	4	-	-	4
	5	CC	SJB J15 7A	Computer Applications in Media Lab	-	-	4	2	5	CC	SJB J15 0A	Digital Photography Lab	-	-	4	2
	6	CC	SJB J15 5A	Reporting and Editing - I Lab	-	-	4	2	6	CC	SJB J15 4A	Reporting and Editing - II Lab	-	-	4	2
	7	MOOC		MOOC	-	-	-	2	7	MOOC	MOOC	-	-	-	2	
	8	OE		Open Elective - I	3	1	-	4	8	OE	Open Elective - II	3	1	-	4	
TOTAL				19	2	8	27	TOTAL				18	2	8	26	

		ODD						EVEN								
S E C O N D	1	C C	SJB J20 1A	Radio Broadcasting and Programming	4	-	-	4	1	CC	SJB J20 2A	Digital Media Foundation	4	-	-	4
	2	C C	SJB J20 3A	The Advertising World	4	-	-	4	2	CC	SJB J20 4A	Idea to Screen	4	-	-	4
	3	C C	SJB J20 5A	Camera, Light and Sound	4	-	-	4	3	CC	SJB J20 6A	Docu menta ry and Short Film makin g	4	-	-	4
	4	A E C C	UC DM 301 A	Disaster Management	3	-	-	3	4	SE C	SJB J20 8A	Radio Jocke ying and News Readi ng	3	1	-	4
	5	C C	SJB J25 1A	Radio Broadcasting and Programming Lab	-	-	4	2	5	CC	SJB J25 2A	Digital Media Founda tion Lab	-	-	2	1
	6	C C	SJB J25 3A	The Advertising World Lab	-	-	4	2	6	CC	SJB J25 4A	Idea to Screen Lab	-	-	2	1
	7	C C	SJB J25 5A	Camera, Light and Sound Lab	-	-	4	2	7	CC	SJB J25 6A	Docu menta ry and Short Film makin g Lab	-	-	4	2
	8	M O O C		MOOC	-	-	-	2	8	MO OC		MOO C	-	-	-	2
	9	D S E		DSE-I	3	1	-	4	9			DSE- II	3	1	-	4

TOTAL				1	1	1	2	TOTAL				1	2	8	2	
TOTAL				8	1	2	7	TOTAL				8	2	8	6	
T H I R D	ODD								EVEN							
	1	C C	SJB J30 1A	Public Relations and Corporate Communications	3	1	-	4	1	CC	SJB J30 2A	Global Media Scenario	3	1	-	4
	2	C C	SJB J30 3A	Communication Research	4	-	-	4	2	CC	SJB J30 4A	Media Organizations and Entrepreneurship	3	1	-	4
	3	C C	SJB J30 5A	Event as a Marketing Tool	4	-	-	4	3	SEC	SJB J35 2A	Major Project	-	-	1 2	6
	4	S E C	SJB J35 7A	Functional Exposure Report	-	-	-	2	4	V AC	VAC 112	Successful Communication - Writing and Presentation	2	-	-	0
	5	V A C	VAC115	Film Appreciation	2	-	-	0	5	MOOC		MOOC	-	-	-	2
	6	C C	SJB J35 3A	Communication Research Lab	-	-	4	2	6	DSE		DSE-IV	3	1	-	4
	7	C C	SJB J35 5A	Event as a Marketing Tool Lab	-	-	4	2								
	8	M O O C		MOOC	-	-	-	2								
	9	D S E		DSE-III	3	1	-	4								

TOTAL	1	2	8	2	TOTAL	1	3	1	2
	6			4		1		2	0

Total Credits- 150

		Open Elective - I	L	T	P	C
1	SJB J15 1A	Gender, Media and Society	4		-	4

		Open Elective - II	L	T	P	C
1	SJB J15 2A	Voice of the Fourth Estate	4		-	4

		Discipline Specific Elective (DSE) - I	L	T	P	C
1	SJB J26 1A	संचार के लिए हिंदी	3	1		4
2	SJB J26 3A	Business Journalism	3	1		4

		Discipline Specific Elective (DSE) - II	L	T	P	C
1	SJB J26 2A	Social Media Marketing	3	1	-	4
2	SJB J26 4A	Sports Journalism	3	1	-	4

		Discipline Specific Elective (DSE) - III	L	T	P	C
1	SJB J36 1A	Story Telling Through Media	4		-	4
2	SJB	Fashion Journalism	4		-	4

		Discipline Specific Elective (DSE) - IV	L	T	P	C
1	SJB J36 2A	Theatre and Communication	4		-	4
2	SJB	Com	4		-	4

	J36 3A					
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	J36 4A	communication and Development				
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Value Added Courses			L	T	P	C
1	VA C10 1	SELF DEVELOPMENT	2	-	-	-
2	VA C10 3	UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS	2	-	-	-
3	VA C10 4	ETIQUETTE FOR PROFESSIONALS	2	-	-	-
4	VA C10 5	CITIES FOR PEOPLE	2	-	-	-
5	VA C10 6	INDIAN CONSTITUTION	2	-	-	-
6	VA C10 7	ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE	2	-	-	-
7	VA C10 8	BOUTIQUE MANAGEMENT	2	-	-	-
8	VA C10 9	UNDERSTANDING ADOLESCENTS BEHAVIOR	2	-	-	-
9	VA C11 0	TIME MANAGEMENT	2	-	-	-
10	VA C11 2	Successful Communication Writing and Presentation	2	-	-	-
11	VA C11 5	Film Appreciation	2	-	-	-

Semester	1	2	3	4	5	6	Total
Courses	8	8	9	9	9	6	49
Credit	27	25	27	26	24	20	149

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	SBJJ101A	Communication in Real World	5	1	-	6
2	CC	SBJJ107A	Computer Applications in Media	4	-	-	4
3	CC	SBJJ115A	Reporting and Editing - I	4	-	-	4
4	AECC	SBJJ113A	Media Writing	3	-	-	3
5	CC	SBJJ157A	Computer Applications in Media Lab	-	-	4	2
6	CC	SBJJ155A	Reporting and Editing - I Lab	-	-	4	2
7	MOOC		MOOC	-	-	-	2
8	OE		Open Elective - I	3	1	-	4
TOTAL				19	2	8	27

BA(JMC) I

SBJJ101A	Communication In Real World	L	T	P	C
Version 1.0		5	1	0	6
Eligibility/Exposure	Class 10+2				
Co-requisites	--				

Course Objectives

1. To define communication its nature and its different types.
2. To develop broad understanding of the concepts and process of communication.
3. To apply effective Seven C's of communication and avoiding barriers in their formal and informal communication.
4. To distinguish between verbal and nonverbal communication and appropriately use them in their communication.
5. To describe the role of Mass communication in society.
6. To develop the understanding of various theories and how they can be applied in communication through media.
7. To compare the models of communication and understand how they can be practically applied in current scenario.

Course Outcomes

After completion of the course student will be able to

CO1: Define the Communication its nature and its different types.

CO2: Develop broad understanding of the concepts and process of communication.

CO3: Apply effective Seven C's of communication and avoiding barriers in their formal and informal communication.

CO4: Distinguish between verbal and nonverbal communication and appropriately use them in their communication.

CO5: Describe the role of Mass communication in society.

CO6: Develop the understanding of various theories and how they can be applied in communication through media.

CO7: Compare the models of communication and understand how they can be practically applied in current scenario.

Catalogue Description

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.

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

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

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

Course Content

Unit I – 14 lectures

Introduction to Communication and Its Types

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

Effective Communication Skills

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 and Mass Media

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

Theories and Models

Theories- Authoritarian Theory, Social Responsibility Theory, Democratic Media Theory, Development Theory, Libertarian Theory, Soviet Press Theory, Development Media Theory,

Dependency Theory, Personal Influence Theory, Communication theories- Hypodermic Needle Theory, Multistep 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

Practical assignments -

- i. **Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.**
- ii. **Students will submit assignments on the basis of model/7C's of communication**

Suggested Readings:

1. Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publishing House.
2. Narula, U. (2004). *Mass communication: Theory and practice*. Haranand Publication, New Delhi.
3. Baran, S. J., & Davis, D. K. (2014). *Mass communication theory: Foundations, ferment, and future*. Cengage Learning.
4. Andal, N. (2017). *Communication theories and models*. Himalaya Publishing House, Delhi.
5. Hanson, R. E. (2016). *Mass communication: Living in a media world*. Sage Publications.
6. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of Journalism and Mass Communication*. Concept Publishing Company.
7. Rayudu, C. S. (2010). *Communication*. Mumbai: Himalaya Publishing House.
8. McQuail, D. (1983). *McQuail's Mass Communication Theory*. London: Sage .

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the Communication its nature and its different types.	PO1
CO2	Develop broad understanding of the concepts and process of communication.	PO1, PO4
CO3	Apply effective Seven C's of communication and avoiding barriers in their formal and informal communication.	PO1, PO4
CO4	Distinguish between verbal and nonverbal communication and appropriately use them in their communication.	PO3, PO4
CO5	Describe the role of Mass communication in society.	PO2, PO6
CO6	Develop the understanding of various theories and how they can be applied in communication through media.	PO2, PO6
CO7	Compare the models of communication and understand how they can be practically applied in current scenario	PO2, PO6

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be a media professional.	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ101A	Communication in Real World	3	3	2	3		3						3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ101A	CO1	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	3	-	-	1	-	-	-	-	-	-	-	3	3	3
	CO3	3	-	-	1	-	-	-	-	-	-	-	3	3	3
	CO4	-	-	2	3	-	-	-	-	-	-	-	3	3	3
	CO5	-	2	-	-	-	3	-	-	-	-	-	3	3	3
	CO6	-	2	-	-	-	2	-	-	-	-	-	3	3	3
	CO7	-	3	-	-	-	3	-	-	-	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ107A	Computer Application in Media	L	T	P	C
Version 2.0		4	0	0	4
Eligibility/Exposure	Senior Secondary/XII CLASS				
Co-requisites	--				

Course objectives-

1. Understand the use of computer and its operations in various media related disciplines
2. Understand use of various application of MS Office
3. Define layout & design for print media.
4. Differentiate between the colours' physiology and psychology.
5. Familiarize the working of DTP software and printing technology.
6. Apply the knowledge of software to design print promotional literature, magazines and newsletter.

Course Outcomes-

After completion of the course students will be able to:

- CO1: Understand the use of computer and its operations in various media related disciplines
- CO2: Understand use of various application of MS Office
- CO3: Define layout & design for print media.
- CO4: Differentiate between the colours' physiology and psychology.
- CO5: Familiarize the working of DTP software and printing technology.
- CO6: Apply the knowledge of software to design print promotional literature, magazines and newsletter.

Catalogue Description

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 instill creativity and aesthetic understanding amongst students about elements of design like visuals, colors, 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, CorelDraw & Adobe InDesign.

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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the use of computer and its operations in various media related disciplines	PO1, PO3
CO2	Understand use of various application of MS Office	PO3, PO7
CO3	Define layout & design for print media.	PO3
CO4	Differentiate between the colours' physiology and psychology.	PO1, PO6
CO5	Familiarize the working of DTP software and printing technology.	PO10, PO3, PO7
CO6	Apply the knowledge of software to design print promotional literature, magazines and newsletter.	PO7, PO3, PO4, PO11

		Disciplinary Knowledge	Understand the Role of Presses	Skills and Industry Professionals	Influent and effective communication	Leadership/Preparation/Qualities	Critical/Reflective thinking & language efficiency	Technical/Logically Efficient/Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be a media professional	Students will be equipped with ICT competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ107A	Computer Applications in Media	3		3	3		2	3			3	2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ107 A	CO1	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO2	-	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO3	-	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO4	3	-	-	-	-	2	-	-	-	-	-	3	3	3
	CO5	-	-	3	-	-	-	3	-	-	3	-	3	3	3
	CO6	-	-	3	3	-	-	3	-	-	-	3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

SJBJ115A	Reporting and Editing - I	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	Senior Secondary/ XII				
Co-requisites	--				

Course Objective

1. Know about the history and role of print journalism over the years
2. Explain the concept, nature, elements of news and news values
3. Describe the types of leads and news writing styles
4. Understand the role, need and types of news sources.
5. Attain knowledge about various beats of news reporting and differentiate in national and local reporting
6. Know the nuances of writing different types of news stories and understand the concept of editing.

Course Outcomes

After completion of the course student will be able to:

CO1: Know about the history and role of print journalism over the years

CO2: Explain the concept, nature, elements of news and news values

CO3: Describe the types of leads and news writing styles

CO4: Identify the role, need and types of news sources.

CO5: Attain knowledge about various beats of news reporting and differentiate in national and local reporting

CO6: Apply the nuances of writing different types of news stories and understand the concept of editing.

Catalogue Description

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.

Course Content

Unit I – 10 lectures

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

Sources of News

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

Unit III – 10 lectures

Reporter and Types of Reporting

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

Editing

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

Suggested Readings:

1. Al., J. R. (2006). News reporting and editing.
2. Hohenberg, J. (1983). Undefined. Holt Rinehart & Winston.
3. Hough, G. A. (1988). News writing.
4. Joseph, M. K. (2006). Basic Source Material for News Writing. Anmol Publications PVT. LTD.
5. Kamath, M. V. (2009). Professional Journalism. Vikas Publishing House.
6. Saxena, A. (2007). Fundamentals of reporting and editing. Kanishka Publishers.

7. Stein, M. L., Paterno, S. F., & Burnett, R. C. (2006). *Newswriter's handbook: An Introduction to Journalism*. Wiley-Blackwell.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Know about the history and role of print journalism over the years	PO1, PO2
CO2	Explain the concept, nature, elements of news and news values	PO1, PO8
CO3	Describe the types of leads and news writing styles	PO1, PO3
CO4	Identify the role, need and types of news sources.	PO1
CO5	Attain knowledge about various beats of news reporting and differentiate in national and local reporting	PO1, PO3
CO6	Apply the nuances of writing different types of news stories and understand the concept of editing.	PO3, PO6

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/Qualities	Critical/Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be a media professional	Students will be equipped with ICT competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ115A	Reporting and Editing - I	3	2	3			2		1				3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ115A	CO1	3	3	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	3	-	-	-	-	-	-	1	-	-	-	3	3	3
	CO3	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO4	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO5	2	-	3	--	-	-	-	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	3	-	-	-	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SBJ113A	Media Writing	L	T	P	C
Version 1.0		3	-	-	3
Eligibility/Exposure	Basic knowledge of Reporting				
Co-requisites	--				

Course Objectives

1. To explain various writing styles that are used in media writing
2. To develop understanding of more complex, convergent, and fluid media environment
3. To apply the concepts of media writing into developing compelling stories
4. To train students to become thinking practitioners with an independent and critical approach to information and research in the field of digital media and society
5. To impart theoretical and practical knowledge of media writing needed to become industry ready professional

Course Outcomes

After completion of the course student will be able to:

CO1: Explain various writing styles that are used in media writing

CO2: Demonstrate substantial in-depth knowledge about the meaning of digital media, information technologies and their uses in contemporary mediatized societies and cultures

CO3: Apply the concepts of media writing into developing compelling stories

CO4: Adopt an independent and critical approach to information and research in the field of digital media and society

CO5: Apply the theoretical and practical knowledge of media writing needed to become industry ready professional

Catalogue Description

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.

Media Writing 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 **Introduction to Media Writing**

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 of Writing**

Process of 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 Media**

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

Suggested Reading(s):

1. Stovall, J. G. (2015). *Writing for the Mass Media*. Ninth Edition. New York: Pearson
2. Fiske J. (1990). *Introduction to Communication Studies*, Routledge
3. Watson, James. (2004). *Media Communication: An Introduction to Theory and Process* -- New York: Palgrave
4. Vander Mey, R. (2004). *The College Writer: A guide to Thinking, Writing and Researching*. Boston: Houghton Mifflin

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain various writing styles that are used in media writing	PO1
CO2	Demonstrate substantial in-depth knowledge about the meaning of digital media, information technologies and their uses in contemporary mediatized societies and cultures	PO1, PO2, PO3, PO4
CO3	Apply the concepts of media writing into developing compelling stories	PO1, PO2, PO4, PO6
CO4	Adopt an independent and critical approach to information and research in the field of digital media and society	PO1, PO3, PO4, PO6
CO5	Apply the theoretical and practical knowledge of media writing needed to become industry ready professional	PO1, PO3, PO4

		Disciplinary Knowledge	Understand the Role of Media	Skilled Individuals Ready for Professional Communication	Influential and effective communication	Leadership and qualities	Critical/Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be a media professional	Students will be equipped with ICT competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 113A	Media Writing	3	3	3	3		2						3	3	3

Course Code	Course Outcome	PO 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ 113A	CO1	1	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	3	3	3	1	-	-	-	-	-	-	-	3	3	3
	CO3	3	3	-	1	-	2	-	-	-	-	-	3	3	3
	CO4	3	-	3	3	-	2	-	-	-	-	-	3	3	3
	CO5	3	-	3	3	-	3	-	-	-	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ157A	COMPUTER APPLICATIONS IN MEDIA LAB	L	T	P	C
Version 2.0		0	0	2	2
Eligibility/Exposure	Basics of Computer Use				
Co-requisites	--				

Course objectives-

1. To know the use of Software in media industry.
2. To demonstrate the art and aesthetics required in media products.
3. To compare the layout & design of newspaper, magazines and other publicity literature.
4. To apply colours' psychology and its physiology in designing
5. To design media products by using In-Design and Photoshop

Course Outcomes-

After completion of the course students will be able to:

CO1: Understand the use of Software in media industry.

CO2: Demonstrate the art and aesthetics required in media products.

CO3: Compare the layout & design of newspaper, magazines and other publicity literature.

CO4: Apply colours' psychology and its physiology in designing

CO5: Design media products by using In-Design and Photoshop

Catalogue Description

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- 40 Lectures

- Creating poster on Indesign
- Newsletter/ Magazine designing
- Brochure layout
- Photo editing- pixel to pixel on Photoshop
- Collage making on Photoshop
- Advertisement designing
- Making a photo mug or t shirt design
- Designing a logo
- Making comic on Corel Draw
- Calendar making on Corel Draw

Suggested readings:

1. N.N. Sarkar. (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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the use of Software in media industry.	PO1, PO7, PO3
CO2	Demonstrate the art and aesthetics required in media products.	PO1, PO3,
CO3	Compare the layout & design of newspaper, magazines and other publicity literature.	PO1, PO6, PO7
CO4	Apply colours' psychology and its physiology in designing	PO1, PO3, PO9
CO5	Design media products by using In-Design and Photoshop	PO6, PO7, PO11

		Disciplinary Knowledge	Understanding the Role of Press	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness / Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be a media professional	Students will be equipped with ICT competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 157A	Computer Applications in Media Lab	3		3			2	3		1		2	3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 157A	CO1	1	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO2	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO3	3	-	-	-	-	2	3	-	-	-	-	3	3	3
	CO4	3	-	3	-	-	-	-	-	1	-	-	3	3	3
	CO5	-	-	-	-	-	3	3	-	-	-	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty.

SJBJ155A	Reporting and Editing – I Lab	L	T	P	C
Version 1.0		0	0	2	2
Eligibility/Exposure	Senior Secondary/ XII				
Co-requisites	--				

Course Objective

1. To understand the concept of inverted pyramid style of news writing.
2. To acquaint students with hard and soft news
3. To identify sources of news for different types of news stories
4. To report for various types of beats
5. To apply design elements in newspaper layout

Course Outcomes

After completion of the course student will be able to:

1. To understand the concept of inverted pyramid style of news writing
2. To acquaint students with hard and soft news
3. To identify sources of news for different types of news stories
4. To report for various types of beats
5. To apply design elements in newspaper layout

Catalogue Description

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.

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

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

Suggested Readings:

1. Al., J. R. (2006). News reporting and editing.
4. Hohenberg, J. (1983). Undefined. Holt Rinehart & Winston.
3. Hough, G. A. (1988). News writing.
5. Joseph, M. K. (2006). Basic Source Material for News Writing. Anmol Publications PVT. LTD.
5. Kamath, M. V. (2009). Professional Journalism. Vikas Publishing House.
6. Saxena, A. (2007). Fundamentals of reporting and editing. Kanishka Publishers.
7. Stein, M. L., Paterno, S. F., & Burnett, R. C. (2006). Newswriter's handbook: An Introduction to Journalism. Wiley-Blackwell.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To understand the concept of inverted pyramid style of news writing	PO1,
CO2	To acquaint students with hard and soft news	PO1, PO6
CO3	To identify sources of news for different types of news stories	PO1, PO6, PO10
CO4	To report for various types of beats	PO1, PO3,
CO5	Attain knowledge about various beats of news reporting and differentiate in national and local reporting	PO1, PO3
CO6	To apply design elements in newspaper layout.	PO3, PO7, PO11

		D i s c i p l i n a r y K n o w l e d g e	U n d e r s t a n d i n g t h e R o l e o f M e d i a	S k i l l e d a n d I n d u s t r y - r e a d y P r o f e s s i o n a l s	I n f l u e n t i a n d e f f e c t i v e c o m m u n i c a t i o n	L e a d e r s h i p r e a d i n g s/ Q u a l i t y	C r i t i c a l / R e f l e c t i v e t h i n k i n g & l a n g u a g e e f f	T e c h n o l o g i c a l l y E f f i c i e n t P r o f e s s i o n a l	E t h i c a l A w a r e n e s s	L i f e l o n g L e a r n i n g	R e s e a r c h - r e l a t e d S k i l l s	C o o p e r a t i o n/ T e a m w o r k	S t u d e n t s w i l l a c q u i r e p r o f e s s i o n a l s k i l l s r e q u i r e d t o b e a m e d i a p r o f e s s i o n a l	S t u d e n t s w i l l b e e q u i p p e d w i t h I C T s c o m p e t e n c i e s i n c l u d i n g d i g i t a l l i t e r a c y	S t u d e n t s s h a l l b e c o m e e t h i c a l l y c o m m i t t e d m e d i a p r o f e s s i o n a l s a n d e n t r e p r e n e u r s a d h e r i n g t o t h e h u m a n v a l u e s
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							ic ie n c y									
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PSO1	PSO2	PSO3	
SJBJ155A	Reporting and Editing – I Lab	3		3			2	1				1	3	3	3	

Course Code	Course Outcome	PO 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ 115A	CO1	1	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	3	-	-	-	-	2	-	-	-	-	-	3	3	3
	CO3	3	-	-	-	-	2	-	-	-	-	-	3	3	3
	CO4	3	-	3	-	-	-	-	-	1	-	-	3	3	3
	CO5	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	1	-	-	-	-	1	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

	MOOC	L	T	P	C
Version 1.0		0	0	0	2
Eligibility/Exposure					
Co-requisites	--				

Open Elective

SJBJ151A	Gender, Media, and Society	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	Class 10+2				
Co-requisites	--				

Course Objectives

1. To define gender, sex and gender roles in society
2. To describe the term masculinism and feminism with reference to feminist theories

3. To explore the gender issues raised by media forms over time spanning oral, written and electronic forms
4. To interpret gender stereotypes and the representation of gender and society in media which may reinforce or subvert social roles and ideologies of the societies.
5. To appreciate women's and transgender's contributions to society historically, culturally, and politically
6. To sensitise about the gender equality, sexuality (LGBTQ) and empowerment of weaker gender through media storytelling.

Course Outcomes

On completion of this course, the students will be able to:

CO1 Define gender, sex and gender roles in society

CO2 Describe the term masculinism and feminism with reference to feminist theories

CO3 Explore the gender issues raised by media forms over time spanning oral, written and electronic forms

CO4 Interpret gender stereotypes and the representation of gender and society in media which may reinforce or subvert social roles and ideologies of the societies.

CO5 Appreciate women's and transgender's contributions to society historically, culturally, and politically

CO6 Sensitize about the gender equality, sexuality (LGBTQ) and empowerment of weaker gender through media storytelling.

Catalogue Description

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, and 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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/Assignment/etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define gender, sex and gender roles in society	PO9

CO2	Describe the term masculinism and feminism with reference to feminist theories	PO9 and PO3
CO3	Explore the gender issues raised by media forms over time spanning oral, written and electronic forms	PO2 and PO3
CO4	Interpret gender stereotypes and the representation of gender and society in media which may reinforce or subvert social roles and ideologies of the societies.	PO2
CO5	Appreciate women's and transgender's contributions to society - historically, culturally, and politically	PO3
CO6	Sensitize about the gender equality, sexuality (LGBTQ) and empowerment of weaker gender through media storytelling.	PO3

		Disciplinary Knowledge	Understanding of Media	Skills and Indicators	Influential and effective communication	Leadership and qualities	Critical/Reflective thinking & language efficiency	Technological Efficiency	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be a media professional	Students will be equipped with ICT competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3

SJBJ151A	Gender and Media Studies												3	3	3
		3				3		3	3	2	2				

Course Code	Course Outcome	PO 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ 151A	CO1	-	-	-	-	-	-	-	-	2	-	-	3	3	3
	CO2	-	-	3	-	-	-	-	-	2	-	-	3	3	3
	CO3	-	3	3	-	-	-	-	-	-	-	-	3	3	3
	CO4	-	3		-	-	-	-	-	-	-	-	3	3	3
	CO5	-	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	-	-	-	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SEMESTER II							
S.No		Course Code	Course Title	L	T	P	C
EVEN							
1	CC	SJBJ110A	Digital Photography	4	-	-	4
2	CC	SJBJ104A	Media Laws and Ethics	3	1	-	4
3	CC	SJBJ112A	Reporting and Editing - II	4	-	-	4
4	AECC	UCES 125A	Environmental Studies	4	-	-	4
5	CC	SJBJ150A	Digital Photography Lab	-	-	4	2
6	CC	SJBJ154A	Reporting and Editing - II Lab	-	-	4	2
7	MOOC		MOOC	-	-	-	2
8	OE		Open Elective - II	3	1	-	4
TOTAL				17	2	8	25

SJBJ110A	Digital Photography	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	BA(JMC) I				
Co-requisites	--				

Course Objectives

1. To enhance knowledge about photography and its history.
2. To describe the parts of a digital camera and their functions.
3. To develop visualization and creativity of the students.
4. To apprise the students with techniques involved in various beats of photography.
5. To describe various lights, their accessories and their applications.
6. To apply the use of photography in journalism and advertising field.
7. To demonstrate proficiency of skills in Photo Journalism.

Course Outcomes

After completion of the course student will be able to

CO1: Enhance knowledge about photography and its history.

CO2: Describe the parts of a digital camera and their functions.

CO3: Develop visualization and creativity of the students.

CO4: Apprise the students with techniques involved in various beats of photography.

CO5: Describe various lights, their accessories and their applications.

CO6: Apply the use of photography in journalism and advertising field.

CO7: Demonstrate proficiency of skills in Photo Journalism.

Catalogue Description

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

Introduction to Photography

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

Functions of Camera

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

Types of Photography

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

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.

Suggested Readings:

1. Sharma, O. P. (2003). *Practical Photography*. Hind Pocket Books.
2. Langford, M., Smith, R. S., & Fox, A. (2015). *Langford's basic photography: The guide for serious photographers*. Focal Press.
3. Folts, J. A., Lovell, R. P., & Zwahlen, F. C. (2006). *Handbook of photography*. Thomsan Learning.
4. Frost, L. (2010). *The A-Z of creative photography*. Amphoto.
5. Ang, T. (2008). *Fundamentals of modern photography* (1st ed.). Octopus Publishing Group.
6. Aiyar, B. (2005). *Digital Photojournalism*. Authorpress.

7. Bilissi, E., & Langford, M. (2018). *Langford's advanced photography: The guide for aspiring photographers*. Focal Press.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Enhance knowledge about photography and its history.	PO1, PO7
CO2	Describe the parts of a digital camera and their functions.	PO1, PO4, PO9
CO3	Develop visualization and creativity of the students.	PO4, PO6
CO4	Apprise the students with techniques involved in various beats of photography.	PO3
CO5	Describe various lights, their accessories and their applications.	PO7
CO6	Apply the use of photography in journalism and advertising field.	PO2, PO3
CO7	Demonstrate proficiency of skills in Photo Journalism.	PO7, PO9

		Disciplin ary Knowledge	Understand ing the Role of Media	Skills and Ind us try-related Media Professionals	Infl uent ial and effective communication	Leadership and es/Qualities	Critical / Reflective thinking & language efficiency	Technol ogy Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Teamwork	Students will acquire professional skills required to be a media professional	Students will be equipped with ICT competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ110A	Digital Photography	3	3	2	2		2	3		2			3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ110A	CO1	3	-	-	-	-	-	2	-	-	-	-	3	3	3
	CO2	3	-	-	2	-	-	-	-	2	-	-	3	3	3
	CO3	-	-	-	3	-	2	-	-	-	-	-	3	3	3
	CO4	-	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO5	-	-	-	-	-	-	3	-	-	-	-	3	3	3

CO6	-	3	3	-	-	-	-	-	-	-	-	3	3	3
CO7	-	-	-	-	-	-	3	-	3	-	-	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

SJBJ104A	Media Laws and Ethics	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC) I				
Co-requisites	--				

Course Objectives

1. To understand the constitutional and legal framework of India.
2. To describe the correlation between fundamental rights and duties.
3. To familiarize them with the court room code of conduct.
4. To analyse the role of Prasar Bharti and Press Council of India.
5. To explain the laws on information including IPR, copyright, cyber law and RTI.
6. To apply the issues of professional conduct of a journalist, and ethics in their professional lives.

Course Outcomes

After completion of the course student will be able to

CO1: Understand the constitutional and legal framework of India.

CO2: Describe the correlation between fundamental rights and duties.

CO3: Familiarize them with the court room code of conduct.

CO4: Analyse the role of Prasar Bharti and Press Council of India.

CO5: Explain the laws on information including IPR, copyright, cyber law and RTI.

CO6: Apply the issues of professional conduct of a journalist, and ethics in their professional lives.

Catalogue Description

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 Acts of 1955 and 1958; Press Councils acts of 1965 and 1978 and its constitution and composition; Contempt of Courts Act 1971; Common court terminology - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, sub-judice and an overview of some other acts like-Juvenile Justice Act, NDPS Act, Young Persons[Harmful Publications] Acts 1956, Indecent Representation of Women[Prohibition]

Act 1986, Domestic Violence Act. They will also gather knowledge about policies and best practices in the use of photographs, trademarks, film clips and other copyrighted works as this is a rapidly changing and complex legal environment for journalists, publicists and other creative entrepreneurs.

The students will also be acquainted with the Media Ethics like truth, accuracy, balance, decency, human rights etc. In this course, they will examine the ever evolving fast and competitive digital space by exploring the temptations of sloppy and unethical practices, and the consequences of giving into those temptations, the course will help students examine the impact of the internet on the practice of journalism and other creative fields of mass communication.

Course Content

Unit I – 12 lectures

Familiarize with the court room

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

Unit II – 10 lectures

Constitutional and Legal Framework

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

Unit III – 10 lectures

Regulations and Acts

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

Unit IV- 8 lectures

Associations

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

Suggested Readings:

1. Aggarwal, S. K. (1989). *Media credibility*. Mittal Publications.
2. Basu, D. D. (2018). *Introduction to the Constitution of India*. Prentice Hall.
3. Ghosh, K. (1973). *Freedom or Fraud of the Press*. Rupa & Co.
4. Mankekar, D. R. (1973). *The Press under Pressure*. Indian Book.
5. Iyer, V. (2000). *Mass media laws and regulations in India*. India Research Press.
6. Rayudu, C. S., & B., N. R. (1995). *Mass Media Laws and Regulations*. Himalaya Publication House.

7. Shrivastava, K. M. (2005). *Media Ethics: Veda to Gandhi & beyond*. Publications Division, Ministry of Information and Broadcasting, Government of India.
8. Thakurta, P. G. (2011). *Media Ethics: Truth, Fairness, and Objectivity*. Oxford University Press.
9. Venkateswaran, K. S. (1993). *Mass Media Laws and Regulations in India*. Asian Mass Communication Research and Information Centre.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the constitutional and legal framework of India.	PO1, PO8
CO2	Describe the correlation between fundamental rights and duties.	PO1, PO4, PO6
CO3	Familiarize them with the court room code of conduct.	PO1, PO4, PO8, PO9
CO4	Analyse the role of Prasar Bharti and Press Council of India.	PO2
CO5	Explain the laws on information including IPR, copyright, cyber law and RTI.	PO2, PO8, PO6, PO9
CO6	Apply the issues of professional conduct of a journalist, and ethics in their professional lives.	PO6, PO7, PO8, PO9

		Disciplinary Knowledge	Understanding the Role of Media	Skills and Industry Readiness	Influent and effective communication	Leadership and qualities	Critical/Reflective thinking & language efficiency	Technological Efficiency	Ethical Awareness	Life Long Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be a media professional	Students will be equipped with ICT competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SBJ104A	Media Laws and Ethics	3	2		2		3	1	3	3			3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SBJ104A	CO1	3	-	-	-	-	-	-	2	-	-	-	3	3	3
	CO2	3	-	-	1	-	1	-	-	-	-	-	3	3	3
	CO3	3	-	-	1	-	-	-	2	2	-	-	3	3	3
	CO4	-	3	-	-	-	-	-	-	-	-	-	3	3	3
	CO5	-	3	-	-	-	3	-	1	3	-	-	3	3	3
	CO6	-	-	-	-	-	3	3	1	3	-	-	3	3	3

- 1=weakly mapped
 2= moderately mapped
 3=strongly mapped

SJBJ112A	Reporting and Editing - II	L	T	P	C
Version 2.0		4	0	0	4
Eligibility/Exposure	Senior Secondary/ XII				
Co-requisites	--				

Course Objective

1. To understand the international, national, state and local level reporting
2. To acquaint the students with specialized areas of reporting
3. To familiarise with workflow and gatekeeping process in newsroom
4. To train in the process of editing for various platforms.
5. To develop writing skills of various types of opinions
6. To apply the knowledge of dummy, printing and layout.

Course Outcomes

After completion of the course student will be able to:

CO1: Understand the international, national, state and local level reporting

CO2: Acquaint the students with specialized areas of reporting

CO3: Familiarise with workflow and gatekeeping process in newsroom

CO4: To train in the process of editing for various platforms.

CO5: To develop writing skills of various types of opinions

CO6: To apply the knowledge of dummy, printing and layout.

Catalogue Description

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 **Introduction to News Bureau**

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 **Types of Reporting and Editing**

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 and Editing**

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 **Layout and Dummy designing**

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

Suggested Readings:

1. Kamath M V: *Professional Journalism*, Vikas Publishing House, New Delhi
2. Randall. D: *The Universal Journalist*, London, 2002
3. Fedler Fred & Bender John R. Raymond Kuhn and Eric Neven: *Reporting for the Media*, Oxford University Press
4. Erik Neveu, Raymond Kuhn: *Political Journalism: New Challenges, New Practice*, London, 2002
5. Gupta V S: *Handbook of Reporting and Communication Skills*, Concept Publishing, New Delhi
6. Hough Georg A: *News Writing*, Kanishka Publishers, Distributors, New Delhi
7. Srivastava, K M: *News Reporting and Editing*, Sterling Publication, New Delhi
8. Sengupta. A: *Electronic Journalism – Principles and Practices*, Authorspress, Delhi, 2006
9. Cheryl Sloan Wray *Writing for Magazines: A Beginners' Guide*, NTC Publishing Group

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the international, national, state and local level reporting	PO1, PO2, PO9
CO2	Acquaint the students with specialized areas of reporting	PO1, PO3
CO3	Familiarise with workflow and gatekeeping process in newsroom	PO1, PO2, PO3
CO4	To train in the process of editing for various platforms.	PO1, PO7
CO5	To develop writing skills of various types of opinions	PO1, PO3, PO6
CO6	To apply the knowledge of dummy, printing and layout.	PO3, PO6, PO7

		Disciplinary Knowledge	Understand industry knowledge of Media	Skills and In-depth understanding of Professional communication	Influential and effective communication	Leadership and Quality communication	Critical/Reflective thinking & language efficiency	Technical/Calculative/Effective/Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3

SJBJ112A	Reporting and Editing II	3	2	3			2	2		1		2	3	3	3
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Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ112 A	CO1	3	2	-	-	-	-	-	-	1	-	-	3	3	3
	CO2	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO3	3	2	3	-	-	-	-	-	-	-	-	3	3	3
	CO4	3	-	-	-	-	-	2	-	-	-	-	3	3	3
	CO5	3	-	3	-	-	2	-	-	-	-	-	3	3	3
	CO6	-	-	2	-	-	2	2	-	-	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

UCES125A	Environmental Studies	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	Basics of Environment				
Co-requisites	--				

Course Objectives

1. To aware the students about the environment.
2. To learn the students concepts and methods from ecological and physical sciences and their application in environmental problem solving.
3. To think across and beyond existing disciplinary boundaries, mindful of the diverse forms of knowledge and experience that arise from human interactions with the world around them.
4. Communicate clearly and competently matters of environmental concern and understanding to a variety of audiences in appropriate forms.

Course Outcomes

On completion of this course, the students will be able to

- CO1. To comprehend and become responsive regarding environmental issues.
- CO2. Acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no specie can survive and sustain.
- CO3. Enable the students to discuss their concern at national and international level with respect to formulate protection acts and sustainable developments policies.
- CO4. To know that the rapid industrialization, crazy consumerism and over-exploitation of natural resources have resulted in degradation of earth at all levels.

CO5. Become consciousness about healthy and safe environment.

Catalogue Description

This course imparts the basic concepts of environment which enable them to solve basic problems related to their surroundings. This course helps them to get an idea adverse effect of industrialization, population and degradation of natural resources on the environment. The course introduces the concepts of renewable and non-renewable resources.

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.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	The learners will be able to comprehend and become responsive regarding environmental issues.	PO6
CO2	Students will acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no specie can survive and sustain.	PO10

CO3	It enables the students to discuss their concern at national and international level with respect to formulate protection acts and sustainable developments policies.	PO8
CO4	Students come to know that the rapid industrialization, crazy consumerism and over-exploitation of natural resources have resulted in degradation of earth at all levels.	PO9
CO5	Students become consciousness about healthy and safe environment.	PO2

		Enhancement in Advanced Science and Technology	Development of critical and innovative thinking	Development of interdisciplinary approach	Learning of fundamental sciences and their applications	Orientation towards research and development	Acquiring capabilities to work independently as well as a member of the diverse team	Understanding in communication skills	Fostering communication skills	Ethical awareness and digital literacy	Capability to deal with professional responsibilities	Students will acquire professional skills required to be a professional	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
BSCH125A	Environmental Studies		2				3		3	3	2	2	2	2

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
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BSCH12 5A	CO1	-	-	-	-	-	3	-	-	-	-	-	2	2	2
	CO2	-	-	-	-	-	-	-	-	-	2	-	2	2	2-
	CO3	-	-	-	-	-	-	-	3	-	-	-	2	1	2
	CO4	-	-	-	-	-	-	-	-	3	-	-	2	2	2
	CO5	-	2	-	-	-	-	-	-	-	-	-	2	2	2

1=weakly mapped

2= moderately mapped

3=strongly mapped

SJBJ154A	Reporting and Editing – II Lab	L	T	P	C
Version 2.0		0	0	4	2
Eligibility/Exposure	BA(JMC) I				
Co-requisites	--				

Course Objective

1. To acquaint students with writing for specialised stories`
2. To understand opinion writing
3. To edit the reporters' and news agencies' stories using editing symbols
4. To write leads and headlines
5. Write photo captions and cutlines.
6. Design newspaper/newsletter/magazine using design software.

Course Outcomes

After completion of the course student will be able to:

CO1: Acquaint students with writing for specialised stories

CO2: Understand opinion writing.

CO3: Edit the reporters' and news agencies' stories using editing symbols.

CO4: Write leads and headlines.

CO5: Write photo captions and cutlines.

CO6: Design newspaper/newsletter/magazine using design software

Catalogue Description

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.

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.

Course Content

1. Identify any five headlines and rewrite them
2. Write various types of leads
3. Report and file story for special beats
4. Convert any news story into feature
5. Prepare a copy by using editing and proof - reading symbols
7. Write an Editorial
8. Rewrite any five photo captions and cutlines
9. Design a newspaper/newsletter/magazine

Suggested Readings:

1. Kamath M V: *Professional Journalism*, Vikas Publishing House, New Delhi
2. Randall. D: *The Universal Journalist*, London, 2002
3. Fedler Fred & Bender John R. Raymond Kuhn and Eric Neven: *Reporting for the Media*, Oxford University Press
4. Erik Neveu, Raymond Kuhn: *Political Journalism: New Challenges, New Practice*, London, 2002
5. Gupta V S: *Handbook of Reporting and Communication Skills*, Concept Publishing, New Delhi
6. Hough Georg A: *News Writing*, Kanishka Publishers, Distributors, New Delhi
7. Srivastava, K M: *News Reporting and Editing*, Sterling Publication, New Delhi
8. Sengupta. A: *Electronic Journalism – Principles and Practices*, Authorspress, Delhi, 2006
9. Cheryl Sloan Wray *Writing for Magazines: A Beginners' Guide*, NTC Publishing Group

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Assign ment I	Quiz I	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Acquaint students with writing for specialised stories	PO1, PO9
CO2	Understand opinion writing	PO1, PO3
CO3	Edit the reporters' and news agencies' stories using editing symbols	PO1, PO3
CO4	Write leads and headlines	PO1, PO3
CO5	Write photo captions and cutlines	PO1, PO3
CO6	Design newspaper/newsletter/magazine using design software	PO3, PO7, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/Qualities	Critical / Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork			
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PSO 1	PSO 2	PSO 3
SJBJ154 A	Reporting and Editing – II Lab	3		3	3			3		2		3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
SJBJ154 A	CO1	3	-	-	-	-	-	-	-	2	-	-	3	3	3
	CO2	3	-	2	-	-	-	-	-	-	-	-	3	3	3
	CO3	3	-	2	-	-	-	-	-	-	-	-	3	3	3
	CO4	3	-	2	-	-	-	-	-	-	-	-	3	3	3
	CO5	3	-	3	-	-	-	-	-	-	-	-	3	3	3

CO6	-	-	3	-	-	-	3	-	-	-	3	3	3	3
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1=weakly mapped

2= moderately mapped

3=strongly mapped

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty

SJBJ150A	Digital Photography Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	BA(JMC) I				
Co-requisites	--				

Course Objectives

1. To understand the different parts of a digital camera and their functions.
2. To apply visualization and creativity of the students.
3. To capture aesthetically rich photographs
4. To illustrate various lighting techniques.
5. To demonstrate proficiency of knowledge in Photo Journalism.

Course Outcomes

After completion of the course student will be able to

CO1: Understand the different parts of a digital camera and their functions.

CO2: Apply visualization and creativity of the students.

CO3: Capture aesthetically rich photographs

CO4: Illustrate various lighting techniques.

CO5: Demonstrate proficiency of knowledge in Photo Journalism

Catalogue Description

Photography is a language, which uses visual elements in lieu of words, therefore, just as any language; it can be used for artistic purposes. What distinguishes a true artist is his or her having something important to say and striving to deliver this message to the world. It is the human ability to interpret any piece of information (including visual) in a variety of ways that gives an artist the freedom from being literal. Good photographers do it exceptionally well. Their work is always open for interpretation, it asks questions rather than gives answers any visual art form, photography exploits vulnerabilities of the human visual perception and can make us experience emotions that move us and compel us to do things that we otherwise would not even think of.

Photography exploits vulnerabilities of the human visual perception and can make us experience emotions that move us and compel us to do things that we otherwise would not even think of. Students will get to know about the drastically change in outcome of an image through choosing various cameras, lenses, film, and the framing and timing of a shot. Filters, studio lighting, various darkroom processes, and digital enhancement add even more tools for photographers to manipulate their images.

This course will help the students to learn different equipment and techniques chosen largely depend on the genre, the photographer's individual style, and the overall tone they are attempting to achieve. Portrait photographers wishing to make an individual subject the focal point for a shot may use a large aperture for a shallow depth of field to put their subject in focus while keeping the background blurred. Landscape photographers wanting to clearly capture an entire panoramic view may choose the opposite. Students will learn about black and white photography over color, which gives a timeless quality to the photos and brings elements such as line, texture, and tone to the forefront.

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 – 10 lectures Introduction to Photography

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 Functions of Camera

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

Unit III – 10 lectures Types of Photography

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 Photo Journalism

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.

Suggested Readings:

1. Sharma, O. P. (2003). *Practical Photography*. Hind Pocket Books.
2. Folts, J. A., Lovell, R. P., & Zwahlen, F. C. (2006). *Handbook of photography*. Thomsan Learning.
3. Frost, L. (2010). *The A-Z of creative photography*. Am photo.
4. Aiyar, B. (2005). *Digital Photojournalism*. Author Press.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the different parts of a digital camera and their functions.	PO1, PO7
CO2	Apply visualization and creativity of the students.	PO1, PO4, PO7, PO9
CO3	Capture aesthetically rich photographs	PO3, PO7, PO9, PO11
CO4	Illustrate various lighting techniques.	PO3, PO7, PO9, PO11
CO5	Demonstrate proficiency of knowledge in Photo Journalism	PO7, PO9, PO11

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		ci	de	ll	ue	de	ic	h	ca	lo	rch	era	will	will	shall
		pl	rs	ed	nt	rs	al	n	l	n	-	tio	acqui	be	beco
		in	ta	an	ia	hi	/	ol	A	g	rel	n/	re	equip	me
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		y	di	In	an	re	ef	gi	a	ea	d	am	ssion	with	ally
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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ150A	Digital Photography Lab	2	2	1				3		3		3	3	3	

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ150A	CO1	3	-	-	-	-	-	2	-	-	-	-	3	3	3
	CO2	3	-	-	3	-	-	2		2	-	-	3	3	3
	CO3	-	-	3	-	-	-	3	-	3	-	2	3	3	3
	CO4	-	-	3	-	-	-	3	-	3	-	3	3	3	3
	CO5	-	-	-	-	-	-	3	-	3	-	3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Assignments:

1. Students have to create a Photo feature on a specific topic with 10 photographs collected from a newspaper or Magazine.
2. Students have to capture 6 camera shots.
3. Students have to capture 6 camera angles.
4. Students have to create a Photo feature on a specific topic with their own clicked photographs.
5. Students have to submit a product shoot with 5 different photos of the same product.

Note: The students should maintain a file & soft copy of their assignments/jobs duly, checked and signed by the concerned faculty

	MOOC	L	T	P	C
Version 1.0		0	0	0	2
Eligibility/Exposure					
Co-requisites	--				

SJBJ152A	Voice of the Fourth Estate	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	Class 10+2				
Co-requisites	--				

Course Objectives

1. To give insight into the recent trends in media and their impact on society.
2. To understand growing influence of technology on newspapers and magazines.
3. To demonstrate media as fourth pillar of democracy.
4. To illustrate the concept of media literacy

5. To evaluate the coverage of the issues of Fourth Estate by various media vehicles
6. To integrate theoretical aspects and practical knowledge of media literacy to make students industry ready professional

Course Outcomes

On completion of this course, the students will be able to:

CO1: Have insight into the recent trends in media and their impact on society.

CO2: Understand growing influence of technology on newspapers and magazines.

CO3: Demonstrate media as fourth pillar of democracy.

CO4: Illustrate the concept of media literacy

CO5: Evaluate the coverage of the issues of Fourth Estate by various media vehicles

CO6: Integrate theoretical aspects and practical knowledge of media literacy to make students industry ready professional

Catalogue Description

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.

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 gate keeps and presents a news story which impacts the masses.

Course Content

Unit I 10 Lecture

History and Growth of India Press

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

Unit II 10

Lectures Introduction to Journalism

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

Unit III 10 Lectures

Introduction to News

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

Unit IV 10 Lectures

Introduction to Editing and Media Regulations

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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/Assignment/etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Have insight into the recent trends in media and their impact on society	PO1, PO2
CO2	Understand growing influence of technology on newspapers and magazines	PO1, PO2, PO3, PO6
CO3	Demonstrate media as fourth pillar of democracy	PO1, PO2
CO4	Illustrate the concept of media literacy	PO1, PO2, PO6
CO5	Evaluate the coverage of the issues of Fourth Estate by various media vehicles	PO2, PO3, PO4, PO10

CO6	Integrate theoretical aspects and practical knowledge of media literacy to make students industry ready professional	PO1, PO3, PO4, PO9
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		Disciplinary Knowledge	Understanding Role of Media	Skill and Industry-readiness Professionals	Influential and effective communication	Leadership and qualities	Critical/Reflective thinking & language efficiency	Technological Efficiency Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ152A	Voice of Fourth Estate	3	3	3			2			1	1		3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ152 A	CO1	3	2										3	3	3
	CO2	2	2	3			1						3	3	3
	CO3	3	2										3	3	3
	CO4	2	2				3						3	3	3
	CO5		2	3	2						2		3	3	3
	CO6	3		2	2						3		3	3	3

- 1=weakly mapped
 2= moderately mapped
 3=strongly mapped

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	AECC	UCDM 301A	Disaster Management	3	-	-	3
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		MOOC	-	-	-	2
9	DSE		DSE-I	3	1	-	4
TOTAL				18	1	12	27

SJBJ201A	Radio Broadcasting and Programming	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	BA(JMC) II				
Co-requisites	--				

Course Objectives

1. To define Radio as a medium of mass communication.
2. To distinguish with various styles of writing for radio programmes.
3. To familiarize with programmes produced inside and outside studio.
4. To elaborate the presentation styles of radio news and entertainment programmes.
5. To describe the process of radio programme production & evaluation.
6. To integrate the theoretical knowledge of Radio production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Define Radio as a medium of mass communication.

CO2: Distinguish with various styles of writing for radio programmes.

CO3: Familiarize with programmes produced inside and outside studio.

CO4: Elaborate the presentation styles of radio news and entertainment programmes.

CO5: Describe the process of radio programme production & evaluation.

CO6: Integrate the theoretical knowledge of Radio production into becoming industry ready professional.

Catalogue Description

Radio is a real mass media in a country like India. With the advent of FM channels, listeners have started tuning in their favourite radio stations. In contemporary scenario, there is a sea change in the format and presentation of radio programmes. Conceptualizing Radio

Broadcasting and Programming is a course to know the Origin and development of radio in India—from Indian Broadcasting Company to All India Radio, characteristics of radio as a medium of mass communication, its characteristics and limitations. This course offers a foundation for understanding the growth of Radio programmes from beginning to modern times and 3-tier structure, its objectives of broadcast—Information, Education & Entertainment. Role of radio in development of country will be discussed to understand its need and importance.

This course is meant to acquaint students with different modes of broadcasting and types of radio stations and to learn basic inputs and main elements of radio production—Human Voice, Music, Sound Effects and Silence. The students will also gather knowledge about various types of transmission meant for information, entertainment and education. Along with AIR they will be acquainted with the other types of radio transmissions like private FM channels, Community, Satellite and Internet radio. This course will make them distinguish and describe the qualities of different types of microphones and other equipment used in radio production. They will be acquainted with the concept of radio news and current affairs programmes of All India Radio. Students will be introduced different types of programme formats for AIR and FM channels.

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

Course Content

Unit I – 10 lectures

Introduction to Radio and radio Broadcasting

Radio as Medium of Mass Communication, Radio Broadcasting in India (pre and post-independence), Different Types of Radio Stations and Transmissions: a) On the Basis of Reach: National, Regional, Local and Community b) On the Basis of Transmission Technology: AM, SW, FM, Web, Organizational Structure and Functionaries of a Radio Station: Govt. and Private

Unit II – 10 lectures

Various Radio Formats

Radio Announcement and Links, Radio Talk, Radio Interview and Discussion, Radio News, Radio Feature and Documentary, Radio Commentary, Radio Play/Drama, Radio Ads (Social and Commercial), Phone-in and Radio Bridge

Unit III – 10 lectures

Radio Production –I

Elements of Radio Programme, Radio Production Process, Equipment used in Radio Production: Types of Microphones, Headphones and Talk Backs, Audio Mixers and Transmitters, Recording, Broadcasting and Troubleshooting a. Indoor: Studio, Acoustics and Perspective b. Outdoor: Ambience and Noise

Unit IV- 10 lectures

Radio Production –II

Editing and Mixing, Adding Sound Effects and Music, Audio Filters: Types, Need and Importance, Evaluation: Process and Measurement Techniques

Suggested Readings:

1. Chantler, P., & Stewart, P. (2003). *Basic Radio Journalism*. Taylor & Francis.
2. Chatterji, P. C. (1987). *Broadcasting in India*. Sage Publications Pvt.
3. Luthra, H. (1986). *Indian Broadcasting*. Publications Division Ministry of Information & Broadcasting.
4. McLeish, R., & Link, J. (2015). *Radio Production*. CRC Press..
5. Shrivastava, & M, K. (1989). *Broadcast Journalism*. Sterling Publishers Pvt.
6. Saxena, A. (2011). *Radio in new avatar AM to FM*. Kanishka Publishers.
2. Ravindran, R. (2005). *Handbook of Radio, T.V. and Broadcast Journalism*. Anmol Publications Pvt. Ltd.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define Radio as a medium of mass communication.	PO1, PO2
CO2	Distinguish with various styles of writing for radio programmes.	PO3, PO4, PO6
CO3	Familiarize with programmes produced inside and outside studio.	PO3, PO7
CO4	Elaborate the presentation styles of radio news and entertainment programmes.	PO3, PO7, PO9
CO5	Describe the process of radio programme production & evaluation.	PO3, PO7, PO8
CO6	Integrate the theoretical knowledge of Radio production into becoming industry ready professional.	PO3, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skills and Industry Professionals	Influent and effective communication	Leadership and communication	Critical/Reflective thinking & language efficiency	Technical/Logically Efficient Professional	Ethical Awareness	Life Long Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ201A	Radio Broadcasting and Programming	1	1	3	2		1	3	1	1		1	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ201A	CO1	1	1	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	-	-	2	2	-	1	-	-	-	-	-	3	3	3
	CO3	-	-	3	-	-	-	1	-	-	-	-	3	3	3
	CO4	-	-	3	-	-	-	3	-	1	-	-	3	3	3
	CO5	-	-	3	-	-	-	2	1	-	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ203A	The Advertising World	L	T	P	C
Version 2.0		4	0	0	4
Eligibility/Exposure	BA(JMC) I				
Co-requisites	--				

Course objectives-

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

Course Outcomes-

After completion of the course students will be able to:

CO1 Define the concept and nature of advertising, its role in society and business.

CO2 Illustrate the theories and models in the field of advertising

CO3 Demonstrate the knowledge and functioning of advertising agency

CO4 Differentiate between marketing and advertising using marketing mix, role of segmentation and buying motives

CO5 Choose the appropriate appeals of advertising to reach target audience keeping ethics in mind

CO6 Design creative and media strategies for Advertising Campaigns using research methods and study effectiveness

Catalogue Description

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.

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

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

The advent of new media and OTT platforms has changed the advertising scenario across the world. The students will also be exploring popular campaigns launched on social media and other platforms. The selected advertising campaigns will be discussed in the class and students will take up case studies to develop in depth understanding of working of advertising agencies.

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.

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.

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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the concept and nature of advertising, its role in society and business.	PO1
CO2	illustrate the theories and models in the field of advertising	PO1
CO3	demonstrate the knowledge and functioning of advertising agency	PO1
CO4	differentiate between marketing and advertising using marketing mix, role of segmentation and buying motives	PO10
CO5	Choose the appropriate appeals of advertising to reach target audience keeping ethics in mind	PO8 and PO3
CO6	Design creative and media strategies for Advertising Campaigns using research methods and study effectiveness	PO10, PO4 and PO3

		Disciplinary Knowledge	Understanding the Role of Press	Skill and Industry-readiness/Professional skills	Influential and effective communication	Leadership readiness/Qualities	Critical/Reflective thinking & language efficiency	Technological Efficiency/Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be professional	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ203A	The Advertising World	3		3	2				2		3	3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ203A	CO1	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO3	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO4	-	-	-	-	-	-	-	-	-	3	-	3	3	3
	CO5	-	-	3	-	-	-	-	2	-	-	-	3	3	3
	CO6	-	-	2	2	-	-	-	-	-	-	3	-	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ205A	Camera, Light and Sound	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	BA(JMC) II				
Co-requisites	--				

Course Objectives

1. To define the basics of camera and its parts.
2. To elaborate operational characteristics of a video camera.
3. To distinguish between types of camera shots and angles in composition.
4. To describe the basics of lighting, their use and various types in video production.
5. To develop the understanding of types of microphones and sound aesthetics in video production.
6. To illustrate types of editing and post production techniques of a video programme.
7. To integrate the theoretical and practical knowledge of video production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Define the basics of camera and its parts.

CO2: Elaborate operational characteristics of a video camera.

CO3: Distinguish between types of camera shots and angles in composition.

CO4: Describe the basics of lighting and their use and various types in video production.

CO5: Develop the understanding of types of microphones and sound aesthetics in video production.

CO6: Illustrate types of editing and post production techniques of a video programme.

CO7: Integrate the theoretical and practical knowledge of video production into becoming industry ready professional.

Catalogue Description

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. 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.

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

Light

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

Sound

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

Editing

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

Suggested Readings:

1. Zettl, H. (2014). *Television production handbook, 12th*. Cengage Learning.
2. Hunter, F., Biver, S., & Fuqua, P. (2015). *Light science & magic: An introduction to photographic lighting*. CRC Press.
3. Musburger, R. B., & Ogden, M. R. (2014). *Single-camera video production*. Focal Press. Schein,
4. D. S. (2001). *Sound Design*. MW Productions.
5. Kauffmann, S. (2005). *Avid editing {Key Guide}: A guide for beginning and intermediate users*. Focal Press.
6. Rose, J. (2012). *Audio Postproduction for film and video*. Taylor & Francis.
7. Harrington, R., Carman, R., & Greenberg, J. I. (2011). *An Editor's Guide to Adobe Premiere Pro*. Peachpit Press.

8. Dancyger, K. (2013). *The technique of film and video editing: History, theory, and practice*. Taylor & Francis.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the basics of camera and its parts.	PO1
CO2	Elaborate operational characteristics of a video camera.	PO3, PO7
CO3	Distinguish between types of camera shots and angles in composition.	PO3, PO4, PO7
CO4	Describe the basics of lighting and their use and various types in video production.	PO3, PO7
CO5	Develop the understanding of types of microphones and sound aesthetics in video production.	PO3, PO7
CO6	Illustrate types of editing and post production techniques of a video programme.	PO3, PO7
CO7	Integrate the theoretical and practical knowledge of video production into becoming industry ready professional.	PO9

		Disciplinary Knowledge	Understand the Role of Media	Skill and Industry-readiness/Professional standards	Influential and effective communication	Leadership/Inclusivity/Qualities	Critical/Reflective thinking & language efficiency	Technological/Efficient/Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be media professional	Students will be equipped with ICT competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ205A	Camera, Light and Sound	1		3	1			3		1			3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	PSO3
SJBJ205A	CO1	1	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	-	-	2	-	-	-	1	-	-	-	-	3	3	3
	CO3	-	-	3	1	-	-	1	-	-	-	-	3	3	3
	CO4	-	-	3	-	-	-	2	-	-	-	-	3	3	3
	CO5	-	-	2	-	-	-	2	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO7	-	-	-	-	-	-	-	-	-	2	-	-	3	3

- 1=weakly mapped
 2= moderately mapped
 3=strongly mapped

UCDM301A	Disaster Management	L	T	P	C
Version 1.0		3	0	0	3
Eligibility/Exposure	Basics of Disasters and control techniques				
Co-requisites	--				

Course Objectives

1. To create awareness about various types of disasters.
2. To educate the students about basic disaster management strategies and problem solving.
3. To examine disaster profile of our country and illustrates the role of governmental and non- governmental organizations in its effective management.
4. To acquaints students with the existing legal frame work for disaster management and understanding the appropriate rules and regulations.

Course Outcomes

On completion of this course, the students will be able to

- CO1. To enable the students to know the difference between natural and man- made disaster
- CO2. Acquire the knowledge related to disaster preparedness
- CO3. To aware the student about recovery after disaster
- CO4. To know the structure and functioning of disaster management framework of our country
- CO5. To provide the knowledge about disaster management act

Catalogue Description

This course imparts the basic concepts of environment which enable them to solve basic problems related to their surroundings. This course helps them to get an idea adverse effect of industrialization, population and degradation of natural resources on the environment. The course introduces the concepts of renewable and non-renewable resources.

Course Content

UNIT I 10 Lectures 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 8 Lectures

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 10 Lectures

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 12 Lectures

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.

Text Books

1. Content building programme (CBP) book on Disaster Management, Forum AS.

Reference Books/Materials

1. Government of India, Department of Environment, Management of Hazardous Substances Control
2. Act and Structure and Functions of Authority Created Thereunder.
3. Indian Chemical Manufacturers' Association & Loss Prevention Society of India, Proceedings of the National Seminar on Safety in Road Transportation of Hazardous Materials: (1986).
4. Author Title Publication Dr. Mrinalini Pandey Disaster Management Wiley India Pvt. Ltd.
5. Tushar Bhattacharya Disaster Science and Management McGraw Hill Education (India) Pvt. Ltd.
6. Jagbir Singh Disaster Management: Future Challenges and Opportunities K W Publishers Pvt. Ltd.
7. J. P. Singhal Disaster Management Laxmi Publications.
8. Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications
9. C. K. Rajan, Navale Pandharinath Earth and Atmospheric Disaster Management: Nature and Manmade B S Publication
10. Indian law Institute (Upendra Baxi and Thomas Paul (ed.), Mass Disasters and Multinational Liability: The Bhopal Case (1986)

11. Indian Law Institute, Upendra Baxi (ed.), Environment Protection Act: An Agenda for Implementation (1987)
12. Asian Regional Exchange for Prof. Baxi., Nothing to Lose But our Lives: Empowerment to Oppose
13. Industrial Hazards in a Transnational world (1989)
14. Gurudip Singh, Environmental Law: International and National Perspectives (1995), Lawman (India) Pvt. Ltd.
15. Leela Krishnan, P, The Environmental Law in India, Chapters VIII, IX and X (1999), Butterworths, New Delhi.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To enable the students to know the difference between natural and man- made disaster	PO6
CO2	Acquire the knowledge related to disaster preparedness	PO10
CO3	To aware the student about recovery after disaster	PO8
CO4	To know the structure and functioning of disaster management framework of our country	PO9
CO5	To provide the knowledge about disaster management act	PO2

		E n h a n c e m e n t i n A d v a n c e d S c i e n t i f i c k n o w l e d g e a b o u t c h e m i s t r y	D e v e l o p m e n t o f c r i t i c a l, l o g i c a l a n d i n n o v a t i v e t h i n k i n g	D e m o n s t r a t e i n t e r d i s c i p l i n a r y a p p r o a c h	L e a r n i n g o f f u n d a m e n t a l c o n c e p t s a n d i n s t r u m e n t a t i o n t e c h n i q u e s	O r i e n t a t i o n t o w a r d s r e s e a r c h a n d d e v e l o p m e n t	A c q u i r i n g c a p a b i l i t y t o w o r k i n d e p e n d e n t l y a s w e l l a s a m e m b e r o f t h e d i v e r s e t e a m	U n d e r s t a n d i n g o f i m p a c t o f c h e m i c a l s o n t h e e n v i r o n m e n t	F o s t e r i n g c o m m u n i c a t i o n s k i l l s	E t h i c a l a w a r e n e s s a n d d i g i t a l l i t e r a c y	C a p a b i l i t y t o d e a l w i t h p r o f e s s i o n a l r e s p o n s i b i l i t i e s	Stude nts will acq uire p r o f e s s i o n a l s k i l l s r e q u i r e d t o b e m e d i c a l p r o f e s s i o n a l s	Stude nts will b e e q u i p p e d w i t h I C T s c o m p e t e n c i e s i n c l u d i n g d i g i t a l l i t e r a c y	Stude nts shall b e c o m e e t h i c a l l y c o m m i t t e d t o m e d i c a l p r o f e s s i o n a l s a n d e n t r e p r e n e u r s a d h e r i n g t o t h e h u m a n v a l u e s
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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
UCDM301A	Disaster Management		2				3		3	3	2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	PSO3
UCDM301A	CO1	-	-	-	-	-	3	-	-	-	-	-	3	3	3
	CO2	-	-	-	-	-	-	-	-	-	2	-	3	3	3
	CO3	-	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO4	-	-	-	-	-	-	-	3	-	-	-	3	3	3
	CO5	-	2	-	-	-	-	-	-	-	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ251A	Radio Broadcasting and Programming Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	BA(JMC) II				
Co-requisites	--				

Course Objectives

1. To define Radio as a medium of mass communication.
2. To produce scripts for various radio programmes..
3. To familiarize with various technicalities required to produce a programme inside and outside studio.
4. To practice radio production in studio.
5. To practice radio programme editing through software in studio.
6. To integrate the practical knowledge of Radio production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Define Radio as a medium of mass communication.

CO2: Produce scripts for various radio programmes.

CO3: Familiarize with various technicalities required to produce a programme inside and outside studio.

CO4: Practice radio production in studio.

CO5: Practice radio programme editing through software in studio

CO6: Integrate the practical knowledge of Radio production into becoming industry ready professional.

Catalogue Description

Radio is a real mass media in a country like India. With the advent of FM channels, listeners have started tuning in their favourite radio stations. Student will learn the different formats and presentation styles of radio programmes. They will understand how to conceptualize a Radio format and accordingly prepare a script. Student will learn the technicalities of radio studio, their equipment's and how to use them accordingly.

This course is meant to acquaint students with different modes of broadcasting and types of radio stations and to learn basic inputs and main elements of radio production-Human Voice, Music, Sound Effects and Silence. The students will also gather knowledge about various types of transmission meant for information, entertainment and education. During the course students will use different types of microphones and choose them according to their output and requirements. During the course student will produce talk shows, radio feature, news bulletins, docu-drama etc.

The course will make students to use radio as a medium of mass communication appropriately to cater the masses, in today's scenario.

Course Content

Unit I –5 lectures

Scripting

- a. Listen, identify and discuss various radio programme formats
- b. Writing Radio talk script,
- c. Writing Radio feature script,
- d. Writing Radio drama script etc
- e. 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.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define Radio as a medium of mass communication	PO1, PO2
CO2	Produce scripts for various radio programmes	PO3, PO4, PO6
CO3	Familiarize with various technicalities required to produce a programme inside and outside studio	PO3, PO7
CO4	Practice radio production in studio.	PO3, PO7, PO9
CO5	Practice radio programme editing through software in studio.	PO3, PO7, PO9, PO11
CO6	Integrate the practical knowledge of Radio production into becoming industry ready professional.	PO3, PO4, PO11

		D i s c i p l i n a r y K n o w l e d g e	U n d e r s t a n d i n g t h e R o l e o f M e d i a	S k i l l e d a n d I n d u s t r y - r e a d y P r o f e s s i o n a l s	I n f l u e n c i a n d d e f e c t i v e c o m m u n i c a t i o n	L e a d e r s h i p r e a d i n e s s/ Q u a l i t i e s	C r i t i c a l / R e f l e c t i v e t h i n k i n g & l a n g u a g e e f f i c i e n c y	T e c h n o l o g i c a l l y E f f i c i e n t P r o f e s s i o n a l	E t h i c a l A w a r e n e s s	L i f e l o n g L e a r n i n g	R e s e a r c h - r e l a t e d S k i l l s	C o o p e r a t i o n/ T e a m w o r k	S t u d e n t s w i l l a c q u i r e p r o f e s s i o n a l s k i l l s r e q u i r e d t o b e a p r o f e s s i o n a l	S t u d e n t s w i l l b e e q u i p p e d w i t h I C T s c o m p e t e n c i e s i n c l u d i n g d i g i t a l l i t e r a c y	S t u d e n t s s h a l l b e c o m m i t t e d t o b e a p r o f e s s i o n a l s a n d e n t r e p r e n e u r s a d h e r i n g t o t h e h u m a n v a l u e s
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO4
SJBJ251 A	Radio Broadcasting and Programming Lab	1	1	3	2	1	3		2		2		3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	PSO3
SJBJ251 A	CO1	1	1	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	-	-	3	2	-	1	-	-	-	-	-	3	3	3
	CO3	-	-	3	-	-	-	3	-	-	-	-	3	3	3

	CO4	-	-	3	-	-	-	3	-	2	-	-	3	3	3
	CO5	-	-	3	-	-	-	3	-	2	-	2	3	3	3
	CO6	-	-	3	2	-	-	-	-	-	-	2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ253A	The Advertising World Lab	L	T	P	C
Version 2.0		0	0	2	2
Eligibility/Exposure	BA(JMC) I				
Co-requisites	--				

Course objectives-

1. To conduct situation analysis of a brand
2. To design an ad copy for a product
3. To write Script for electronic media (Radio jingle, TV Commercial) and Digital Media
4. 3 To conceptualise, plan and implement an ad campaign
5. To critically evaluate the advertisements

Course Outcomes-

After completion of the course students will be able to:

CO1 Conduct situation analysis of a brand

CO2. Design an ad copy for a product

CO3: Write Script for electronic media (Radio jingle, TV Commercial) and Digital Media

CO4: Conceptualize, plan and implement an ad campaign

CO5: Critical evaluation of advertisements

Catalogue Description

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.).

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.

Course Content

1. Analyse three different types of advertisements on the basis of idea/concept, copy, design and layout
 1. 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.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Conduct situation analysis of a brand	PO1,PO6

CO2	Design an ad copy for a product	PO1, PO3, PO11
CO3	Write Script for electronic media (Radio jingle, TV Commercial) and Digital Media	PO1, PO4
CO4	Conceptualise, plan and implement an ad campaign	PO1, PO3,
CO5	Critical evaluation of advertisements	PO6

		D is ci pl in ar y K n o w le d ge	U n de rs ta n d i n g t h e R o l e o f P r e s s	S k i l l e d I n d u s t r y - r e a d y P r o f e s s i o n a l s	I n f l u e n c i a l I n d e f e r e n c e c o m m u n i c a t i o n	L e a d e r s h i p r e a d i n g s / Q u a l i t y	C r i t i c a l / R e f l e c t i v e t h i n k i n g & l a n g u a g e e f f i c i e n c y	T e c h n o l o g i c a l E f f i c i e n t P r o f e s s i o n a l	E t h i c a l A w a r e n e s s	L i f e l o n g L e a r n i n g	R e s e a r c h - r e l a t e d S k i l l s	C o o p e r a t i o n/ T e a m w o r k	S t u d e n t s w i l l a c q u i r e p r o f e s s i o n a l s k i l l s r e q u i r e d t o b e m e d i a p r o f e s s i o n a l s	S t u d e n t s w i l l b e e q u i p p e d w i t h I C T s c o m p e t e n c i e n c y i n c l u d i n g d i g i t a l l i t e r a c y	S t u d e n t s s h a l l b e c o m m i t t e d m e d i a p r o f e s s i o n a l s a n d e n t r e p r e n e u r s a d h e r i n g t o t h e h u m a n v a l u e s
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ253A	The Advertising World Lab	3		3	2		3		2			2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ253 A	CO1	3	-	-	-	-	3	-	-	-	-	-	3	3	3
	CO2	3	-	3	-	-	-	-	-	-	-	2	3	3	3
	CO3	3	-	-	2	-	-	-	-	-	-	-	3	3	3
	CO4	3	-	3	-	-	-	-	-	-	-	-	3	3	3
	CO5	3	-	3	-	-	-	-	-	-	-	-	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty.

SJBJ255A	Camera, Light and Sound Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	BA(JMC) II				
Co-requisites	--				

Course Objectives

1. To develop the competency to handle video camera and its corresponding equipment.
2. To elaborate the understanding of sound and its recording in studio and outdoor.
3. To distinguish between single camera and multi-camera shoot and their requirements.
4. To integrate the knowledge of capturing appropriate visuals for video programmes.
5. To compose lights effectively in studio and outdoor locations.
6. To illustrate types of editing and post production techniques of a video programme.
7. To conceive and produce a video programme using basics of camera, light and sound.

Course Outcomes

After completion of the course student will be able to

CO1: Develop the competency to handle video camera and its corresponding equipment's.

CO2: Elaborate the understanding of sound and how to record it inside and outside.

CO3: Distinguish between single camera and multi camera shoot and their requirements.

CO4: Integrate the knowledge of capturing appropriate visuals for video programmes.

CO5: Compose lights effectively inside and outside the studio.

CO6: Illustrate types of editing and post production techniques of a video programme.

CO7: Conceive and produce a video programme using basics of camera, light and sound.

Catalogue Description

For the perfect video production, it is really important to understand the details of the camera such as its formatting, its operational features and other characteristics. The student will learn all technicalities of the audio visual medium 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. Audiovisual 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. Audiovisual 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.

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.

Course Content

Unit I – 12 lectures

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 – 8 lectures

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

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- 10 lectures

Editing

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

Suggested Readings:

1. Zettl, H. (2014). *Television production handbook, 12th*. Cengage Learning.
2. Musburger, R. B., & Ogden, M. R. (2014). *Single-camera video production*. Focal Press. Schein,
3. Kauffmann, S. (2005). *Avid editing {Key Guide}: A guide for beginning and intermediate users*. Focal Press.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Develop the competency to handle video camera and its corresponding equipment's.	PO1 , PO7
CO2	Elaborate the understanding of sound and how to record it inside and outside.	PO3, PO7
CO3	Distinguish between single camera and multi camera shoot and their requirements.	PO3, PO4, PO7, PO11
CO4	Integrate the knowledge of capturing appropriate visuals for video programmes.	PO3, PO4, PO6, PO7
CO5	Compose lights effectively inside and outside the studio.	PO3, PO7
CO6	Illustrate types of editing and post production techniques of a video programme.	PO3, PO7
CO7	Conceive and produce a video programme using basics of camera, light and sound.	PO9, PO11

		D i s c i p l i n a r y K n o w l e d g e	U n d e r s t a n d i n g t h e R o l e o f M e d i a	S k i l l e d a n d I n d u s t r y - r e a d y P r o f e s s i o n a l s	I n f l u e n t i a l a n d e f f e c t i v e c o m m u n i c a t i o n	L e a d e r s h i p r e a d i n g e s / Q u a l i t y	C r i t i c a l / R e f l e c t i v e t h i n k i n g & l a n g u a g e e f f i c i e n c y	T e c h n o l o g i c a l l y E f f i c i e n t P r o f e s s i o n a l	E t h i c a l A w a r e n e s	L i f e l o n g L e a r n i n g	R e s e a r c h - r e l a t e d S k i l l s	C o o p e r a t i o n / T e a m w o r k	Stu de n t s w i l l a c q u i r e p r o f e s s i o n a l s k i l l s r e q u i r e d t o b e a p r o f e s s i o n a l	Stu de n t s w i l l b e e q u i p p e d w i t h I C T s c o m p e t e n c i e s i n c l u d i n g d i g i t a l l i t e r a c y	Stu de n t s s h a l l b e c o m e e t h i c a l l y c o m m i t t e d m e d i c a l p r o f e s s i o n a l s a n d e n t r e p r e n e u r s a d h e r i n g t o t h e h u m a n v a l u e s
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ255 A	Camera, Light and Sound Lab	1	3	2		1	3		2		3		3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO 2	PSO 3
SJBJ255 A	CO1	1	-	-	-	-	-	3	-	-	-	-	3	3	3
	CO2	-	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO3	-	-	3	2	-	-	3	-	-	-	3	3	3	3
	CO4	-	-	3	2	-	1	3	-	-	-	-	3	3	3
	CO5	-	-	3	-	-	-	3	-	-	-	-	3	3	3

	CO6	-	-	3	-	-	-	3	-	-	-	-	3	3	3
	CO7	-	-	-	-	-	-	-	-	2	-	3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

	MOOC	L	T	P	C
Version 1.0		0	0	0	2
Eligibility/Exposure					
Co-requisites	--				

SJBJ261A	संचार के लिए हिंदी				
SJBJ261A	संचार के लिए हिंदी	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC) II				
Co-requisites	--				

पाठ्यक्रम के उद्देश्य

1. हिंदी/क्षेत्रीय भाषा में मौखिक संचार कौशल का मजबूत करना।
2. मीडिया में इस्तेमाल की जाने वाली भाषा का विकास करना।
3. राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमों पर लेखन।
4. साक्षत्कार करने के व्यावहारिक ज्ञान को समृद्ध करना।
5. सम्पादकीय फीचर लेखन, व फीचर लेखन की तकनीक को विकसित करना।

पाठ्यक्रम के परिणाम

CO1: हिंदी/क्षेत्रीय भाषा में मौखिक संचार कौशल को मजबूत होना।

CO2: मीडिया में इस्तेमाल की जाने वाली भाषा में विकास होना।

CO3: राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमों पर लेखन करना।

CO4: साक्षत्कार करने के व्यावहारिक ज्ञान को समृद्ध होना।

CO5: सम्पादकीय फीचर लेखन, व फीचर लेखन की तकनीक को विकसित होना।

सूची विवरण

भाषा का मानव जीवन में अपना बड़ा ही महत्व रहा है, वही पत्रकारिता क्षेत्र में इसका योगदान बड़ा ही सराहनीय है। देश के सामाजिक व आर्थिक विकास के लिए यह आवश्यक है की व 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।

भाषा विभिन्न माध्यमों की हिसाब से बदलती रहती है जहाँ समाचार पत्रों और पत्रिकाओं में ररपोर्टेड स्पीच का इस्तेमाल किया जाता है वहीं टेलीविजन में वर्तमान काल की 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, फीचर लेखन, फीचर लेखन की तकनीक, तात्कालिक विषयों पर लेख जैसे की राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमो पर लेखन सिखाया जायेगा।

विद्यार्थियों को पुस्तक समीक्षा, रेडियो -

टीवी कार्यक्रमों की समीक्षा और फिल्मों की समीक्षा का ज्ञान भी दिया जायेगा। उन्हें विभिन्न प्रकार के लेखों से अवगत कराया जायेगा जैसे रहन-

सहन, जीवन शैली, फैशन, धार्मिक व सांस्कृतिक समारोह 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 पाठ्यक्रम 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 साधना तत्व, साहित्यिक भाषा और पत्रकारिता की भाषा, समाचारपत्र की भाषा की विशिष्टता, रेडियो और टेलीविजन की भाषा,

'न्यू मीडिया' की भाषा, भाषा के विकास में मीडिया का योगदान

यूनिट- 3 (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 पुस्तके:

1. भाटिया, क. च. (1985). *अनुवाद कला: सिद्धान्त और प्रयोग*. तक्ष शिला प्रकाशन.
2. अय्यर, ए. व. (2011). *अनुवादकला*. प्रभात प्रकाशन.
3. शर्मा, र. (2004). *प्रयोजनमूलक हिन्दी: सिद्धान्त और व्यवहार: सरकारी काम-काज में हिन्दी का प्रयोग*. विश्वविद्यालय प्रकाशन.
4. तिवारी, & प्रियदर्शिनी, म. (1982). *हिन्दी भाषा की सामाजिक भूमिका*. मद्रास : दक्षिण भारत हिन्दी प्रचार सभा.
5. हरिमोहन. (2012). *समाचार, फीचर लेखन एवं संपदा कला*. हिंदी पुस्तक केंद्र.
6. पचौरी, स., & शर्मा, अ. (2008). *नए जन-संचार मध्यम और हिंदी*. राजकमल प्रकाशन.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Quiz II	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO 1	हिंदी/क्षेत्रीय भाषा में मौखिक संचार कौशल को मजबूत होना।	PO1, PO2, PO3, PO4
CO 2	मीडिया में इस्तेमाल की जाने वाली भाषा में विकास होना।	PO3, PO4, PO9
CO 3	राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमों पर लेखन करना।	PO4, PO5, PO6, PO9
CO 4	साक्षत्कार करने के व्यावहारिक ज्ञान को समृद्ध होना।	PO3, PO4, PO9
CO 5	सम्पादकीय फीचर लेखन, व फीचर लेखन की तकनीक को विकसित होना।	PO2, PO3, PO4, PO9

		Disciplinary Knowledge	Understanding the Role of Media	Skill and Industry Ready Professional	Influential and effective communication	Leadership and qualities	Critical / Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ261A	संचार के लिए हिंदी	1	1	3	3	1	1			3			3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	PSO3
SJBJ261A	CO1	1	1	3	3	-	-	-	-	-	-	-	3	3	3
	CO2	-	-	3	3	-	-	-	-	3	-	-	3	3	3
	CO3	-	-	-	3	1	1	-	-	3	-	-	3	3	3
	CO4	-	-	3	3	-	-	-	-	3	-	-	3	3	3
	CO5	-	1	3	3	-	-	-	-	3	-	-	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ263A	Business Journalism	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	Senior Secondary/XII CLASS				
Co-requisites	--				

Course objectives-

1. To understand the structure of economy and its terminology.
2. To analyse the key domestic and international economic issues.
3. To know the process of government budgeting, financial sector and stock markets
4. To demonstrate information related to stock market and new economic policy of India.
5. To acquaint the nuances of business reporting and ethics.
6. To create Business reports using infographics and digital media.

Course Outcomes-

After completion of the course students will be able to:

CO1: To understand the structure of economy.

CO2: Analysis of the key domestic and international economic issues.

CO3: Know the process of government budgeting, financial sector and stock markets

CO4: Demonstrate information related to stock market and new economic policy of India.

CO5: To acquaint the nuances of business reporting and ethics.

CO6: To create Business reports using infographics and digital media

Catalogue Description

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.

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.

Course Content

Unit I – 8 lectures

Macro and Micro Economics

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

Unit II– 12 lectures

International Trade and 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

Finance

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

Reporting Business and Finance

Business Journalism: Reporting- Business and industry as a beat, Sources of news on business, Developing business story ideas, Investigative reporting in business sector, Infographics 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/infographics.

Suggested readings:

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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs					
	<table border="1"> <thead> <tr> <th>Course Outcomes (COs)</th> <th>Mapped Program</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Course Outcomes (COs)	Mapped Program		
Course Outcomes (COs)	Mapped Program				

		Outcomes
C01	To understand the structure of economy.	PO1
C02	Analysis of the key domestic and international economic issues	PO1, PO8
C03	Know the process of government budgeting, financial sector and stock markets	PO1, PO10, PO3
C04	Demonstrate information related to stock market and new economic policy of India.	PO10, PO1, PO3
C05	To acquaint the nuances of business reporting and ethics.	PO3, PO4, PO6, PO8
C06	To create Business reports using infographics and digital media	PO7, PO4, PO11

		D is ci pl in ar y K n o w le d g e	U n d er st a n d i n g t h e R o l e o f P r e s s	S k i l l e d a n d I n d u s t r y - r e a d y P r o f e s s i o n a l s	I n f l u e n c e d e f e c t i v e c o m m u n i c a t i o n	L e a d e r s h i p r e a d i n g e s / Q u a l i t y	C r i t i c a l / R e f e r e n c e s /	T e c h n o l o g i c a l y E f f i c i e n t P r o f e s s i o n a l	E t h i c a l A w a r e n e s	L i f e l o n g L e a r n i n g	R e s e a r c h - r e l a t e d S k i l l s	C o o p e r a t i o n / T e a m w o r k	S t u d e n t s w i l l a c q u i r e p r o f e s s i o n a l s k i l l s r e q u i r e d t o b e m e d i c a l p r o f e s s i o n a l s	S t u d e n t s w i l l b e e q u i p p e d w i t h I C T c o m p e t e n c i e s i n c l u d i n g d i g i t a l l i t e r a c y	S t u d e n t s s h a l l b e c o m m i t t e d a p r o f e s s i o n a l s a n d e n t r e p r e n e u r s a d h e r i n g t o t h e h u m a n v a l u e s
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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ263 A	Business Journalism	3		2	2		1	3	1		1	1	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ263 A	CO1	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	3	-	-	-	-	-	-	1	-	-	-	3	3	3
	CO3	3	-	3	-	-	-	-	-	-	3	-	3	3	3
	CO4	3	-	3	-	-	-	-	-	-	3	-	3	3	3
	CO5	-	-	3	2	-	2	-	1	-	-	-	3	3	3
	CO6	-	-	-	3	-	-	3	-	-	-	-	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

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
	MOOC		MOOC				-	-	-	2
			DSE-II				3	1	-	4
TOTAL						18	2	8	26	

SJBJ202A	Digital Media Foundation	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	BA(JMC)				
Co-requisites	--				

Course objectives-

1. To understand the evolving applications of internet

2. To familiarise with the world of social networking and its various aspects
3. To impart the knowledge about e- governance and its importance
4. To demonstrate the use technological convergence in media industry.
5. To develop writing skills for developing new media content.

Course Outcomes-

After completion of the course students will be able to:

- CO1: Understand the evolving applications of internet
- CO2: Familiarise with the world of social networking and its various aspects
- CO3: Impart the knowledge about e- governance and its importance
- CO4: Demonstrate the use technological convergence in media industry.
- CO5: Develop writing skills for developing new media content.

Catalogue Description

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.

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.

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

Suggested readings:

1. Chakravarthy, J. (2005). *Cyber media journalism: emerging technologies*. Authors Press.
2. Gupta, O., & Jasra, A. S. (2020). *Information technology in journalism*. Kanishka Publishers, Distributors.
3. Wolk, R. D. (2001). *Introduction to online journalism: publishing news and information*. Allyn and Bacon.
4. Preston, P. (2001). *Reshaping communications: technology, information and social change*. Sage Publications.
5. Mattern, J. (2002). *From radio to the wireless Web*. Enslow.
6. Craig, R. (2007). *Online journalism: reporting, writing, and editing for new media*. Thomson/Wadsworth.
7. Lievrouw, L. (2005). *The handbook of new media*. Sage.
8. Filak, V. F. (2020). *Convergent journalism: an introduction: writing and producing across media*. Routledge, Taylor et Francis Group.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs	
Course Outcomes (COs)	Mapped Program Outcomes

CO1	Understand the evolving applications of internet	PO1, PO3
CO2	Familiarise with the world of social networking and its various aspects	PO3, PO7
CO3	Impart the knowledge about e- governance and its importance	PO3, PO8,
CO4	Demonstrate the use technological convergence in media industry.	PO8, PO7, PO9
CO5	Develop writing skills for developing new media content.	PO1, PO3,PO4,

		Disciplinary Knowledge	Understanding the Role of Press	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/Qualities	Critical / Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PSO 1	PSO 2	PSO 3
SJBJ202 A	Digital Media Foundation	3		2	3		2	2	1	2			3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ202 A	CO1	3	-	2	-	-	-	-	-	-	-	-	3	3	3
	CO2	-	-	2	-	-	-	1	-	-	-	-	3	3	3
	CO3	-	-	2	-	-	-	-	2	-	-	-	3	3	3
	CO4	-	-	-	-	-	-	2	1	2	-	-	3	3	3
	CO5	3	-	3	3	-	-	-	-	-	-	-	3	3	3

- 1=weakly mapped
 2= moderately mapped
 3=strongly mapped

SBJ204A	Idea to Screen	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	BA(JMC) III				
Co-requisites	--				

Course Objectives

1. To define TV as a medium of mass communication.
2. To describe the structure and functioning of TV news channel.
3. To elaborate role and responsibilities of a TV News Reporter and Anchor.
4. To utilize knowledge gained in writing and presenting TV news.
5. To distinguish and differentiate various TV programme formats.
6. To describe the process of production of TV programme.
7. To illustrate types of editing and post production techniques of a video programme.
8. To integrate the theoretical and practical knowledge of TV news production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Define TV as a medium of mass communication.

CO2: Describe the structure and functioning of TV news channel.

CO3: Elaborate role and responsibilities of a TV News Reporter and Anchor.

CO4: Utilize knowledge gained in writing and presenting TV news.

CO5: Distinguish and differentiate various TV programme formats.

CO6: Describe the process of production of TV programme.

CO7: Illustrate types of editing and post production techniques of a video programme.

CO8: Integrate the theoretical and practical knowledge of TV news production into becoming industry ready professional.

Catalogue Description

This part of the course deals with TV as a medium of mass communication and how its different formats help to disseminate the information to heterogeneous audience. Students will learn drafting proposal; treatment note and preparation for the shooting. They will learn concept and story, its ideation, planning, writing for production. Learners will develop scripts for News bulletins and reality shows. They will design outline steps for Developing Screenplay & Story Board.

This course is designed to make students understand about the functioning of a TV News channel and its different news programmes format. Students will learn the basics of PCR, MCR rooms in a News channels, they will also understand their functions and other equipment required for news production. They will learn variety in the composition of frames, camera angles and camera shots while recording a Piece to Camera. The emphasis will be on creating content for News Channel and how its scripts are different from Print media and Radio channel news. It will provide the students an opportunity to understand formats of single camera and multi camera set up. 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. 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

Introduction to TV Production

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

Writings for TV and Production Process

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

Types and Techniques of TV Programmes

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

Editing : Tools and Techniques

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

Suggested Readings:

1. Zettl, H. (2014). *Television production handbook, 12th*. Cengage Learning.
2. Boyd, A. (1997). *Broadcast Journalism: Techniques of Radio and TV news*. Focal Press.
3. Belavadi, V. (2013). *Video production*. Oxford University Press.
4. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). *Broadcast Journalism*. Anmol Publications.
5. Millerson, G., & Millerson, G. (1999). *Television Production*, 13th Focal Press.
6. Trewin, J. (2003). *Presenting on TV and Radio: An Insider's Guide*. Elsevier.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define TV as a medium of mass communication.	PO1, PO2
CO2	Describe the structure and functioning of TV news channel.	PO5, PO7
CO3	Elaborate role and responsibilities of a TV News Reporter and Anchor.	PO3, PO4, PO6
CO4	Utilize knowledge gained in writing and presenting TV news.	PO4, PO6, PO7
CO5	Distinguish and differentiate various TV programme formats.	PO4
CO6	Describe the process of production of TV programme.	PO3, PO7, PO11
CO7	Illustrate types of editing and post production techniques of a video programme.	PO7, PO9, PO11
CO8	Integrate the theoretical and practical knowledge of TV news production into becoming industry ready professional.	PO3, PO9, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influent and effective communication	Leadership readiness/Qualities	Critical/Reflective thinking & language efficiency	Technological Effectiveness	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be professional	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ204A	Idea to Screen	3	3	3	3	2	2	3		3		3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ204 A	CO1	3	3	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	-	-	-	-	2	-	1	-	-	-	-	3	3	3
	CO3	-	-	2	1	-	2	-	-	-	-	-	3	3	3
	CO4	-	-	-	3	-	3	2	-	-	-	-	3	3	3
	CO5	-	-	-	3	-	-	-	-	-	-	-	3	3	3
	CO6	-	-	3	-	-	-	3	-	-	-	2	3	3	3
	CO7	-	-	-	-	-	-	3	-	3	-	3	3	3	3
	CO8	-	-	3	-	-	-	-	-	3	-	2	3	3	3

1=weakly mapped

2= moderately mapped
3=strongly mapped

SBJJ206A	Documentary and Short Filmmaking	L	T	P	C
Version 1.0		4	0	2	6
Eligibility/Exposure	Basic knowledge of camera				
Co-requisites	--				

Course Objectives

1. To explain various types of films and genres, in both fiction and non-fiction.
2. To describe various ways to read and analyze different films from a discerning point of view
3. To explain wide range of short storytelling formats and options
4. To develop the knowledge and understanding about the overall process and stages of film production.
5. To demonstrate the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media.
6. To impart theoretical and practical knowledge of film production needed to become industry ready professional.

Course Outcomes –

After completion of the course student will be able to:

CO1: Explain various types of films and genres, in both fiction and non-fiction.

CO2: Describe various ways to read and analyze different films from a discerning point of view.

CO3: Produce wide range of short storytelling formats and options.

CO4: Apply the knowledge and understanding of the overall process and stages of film production.

CO5: Demonstrate the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media

CO6: Work in teams and create professional, industry standard films and deliver projects within deadlines

Catalogue Description

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.

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

Introduction to Documentary and Short Filmmaking

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

Production Stages and Techniques

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

Writing and Production

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

Technical Aspects of Production

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

Suggested Reading(s):

Textbook:

1. Bernard, S. C. (2015). Documentary Storytelling: Creative nonfiction on screen. CRC Press.

Reference book(s):

1. Rabiger, M. (2009). Directing the Documentary. Elsevier.
2. Artis, A. Q. (2014). The Shut Up and Shoot Documentary Guide: A Down & Dirty DV production. CRC Press.
3. Field, S. (2007). Screenplay: The foundations of screenwriting. Delta.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain various types of films and genres, in both fiction and non-fiction	PO1
CO2	Describe various ways to read and analyze different films from a discerning point of view	PO1, PO2
CO3	Produce wide range of short storytelling formats and options	PO3, PO4, PO5
CO4	Apply the knowledge and understanding of the overall process and stages of film production	PO1, PO3, PO4, PO11
CO5	Demonstrate the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media	PO1, PO3, PO7
CO6	Work in teams and create professional, industry standard films and deliver projects within deadlines	PO1, PO3, PO4, PO7, PO11,

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influent and effective communication	Leadership readiness/Qualities	Critical/Reflective thinking & language efficiency	Technological Efficiency Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 206 A	Documentary and Short Filmmaking	3	1	3	3	1		2				2	3	3	3

Course Code	Course Outcome	P O1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ206A	CO1	3	-	-	-	-	-	-	-	-	-	-	3	3	3
	CO2	3	1	-	-	-	-	-	-	-	-	-	3	3	3
	CO3	-	-	2	1	2	-	-	-	-	-	-	3	3	3
	CO4	3	-	2	3	-	-	-	-	-	-	2	3	3	3
	CO5	3	-	3	-	-	-	2	-	-	-	-	3	3	3
	CO6	3	-	3	2	-	-	3	-	-	-	2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ208A	Radio Jockeying and News Reading	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC) III				
Co-requisites	--				

Course Objectives

1. To provide students the basic knowledge of radio jockeying and news reading techniques.
2. To acquaint with aesthetics via practical (hands-on) experience in the writing and production of radio programme.
3. To conduct research for radio scripting.
4. To define the art of audio recording, editing and mixing and aural storytelling techniques.
5. To 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.
6. To integrate the practical knowledge of Radio production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Provide students the basic knowledge of radio jockeying and news reading techniques.

CO2: Acquaint with aesthetics via practical (hands-on) experience in the writing and production of radio programme.

CO3: Conduct research for radio scripting.

CO4: Define the art of audio recording, editing and mixing and aural storytelling techniques.

CO5: 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.

CO6: Integrate the practical knowledge of Radio production into becoming industry ready professional.

Catalogue Description

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. 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.

Course Content

Unit I – 10 lectures

Introduction to Radio and Radio News

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

Radio News Writing

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

News Reading

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

Unit IV- 10 lectures

Introduction to Radio Production

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

Suggested Readings:

1. Mehra, M. (1985). *Broadcasting & People*. NBT, New Delhi.
2. Trewin, J. (2013). *Presenting on TV and radio: An insider's guide*. Taylor & Francis.
3. Joshi, S. R. (1997). *Broadcasting in India*. ISRO.
4. Boyd, A., Stewart, P., & Alexander, R. (2012). *Broadcast journalism: Techniques of radio and television news*. CRC Press.
5. Holt, M. S. (1980). *Broadcast News - Radio Journalism*. Rineheast Winston.
6. Edgar, W., & Holt, M. S. (1967). *Writing TV and radio programmes*. R & W Publication.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Provide students the basic knowledge of radio jockeying and news reading techniques.	PO1, PO2
CO2	Acquaint with aesthetics via practical (hands-on) experience in the writing and production of radio programme.	PO3, PO4, PO6
CO3	Conduct research for radio scripting.	PO3, PO7
CO4	Define the art of audio recording, editing and mixing and aural storytelling techniques.	PO3, PO7, PO9
CO5	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.	PO3, PO7, PO9, PO11
CO6	Integrate the practical knowledge of Radio production into becoming industry ready professional.	PO3, PO4, PO11

		D i s c i p l i n a r y K n o w l e d g e	U n d e r s t a n d i n g t h e R o l e o f M e d i a	S k i l l e d a n d I n d u s t r y - r e a d y P r o f e s s i o n a l s	I n f l u e n t i a l a n d e f f e c t i v e c o m m u n i c a t i o n	L e a d e r s h i p r e a d i n g e s / Q u a l i t y	C r i t i c a l / R e f l e c t i v e t h i n k i n g & l a n g u a g e e f f i c i e n c y	T e c h n o l o g i c a l l y E f f i c i e n t P r o f e s s i o n a l	E t h i c a l A w a r e n e s	L i f e l o n g L e a r n i n g	R e s e a r c h - r e l a t e d S k i l l s	C o o p e r a t i o n / T e a m w o r k	Stu de n t s w i l l a c q u i r e p r o f e s s i o n a l s r e q u i r e d t o b e m e d i c a l p r o f e s s i o n a l s	Stu de n t s w i l l b e e q u i p p e d w i t h I C T s c o m p e t e n c i e n c y i n c l u d i n g d i g i t a l l i t e r a c y	Stu de n t s s h a l l b e c o m e e t h i c a l l y c o m m i t t e d m e d i c a l p r o f e s s i o n a l s a n d e n t r e p r e n e u r s a d h e r i n g t o t h e h u m a n v a l u e s
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ208 A	Radio Jockeying and News Reading	3	2	3	2		1	3		2		2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ208 A	CO1	3	2										3	3	3
	CO2			3	2		1						3	3	3
	CO3			3				1					3	3	3
	CO4			2				2		2			3	3	3
	CO5			2				2		3		2	3	3	3
	CO6			3	2							3	3	3	3

- 1=weakly mapped
 2= moderately mapped
 3=strongly mapped

SJBJ252A	Digital Media Foundation Lab	L	T	P	C
Version 2.0		0	0	2	2
Eligibility/Exposure	BA(JMC) I				
Co-requisites	--				

Course objectives-

1. To impart knowledge of new communication technologies in media industry.
2. To familiarize and equip them with a range of technical skills.
3. To provide extensive hands on training in digital media.
4. To develop writing skills for news portals, blogs and social media posts.
5. To critically analyse the content and layout of news websites

Course Outcomes-

After completion of the course students will be able to:

CO1: Acquainted with new communication technologies in media industry.

CO2: Equipped with a range of technical skills required to use digital media to suit media organisations.

CO3: Apply technical skills in using digital media.

CO4: Write for news portals, blogs and social media posts.

CO5: Critically analyse the content and layout of news websites

Catalogue Description

Overview:

This Course will acquaint students with the proper understanding of convergence and its practical applicability in today's media industry.

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.

By the end of the course students will be able to write for news portals, blogs and social media posts for publicity.

Course Content

- Blogs: Design and produce blogs: journalistic writing – opinions and analysis,
- Survey / research on the new media technology. Submit a comprehensive report based on the study,
- Detail study of social media campaign of government website
- Comparative study of online news content and print news content
- Critically write an article on- DO's and I's of digital content.
- Prepare a report on SEO of top trending news website/portal.
- Write a project on cyber-crime and laws.
- Write an article on internet use and political interests.

Suggested readings:

1. Chakravarthy, J. (2005). *Cyber media journalism: emerging technologies*. AuthorsPress.
2. Gupta, O., & Jasra, A. S. (2020). *Information technology in journalism*. Kanishka Publishers, Distributors.
3. Wolk, R. D. (2001). *Introduction to online journalism: publishing news and information*. Allyn and Bacon.
4. Preston, P. (2001). *Reshaping communications: technology, information and social change*. Sage Publications.
5. Mattern, J. (2002). *From radio to the wireless Web*. Enslow.
6. Craig, R. (2007). *Online journalism: reporting, writing, and editing for new media*. Thomson/Wadsworth.
7. Lievrouw, L. (2005). *The handbook of new media*. Sage.
8. Filak, V. F. (2020). *Convergent journalism: an introduction: writing and producing across media*. Routledge, Taylor et Francis Group.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (Cos)	Mapped Program Outcomes
CO1	Acquainted with new communication technologies in media industry.	PO1, PO3, PO7
CO2	Equipped with a range of technical skills required to use digital media to suit media organisations.	PO1, PO3, PO7
CO3	Apply technical skills in using digital media.	PO1, PO6, PO7
CO4	Write for news portals, blogs and social media posts.	PO1, PO3, PO7
CO5	Critically analyse the content and layout of news websites	PO3, PO6

		Disciplinary Knowledge	Understanding the Role of Press	Skill and Industry-ready Professions	Influential and effective communication	Leadership readiness / Qualities	Critical/Reflective thinking & language efficiency	Technological Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation / Teamwork	Students will acquire professional skills required to be media professionals	Students will be equipped with ICT competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PS O1	PS O2	PS O3
SBJJ252A	Digital Media Foundation Lab	3		3	2		3		2			2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SBJJ252A	CO1	3		3				3					3	3	3
	CO2	3		3				3					3	3	3
	CO3	3					2	3					3	3	3
	CO4	3		3				3					3	3	3
	CO5			3			3						3	3	3

- 1=weakly mapped
- 2= moderately mapped
- 3=strongly mapped

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty.

SJBJ254A	Idea to Screen Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	BA(JMC) III				
Co-requisites	--				

Course Objectives

1. To illustrate the role and responsibilities of a TV News Reporter and Anchor.
2. To utilize knowledge gained in writing and presenting TV news.
3. To illustrate post production in a TV Program
4. To produce a News Package.
5. To integrate the practical knowledge of TV news production into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Illustrate the role and responsibilities of a TV News Reporter and Anchor.

CO2: Utilize knowledge gained in writing and presenting TV news

CO3: Illustrate post production in a TV Program

CO4: Produce a News Package.

CO5: Integrate the practical knowledge of TV news production into becoming industry ready professional.

Catalogue Description

This part of the course deals with TV as a medium of mass communication and how its different formats help to disseminate the information to heterogeneous audience. Students will learn drafting proposal; treatment note and preparation for the shooting. They will learn concept and story, its ideation, planning, writing for production. Learners will develop scripts for News bulletins and reality shows. They will design outline steps for Developing Screenplay & Story Board.

This course is designed to provide practical knowledge of different program formats. Students will learn operational functioning of a PCR, MCR rooms. They will practice variety in the composition of frames, camera angles and camera shots while recording a Piece to Camera. The course will emphasize on creating content for TV News Channel and and write scripts for its various formats. It will provide the students an opportunity to understand record on single camera and multi camera set up.

This course deals with the art of post- production as well. Students will practice different editing and create their own news package and vox pops and other.

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
5. Conduct a panel discussion as a moderator.

Unit IV- 10 lectures

1. Edit the vox pop and add graphics.
2. Edit the interview and add graphics.
3. Edit the panel discussion and add graphics.
4. Edit the interview and add graphics.
5. Create a final package.

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

Suggested Readings:

1. Zettl, H. (2014). *Television production handbook, 12th*. Cengage Learning.
2. Boyd, A. (1997). *Broadcast Journalism: Techniques of Radio and TV news*. Focal Press.
3. Belavadi, V. (2013). *Video production*. Oxford University Press.
4. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). *Broadcast Journalism*. Anmol Publications.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs	
Course Outcomes (COs)	Mapped Program Outcomes

CO1	Illustrate the role and responsibilities of a TV News Reporter and Anchor.	PO1, PO2
CO2	Utilize knowledge gained in writing and presenting TV news	PO5, PO7
CO3	Illustrate post production in a TV Program	PO3, PO6, PO4,
CO4	Produce a News Package.	PO4, PO6, PO7
CO5	Integrate the practical knowledge of TV news production into becoming industry ready professional.	PO4

		Disciplinary Knowledge	Understand the Role of Media	Skilled in Industry Practices	Influential and effective communication	Leadership and Quality	Critical/Reflective thinking & language efficiency	Technological Efficiency	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed professional and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ254A	Idea to Screen Label	1	1	3	3	1	1	3		2		3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SBJ254 A	CO1	1	1										3	3	3
	CO2					1		3					3	3	3
	CO3			3	3		1						3	3	3
	CO4				3		1	3					3	3	3
	CO5				3								3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

SJBJ256A	Documentary and Short Filmmaking Lab	L	T	P	C
Version 1.0		0	0	4	2
Eligibility/Exposure	Basic knowledge of camera				
Co-requisites	--				

Course Objectives

1. To explain nature of documentary and fiction storytelling by showing reference
2. To describe various ways to use different types of production equipment, like camera, lenses, lights, etc
3. To identify different styles, genres, and formats of film production
4. To demonstrate the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media
5. To apply the knowledge and understanding about the overall process and stages of film production
6. To produce original content according to contemporary industry requirements

Course Outcomes –

After completion of the course student will be able to:

CO1: Identify nature and use of documentary and fiction storytelling

CO2: Apply various ways to use different types of production equipment, like camera, lenses, lights

CO3: Produce wide range of short storytelling formats and options

CO4: Apply the knowledge and understanding fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media

CO5: Create films using the knowledge and understanding about the overall process and stages of film production

CO6: Work in teams and create professional, industry standard films and deliver projects within deadlines

Catalogue Description

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.

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 Types of Documentaries

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

Unit II- 10 Lectures
Documentary Production Process

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
Writings for Documentary

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

Unit IV- 10 Lectures
Technical Aspects & Promotion

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

Suggested Reading(s):

Textbook:

1. Bernard, S. C. (2015). Documentary Storytelling: Creative nonfiction on screen. CRC Press.

Reference book(s):

1. Rabiger, M. (2009). Directing the Documentary. Elsevier.
2. Artis, A. Q. (2014). The Shut Up and Shoot Documentary Guide: A Down & Dirty DV production. CRC Press.
3. Field, S. (2007). Screenplay: The foundations of screenwriting. Delta.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Identify nature and use of documentary and fiction storytelling	PO1
CO2	Apply various ways to use different types of production equipment, like camera, lenses, lights	PO1, PO2

CO3	Produce wide range of short storytelling formats and options	PO3, PO4, PO5
CO4	Apply the knowledge and understanding fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media	PO1, PO3, PO4, PO11
CO5	Create films using the knowledge and understanding about the overall process and stages of film production	PO1, PO3, PO7
CO6	Work in teams and create professional, industry standard films and deliver projects within deadlines	PO1, PO3, PO4, PO7, PO11,

		Disciplinary Knowledge	Understand the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership and qualities	Critical/Reflective thinking & language efficiency	Technological Proficiency	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 256 A	Documentary and Short Filmmaking Lab	3	3	2	3	2		2				2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ256 A	CO1	3											3	3	3
	CO2	3	3										3	3	3
	CO3			2	1	2							3	3	3

CO4	3		2	3							2	3	3	3
CO5	3		3				2					3	3	3
CO6	2		2	3			2				2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

	MOOC	L	T	P	C
Version 1.0		0	0	0	2
Eligibility/Exposure					
Co-requisites	--				

	Social Media Marketing	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC) III				
Co-requisites	--				

Course Objectives

1. To describe the role of social media landscape in marketing.
2. To gain proficiency in specific uses of various types of social media platforms for marketing
3. To define how to create own presence on social media professionally.
4. To identify best practices for Social Media Marketing.
5. To design social media strategies that achieve desired marketing goals of products/services/places/firms/ideas
6. To evaluate social media marketing plan on return on investment.
7. To integrate the theoretical knowledge of social media into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Describe the role of social media landscape in marketing.

CO2: Gain proficiency in specific uses of various types of social media platforms for marketing

CO3: Define how to create own presence on social media professionally.

CO4: Identify best practices for Social Media Marketing.

CO5: Design social media strategies that achieve desired marketing goals of products/services/places/firms/ideas

CO6: Evaluate social media marketing plan on return on investment.

CO7: Integrate the theoretical knowledge of social media into becoming industry ready professional.

Catalogue Description

The importance of social media's role in modern marketing efforts can no longer be ignored. It is an integral component in almost all successful marketing strategies. Through case studies,

interactive sessions and class exercises, students will learn best practices and develop the skills to connect business objectives with social media strategy, platforms and tactics.

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.

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.

Course Content

Unit I – 10 lectures

Introduction to Social Media

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

Social Media Functions

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

Marketing and E-Commerce

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

Monetization and Analytics

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

Suggested Readings:

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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Describe the role of social media landscape in marketing.	PO1, PO2
CO2	Gain proficiency in specific uses of various types of social media platforms for marketing	PO3, PO4, PO6
CO3	Define how to create own presence on social media professionally.	PO3, PO4, PO6, PO10
CO4	Identify best practices for Social Media Marketing.	PO4, PO6, PO8
CO5	Design social media strategies that achieve desired marketing goals of products/services/places/firms/ideas	PO6, PO7, PO10
CO6	Evaluate social media marketing plan on return on investment.	PO4, PO6, PO10, PO11
CO7	Integrate the theoretical knowledge of social media into becoming industry ready professional.	PO8, PO9, PO10, PO11

		Disciplin ary Knowledge	Understand ing the Role of Media	Skill ed and Indu stry-read y Profes sion als	Infl uenti al and ef fective com muni cation	Lea der ship ad in es s/ Qua litie s	Criti cal/ Refl ec tive thi nk in g & lan gua ge ef ficie ncy	Te ch no lo gi cal ly Ef ficie nt Prof es sion al	Et hi cal A war en es s	Li fel ong Le ar ni ng	Re sea rch - re late d Ski lls	Co ope ra ti on/ Te am wo rk	Stu dents will ac qui re pro fes sion al skills re quired to be pro fes sion als	Stu dents will be equip ped with ICTs compe ten ci es in clu di ng digi tal li te ra cy	Stu dent shall be co me ethi cal ly com mitte d media pro fes sion als and en tre pre ne urs ad her ing to the hu man va lue s
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ262 A	Social Media Marketin g	1	1	2	3		3	1	1	1	3	3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ262 A	CO1	1	1										3	3	3
	CO2			2	3		3						3	3	3
	CO3			2	3		2	1			3		3	3	3
	CO4				3		3		1				3	3	3
	CO5						3	1			3		3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ264A	Sports Journalism	L	T	P	C
Version 1.0		3	1	-	4
Eligibility/Exposure	Basic knowledge of Reporting				
Co-requisites	--				

Course Objectives

1. To explain the role of various sports bodies and authorities
2. To describe various ways to read and analyze different sports stories and events
3. To explain formats of covering a sports news, like writing, infographics, videos, etc
4. To impart theoretical and practical knowledge of sports reporting and broadcasting needed to become industry ready professional

Course Outcomes –

After completion of the course student will be able to:

CO1: Explain the role of various sports bodies and authorities

CO2: Describe various ways to read and analyze different sports stories and events

CO3: Explain formats of covering a sports news, like writing, infographics, videos, etc

CO4: Apply the theoretical and practical knowledge of sports reporting and broadcasting needed to become industry ready professional

Catalogue Description

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.

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

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

Sports news writing and Sports journalists

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

Introduction Sports Photography

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

Sports writings

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.

Suggested Reading(s):

1. Andrews, P. (2005). Sports Journalism: A Practical Introduction. SAGE Publications Ltd.
2. Fensch, T. (2008). The Sports Writing Handbook. Routledge Publisher

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain the role of various sports bodies and authorities	PO1
CO2	Describe various ways to read and analyze different sports	PO1, PO2,

	stories and events	PO6
CO3	Explain formats of covering a sports news, like writing, infographics, videos, etc	PO1, PO2, PO4, PO6
CO4	Apply the theoretical and practical knowledge of sports reporting and broadcasting needed to become industry ready professional	PO1, PO3, PO4, PO11

		Disciplin ary Knowledge	Understand ing Role of Media	Skill ed and Indu stry-re ady Profes sionals	Infl uen tial and def ective com muni cation	Leaders hip and ad in es/ Qua litie s	Critical/ R efl ec tiv e thi nk in g & lan gua ge eff icie ncy	Techno lo gical ly Eff icie nt Profes sion al	Ethical Awar en es s	Lifelong Le ar ni ng	Resear ch-rela ted Skills	Cooperati on/ Team wor k	Students will acquire profes sional skills required to be media profes sionals	Students will be equippe d with ICTs compet ences includ ing digital literacy	Students shall become ethically committed media profes sionals and entrepre ners adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 264 A	Sports Journalis m	3	3	2	2		2					1	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ264 A	CO1	3											3	3	3
	CO2	1	2				2						3	3	3
	CO3	3	3		1		3						3	3	3
	CO4	1		3	2							2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

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		MOOC	-	-	-	2
9	DSE		DSE-III	3	1	-	4
TOTAL				16	2	8	24

SJBJ301A	Public Relations and Corporate Communication	L	T	P	C
Version 2.0		3	1	-	4
Eligibility/Exposure	Advertising				
Co-requisites	--				

Course Objectives

1. To define the concept and nature of Public Relations and Corporate Communication \
2. To understand basic process of internal and external Corporate Communication
3. To describe crisis management, brand development and make ambassadors out of employees
4. To develop basic writing skills for Public Relations and Corporate Communication
5. To design strategies and tactics for creating campaigns for raising awareness and changing attitudes.
6. To nurture laws and ethics related to Public Relations required to work in media industry

Course Outcomes

After completion of the course student will be able to:

CO1: Define the concept and nature of Public Relations and Corporate Communication

CO2: Understand basic process of internal and external Corporate Communication

CO3: Describe crisis management, brand development and make ambassadors out of employees

CO4: Develop basic Public Relations and Corporate Communication

CO5: Design strategies and tactics for creating campaigns for raising awareness and changing attitudes.

CO6: Nurture laws and ethics related to Public Relations required to work in media industry

Catalogue Description

Public Relations and Corporate Communication is an extensive course which covers all the aspects of Public Relations and Corporate Communication strategies. 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.

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

Course Content

Unit I – 10 lectures Fundamentals of PR

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 PR Operations

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 PR Practices

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 Strategy and Planning

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

Suggested Readings:

1. . J Jethwaney and Shruti Jain : Advertising Management, Oxford Uni. Press, 2006
2. Scott and Cutlip : Effective Public Relations
3. J Jethwaney : Public Relations, Sterling, 2000
2. Cutlip S. M. & A. H. Effective Public Relations, Prentice Hall, New Delhi Center
3. Tom Means: Business communication, Thomson
4. Pitman Jackson: Corporate Communication for Managers, Pitman Publishing
5. Mehta D. S.: Handbook of Public Relations in India, Allied Publishers Pvt. Ltd. Mumbai
6. Clow E Kenneth: Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall
7. Sam Black: Practical Public Relations, Universal Book Stall, Delhi
8. Suresh Gaur: Public Relation 4 You: A Guide to PR Theory & Practice

Assignments and Projects

1. Writing press releases
2. Designing brochure, posters, and other publicity material
3. Writing Vision and Mission Statement

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the concept and nature of Public Relations.	PO1
CO2	Illustrate and explain the distinct features of PR and Corporate Communication vis-à-vis other media	PO1, PO3
CO3	Understand basic process of public relations—research, planning, communication.	PO1, PO3, PO5, PO11
CO4	Apply and develop basic PR writing skills and campaign	PO3, PO4,

	planning.	PO10
CO5	Describe crisis management, brand development and make ambassadors out of employees.	PO3, PO4, PO6, PO7, PO10, PO11,
CO6	Integrate the theoretical and practical knowledge into becoming industry ready professional by creating individual and group projects	PO3, PO4, PO5, PO11,

		Disciplinary Knowledge	Understanding the Role of Media	Skill and Industry Ready Professionals	Influence and effective communication	Leadership and Quality	Critical/Reflective thinking & language efficiency	Technological Awareness	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be a professional	Students will be equipped with ICT competencies	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ301 A	Public Relations & Corporate Communication	2	3	3	2	1	1	1			1	3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ301 A	CO1	1											3	3	3
	CO2	1		2									3	3	3
	CO3	2		3		2						3	3	3	3
	CO4			3	3						3		3	3	3
	CO5			2	3		1	1			2	3	3	3	3
	CO6			3	2	2						3	3	3	3

- 1=weakly mapped
 2= moderately mapped
 3=strongly mapped

SJBJ303A	Communication Research	L	T	P	C
Version 2.0		4	0	0	4
Eligibility/Exposure	Basic Knowledge of Research				
Co-requisites	--				

Course Objectives

1. To introduce basic concepts of the research to establish relationship between various disciplines pertaining to communication and Mass Communication
2. To explain various types of research designs like exploratory, descriptive, and experimental
3. To acquaint students with the process, stages and methods of communication research.
4. To understand the issues of ethics and integrity of communication research related to data collection, publication, and plagiarism etc
5. To apply various research methods to solve media research problems.
6. To write Research Articles/Paper, Project Reports, Reference, and Bibliography
- 7.

Course Outcomes –

After completion of the course student will be able to:

CO1- To introduce basic concepts of the research related to various disciplines pertaining to communication and Mass Communication

CO2- To explain various types of research designs like exploratory, descriptive and experimental

CO3- To acquaint students with the process, stages and methods of communication research.

CO4- To understand the issues of ethics and integrity of communication research related to data collection, publication, and plagiarism etc

CO5- To apply various research methods to solve media research problems.

CO6: To write Research Articles/Paper, Project Reports, Reference, and Bibliography

Catalogue Description

Communication research course is an extensive course which introduces 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.

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.

Course Content

Unit I-10 Lectures

Communication Research: Types and Process

1. Meaning and objectives of communication research
2. Types of research
3. Research Approaches – quantitative and qualitative
4. Research Process – the steps involved

Unit II- 10 Lectures

Research Design and Sampling

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

Unit III- 10 Lectures

Tools of Data Collection

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

Unit IV-10 Lectures

Data Analysis and Report Writing

- 4.1 Processing of data – editing, coding, classification, tabulation
- 4.2 Analysis of data
- 4.3 Measures of central tendency – Mean, median and mode
- 4.4 Interpretation of data – inferences drawn from the study
- 4.5 Report writing – steps involved, layout of the research project
- 4.7 APA Style Sheet
- 4.6 Research Ethics, Plagiarism, Publication Ethics

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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To introduce basic concepts of the research related to various disciplines pertaining to communication and Mass Communication	PO1
CO2	To explain various types of research designs like exploratory, descriptive and experimental	PO1, PO3
CO3	To acquaint students with the process, stages and methods of communication research	PO1, PO3, PO5, PO11
CO4	To understand the issues of ethics and integrity of communication research related to data collection, publication, and plagiarism etc	PO3, PO4, PO10
CO5	To apply various research methods to solve media research problems.	PO3, PO4, PO6, PO7, PO10, PO11,
CO6	To write Research Articles/Paper, Project Reports, Reference, and Bibliography	PO3, PO4, PO11,

		Disciplinary Knowledge	Understand the Role of Media	Skills and In-depth industry Professional	Inflectional and effective communication	Leadership and initiative/Qualities	Critical/Reflective thinking & language efficiency	Technical/Algorithmic Efficiency/Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be a professional	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
SJBJ 303 A	Communication Research	2		3	2	3	3	2			3	2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ303A	CO1	2											3	3	3
	CO2	2		3									3	3	3
	CO3	2		3		3						2	3	3	3
	CO4			3	2						3		3	3	3
	CO5			3	2		3	3			3	2	3	3	3
	CO6			3	2							2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ305A	Event as a Marketing Tool	L	T	P	C
Version 2.0		4	-	-	4
Eligibility/Exposure	BA (JMC), Sem IV, Basic Understanding of Marketing				
Co-requisites	--				

Course Objectives

1. To define event, its nature, types and elements
2. To understand the need of event as a marketing and communication tool
3. To describe organisational structure and functionalities of an event management company
4. Identify the key elements of key elements of event planning and execution – from Human Resource Management to Budgeting
5. To design event to achieve marketing objectives
6. To evaluate and assess the events
- 7.

Course Outcomes

After completion of the course student will be able to:

CO1: To define event, its nature, types and elements

CO2: To understand the need of event as a marketing and communication tool

CO3: To describe organisational structure and functionalities of an event management company

CO4: Identify the key elements of key elements of event planning and execution – from Human Resource Management to Budgeting

CO5: To design event to achieve marketing objectives.

CO6: To evaluate and assess the events

Catalogue Description

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.

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

Course Content

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

Unit I-10 lectures Events and Event Management

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

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

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 and Evaluation

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

Suggested Readings:

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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam

Weightage (%)	10	10	20	10	50
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Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To define event, its nature, types and elements	PO1
CO2	To understand the need of event as a marketing and communication tool	PO1, PO4
CO3	To describe organisational structure and functionalities of an event management company	PO1, PO5
CO4	Identify the key elements of key elements of event planning and execution – from Human Resource Management to Budgeting	PO1, PO3, PO9, PO11
CO5	To design event to achieve marketing objectives.	PO3, PO6, PO11
CO6	To evaluate and assess the events	PO6

		Disciplinary Knowledge	Understanding the Role of Media	Skills and Proficiency	Information and Communication	Leadership and Quality	Critical Thinking & Efficiency	Technical Proficiency	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be a professional	Students will be equipped with ICT competencies including digital literacy	Students shall become ethically committed professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3

SJBJ305 A	Event as a Marketing Tool	3	3	2	1	1					2		2		3	3	3
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Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O2	PS O3	PS O4
SJBJ305A	CO1	3											3	3	3
	CO2	3			1								3	3	3
	CO3	3				2							3	3	3
	CO4	3		3					2		2	2	3	3	3
	CO5			3			3					2	3	3	3
	CO6						3						3	3	3

- 1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ357A	Functional Exposure Report	L	T	P	C
Version 1.0		0	0	0	4
Eligibility/Exposure	BA(JMC) IV				
Co-requisites	--				

Course Objectives

1. To conceive hands-on experience while working in a media organization.
2. To familiarize with all the technical terms and guidelines used in their respective industry.
3. To apply the acquired course knowledge in industry.
4. To compose their learning's by documenting them during their training.

Course Outcomes

After completion of the course student will be able to

CO1: Conceive hands-on experience while working in a media organization.

CO2: Familiarize with all the technical terms and guidelines used in their respective industry.

CO3: Apply the acquired course knowledge in industry.

CO4: Compose their learning's by documenting them during their training.

Catalogue Description

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

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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Conceive hands-on experience while working in a media organization.	PO3 , PO6, PO7
CO2	Familiarize with all the technical terms and guidelines used in their respective industry.	PO7, PO8, PO10
CO3	Apply the acquired course knowledge in industry.	PO3, PO4, PO7, PO11
CO4	Compose their learning's by documenting them during their training.	PO3, PO4, PO7, PO9

		Disciplinary Knowledge	Understanding the Role of Media	Skill and Industry-ready	Influence and effective communication	Leadership / Quality	Critical/Reflective thinking & language efficiency	Technological Awareness	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be a professional	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ357A	Functional Exposure Report	2	2	3	2	1	1	3	1	1	1	3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O2	PS O3	PS O4
SJBJ357A	CO1			3			1	3					3	3	3
	CO2							3	1		1		3	3	3
	CO3			3	2			3				3	3	3	3
	CO4			3	2			3		1			3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

Project Report

Students will prepare an internship report, covering all the relevance of internship, the work done and learning's on weekly basis during their industry internship. Student will be evaluated on the basis of his progress in creating report, supervisor's feedback and PowerPoint presentation during mid of the semester. At the end of the

semester, students will present the report to the examiner and he/she will be evaluated on the basis of viva and the Functional Exposure report.

VAC115	Film Appreciation	L	T	P	C
Version 1.0		2	-	-	0
Eligibility/Exposure	BA (JMC), Sem IV, Basic Understanding of Cinema				
Co-requisites	--				

Course Objectives

1. To define nature and types of films, and different film movements
2. To explain the features of films and their impact on society and role in our lives
3. To describe various genres like mystery, noir, fantasy, science-fiction, etc.
4. To develop understanding of literary elements in films, themes and symbolism, irony, allegory, etc.
5. To demonstrate the concepts behind storytelling, cinematography, and sound

Course Outcomes

After completion of the course student will be able to:

CO1: Define the nature and types of cinema, and different film movements

- CO2: Illustrate knowledge films and their impact on society
 CO3: Classify a film into different genres
 CO4: Critically interpret films by reading (not just viewing) the film for literary elements
 CO5: Apply the knowledge of concepts like direction, cinematography, and sound to critique films

Catalogue Description

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.

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.

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.

Course Content

Unit I – 6 lectures

Introduction to Cinema

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

Types of Cinema

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

Unit III – 4 lectures

Language of Cinema

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

Unit IV- 4 lectures

Film Appreciation

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

Suggested Readings:

- Ebert, R. (2003). The Great Movies. Broadway.
 Gilmour, D. (2008). The Film Club. Twelve.
 Harris, M. (2009). Pictures at a Revolution. Penguin Random House.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the nature and types of cinema, and different film movements	PO1
CO2	Illustrate knowledge films and their impact on society	PO1, PO2
CO3	Classify a film into different genres	PO6
CO4	Critically interpret films by reading (not just viewing) the film for literary elements	PO1, PO2, PO3, PO6, PO9
CO5	Apply the knowledge of concepts like direction, cinematography, and sound to critique films	PO3, PO4, PO6, PO9

		Disciplinary Knowledge	Understand the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership qualities	Critical / Reflective thinking & language efficiency	Technical / Logical Efficiency	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be media professionals	Students will be equipped with ICT competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
VAC115	Film Appreciation	2	2	2			3			2			2	1	2

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
VAC115	CO1	2											2	1	1
	CO2	2	2										2	1	1
	CO3						3						1	1	1
	CO4	2	2	2			3			2			2	1	1
	CO5			2	2		3			2			1	1	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

SJBJ353A	Communication Research Lab	L	T	P	C
Version 2.0		0	0	4	2
Eligibility/Exposure	Basic Knowledge of Research				
Co-requisites	--				

Course Objectives

1. To understand statement of problem pertaining to Journalism and Mass Communication after going through review of relevant literature
2. To draft objectives using research gaps and research questions.
3. To collect data using relevant research methods
4. To critically analyse the data using theoretical framework.
5. To write Research Articles/Paper, Project Reports, Reference, and Bibliography

Course Outcomes –

After completion of the course student will be able to:

- CO1 Understand statement of problem pertaining to Journalism and Mass Communication after going through review of relevant literature
- CO2 Draft objectives using research gaps and research questions.
- CO3 Collect data using relevant research methods
- CO4 Critically analyse the data using theoretical framework.
- CO5 Write Research Articles/Paper, Project Reports, Reference, and Bibliography

Catalogue Description

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. Analysing 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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Mid	Attendance	End	Term
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		Assignment/ etc.	Term Exam		Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand statement of problem pertaining to Journalism and Mass Communication after going through review of relevant literature	PO1, PO10, PO6,
CO2	Draft objectives using research gaps and research questions.	PO1, PO10, PO6,
CO3	Collect data using relevant research methods	PO3, PO10, PO11
CO4	Critically analyse the data using theoretical framework.	PO1, PO7, PO6
CO5	Write Research Articles/Paper, Project Reports, Reference, and Bibliography	PO3, PO4, PO6, PO10

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ353A	Communication Research	3	2	2	3	2				3	1		3	3	3

Lab															
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Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O2	PS O3	PS O4
SJB353A	CO1	3					3				3		3	3	3
	CO2	3					3				3		3	3	3
	CO3			2							3	1	3	3	3
	CO4	3					3	2					3	3	3
	CO5			2	2		3				3		3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

After completion of the course, students will have an overall knowledge of writing research paper/project. Students will aim presenting the research paper in conference and publishing the same after duly checked by concerned faculty

SJB355A	Event as a Marketing Tool Lab	L	T	P	C
Version 2.0		0	-	4	2
Eligibility/Exposure	BA (JMC), Sem IV, Basic Understanding of Marketing				
Co-requisites	--				

Course Objectives

1. To analyze the total market environment of an event, consumer demand and decision-making trends
2. To recognize the importance of an event's location and distribution strategy (ticketing) as part of the overall marketing mix
3. applying contemporary principles of strategic marketing and communication to the process of event management
4. to design and implement a successful event marketing strategy

Course Outcomes

After completion of the course student will be able to:

CO1: To analyze the total market environment of an event, consumer demand and decision-making trends

CO2: To recognize the importance of an event's location and distribution strategy (ticketing) as part of the overall marketing mix

CO3: Applying contemporary principles of strategic marketing and communication to the process of event management

CO4: To design and implement a successful event marketing strategy

Catalogue Description

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.

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.

Course Content

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

Suggested Readings:

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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To analyze the total market environment of an event, consumer demand and decision-making trends	PO1,PO6, PO10
CO2	To recognize the importance of an event's location and distribution strategy (ticketing) as part of the overall marketing mix	PO1, PO10
CO3	Applying contemporary principles of strategic marketing and communication to the process of event management	PO3,PO4, PO9
CO4	To design and implement a successful event marketing strategy	PO1, PO3, PO6,PO11

		Disciplinarily Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/Qualities	Critical/Reflective thinking & language efficiency	Technical/logically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be professional students	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed media professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ355A	Event as a Marketing Tool Lab	3	3	2		1				1	2	2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O2	PS O3	PS O4
SJBJ355A	CO1	3					1				2		3	3	3
	CO2	3									2		3	3	3
	CO3			3	2					1			3	3	3
	CO4	3		3			1					2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

The student should maintain a file of all the events organized as part of assignment with soft copy of jobs duly checked and signed by the concerned faculty.

	MOOC	L	T	P	C
Version 1.0		0	0	0	2
Eligibility/Exposure					
Co-requisites	--				

SJBJ361A	Storytelling through Media	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	BA (JMC), Sem IV, Basics of writing, camera, editing				

Co-requisites	--
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Course Objectives

1. To define the types of audiences and what they find appealing
2. To explain the different kinds of media and their impact
3. To analyze the effectiveness of different media for different audiences and purposes
4. To enumerate the ways in which a strategy can be developed
5. To show the use of concepts like direction, cinematography, and sound

Course Outcomes

After completion of the course student will be able to:

CO1: Define the types of audiences and what they find appealing

CO2: Illustrate knowledge of different kinds of media and their impact

CO3: Analyze the effectiveness of different media for different audiences and purposes

CO4: Design a strategy for developing and telling their own stories through media

CO5: Develop multimedia projects in groups/teams using the knowledge of concepts like direction, cinematography, and sound.

Catalogue Description

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.

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 these different platforms. 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 – 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.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the types of audiences and what they find appealing	PO1, PO2
CO2	Illustrate knowledge of different kinds of media and their impact	PO1, PO2
CO3	Analyze the effectiveness of different media for different audiences and purposes	PO1, PO2, PO3, PO6
CO4	Design a strategy for developing and telling their own stories through media	PO1, PO3, PO4, PO6, PO9
CO5	Develop multimedia projects in groups/teams using the knowledge of concepts like direction, cinematography, and sound	PO1, PO3, PO4, PO6, PO9

		Disciplinary Knowledge	Understand the Role of Media	Skills and Industry-Ready Professionals	Influence and effective communication	Leadership qualities	Critical/Reflective thinking & language efficiency	Technologically Efficient Professionals	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/Teamwork	Students will acquire professional skills required to be professional digital literates	Students will be equipped with ICTs competencies including digital literacy	Students shall become ethically committed professionals and entrepreneurs adhering to the human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ361A	Storytelling through Media	3	3	3	2		3			2			3	2	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O 1	PS O2	PS O3
SJB36 1A	CO1	3	2									3	2	3
	CO2	3	3									3	2	3
	CO3	3	3	3			2					3	1	3
	CO4	2		2	2		3			2		3	2	3
	CO5	3		3	3		3			3		3	2	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

SJB363A	Fashion Journalism	L	T	P	C
Version 1.0		4	0	0	4
Eligibility/Exposure	Journalism and Fashion Industry				
Co-requisites	--				

Course Objectives

1. To encompass knowledge of fashion journalism through critiquing films and fashion trends in different arenas.
2. To understand the functioning of media covering fashion industry
3. To develop sources in fashion industry
4. To write news stories and features on fashion for print media and digital media.
5. To design media product based upon fashion journalism
6. To integrate the practical knowledge of Fashion Journalism into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to:

CO1: Encompass knowledge of fashion journalism through critiquing films and fashion trends in different arenas.

CO2: Understand the functioning of media covering fashion industry

CO3: Develop sources in fashion industry

CO4: Write news stories and features on fashion for print media and digital media.

CO5: Design media product based upon fashion journalism

CO6: Integrate the practical knowledge of Fashion Journalism into becoming industry ready professional

Catalogue Description

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:

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.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Encompass knowledge of fashion journalism through critiquing films and fashion trends in different arenas.	PO1, PO2
CO2	Understand the functioning of media covering fashion industry	PO1, PO2
CO3	Develop sources in fashion industry	PO1, PO2, PO3
CO4	Write news stories and features on fashion for print media and digital media.	PO1, PO3, PO4, PO6, PO9
CO5	Design media product based upon fashion journalism	PO1, PO3, PO4, PO6, PO9

		Disciplinary Knowledge	Understanding the Role of	Skilled and Industry-ready	Influential and effective	Leadership readiness/	Critical/ Reflective thinking	Technologically Efficient	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required	Students will be equipped with ICTs competencies	Student shall become ethically committed media
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SBJ363A	Fashion Journalism	3	3	3	2		2			2			3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SBJB363A	CO1	3	3										3	3	3
	CO2	3	1										3	3	3
	CO3	3	3	3									3	3	3
	CO4	3		3	3		2			2			3	3	3
	CO5	3		3	2		2			3			3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SEMESTER VI								
1	CC	SBJB302A	Global Media Scenario		3	1	-	4
2	CC	SBJB304A	Media Organizations and Entrepreneurship		3	1	-	4
3	SEC	SBJB352A	Major Project		-	-	12	6
4	VAC	VAC 112	Successful Communication - Writing and Presentation		2	-	-	0
5	MOOC		MOOC		-	-	-	2
6	DSE		DSE-IV		3	1	-	4
TOTAL					11	3	12	20

SBJB302A	Global Media Scenario	L	T	P	C
Version 2.0		3	1	-	4
Eligibility/Exposure	Basic knowledge of World Politics				
Co-requisites	--				

Course Objectives

1. To explain the students with world communication during and after cold war
2. To describe the struggle for bridging information gaps in the world
3. To explain the students the developments regarding information cooperation in the world
4. To acquaint them with the contemporary trends in world media
5. To sensitize the students on the benefits of the new order to India

Course Outcomes –

After completion of the course student will be able to:

CO1: Explain the students with world communication during and after cold war

CO2: Describe the struggle for bridging information gaps in the world

CO3: Explain the developments regarding information cooperation in the world

CO4: Explain the contemporary trends in world media

CO5: Understand the new order to India to become industry ready professionals

Catalogue Description

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.

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 World Communication

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

Unit II 10 Lectures Word Information and Communication Order

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 Information cooperation and Organisations

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 Role of Indian media

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
- 5.

Suggested Readings:

Bride, S. M. (1986). Many Voices One World. UNESCO Publications.
 Hamelink, C. Trends in World Communication.
 Nordenstreng, K. Politics of News.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain the world communication during and after cold war	PO1, PO2
CO2	Describe the struggle for bridging information gaps in the world	PO1, PO3, PO10
CO3	Explain the developments regarding information cooperation in the world	PO1, PO2, PO4
CO4	Explain the contemporary trends in world media	PO1, PO2
CO5	Know the new order to India to become industry ready professionals	PO1, PO2, PO3, PO4, PO10

		Disciplinary Knowledge													
		Understanding the Role of Media													
		Skilled and Industry-ready Professionals													
		Influential and effective communication													
		Leadership readiness/ Qualities													
		Critical/ Reflective thinking & language													
		Technologically Efficient Professional													
		Ethical Awareness													
		Lifelong Learning													
		Research-related Skills													
		Cooperation/ Team work													
		Students will acquire professional skills required to be media professionals													
		Students will be equipped with ICTs competencies including digital literacy													
		Student shall become ethically committed media professionals and entrepreneurs adhering to the													
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SBJJ 302A	Global Media Scenario	3	3	3	2						1		3	3	3

Course Code	Course Outcome	P O 1	PO 2	P O3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SBJJ302 A	CO1	3	3										3	3	3
	CO2	3		2							1		3	3	3
	CO3	3	2		1								3	3	3
	CO4	3	3										3	3	3
	CO5	3	2	3	3						1		3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

SJBJ304A	Media Organizations and Entrepreneurship	L	T	P	C
Version 1.0		3	1	0	4
Eligibility/Exposure	BA(JMC) V				
Co-requisites	--				

Course Objectives

1. To develop the understanding of principles and functions of management.
2. To explain the planning and operation of media organizations
3. To distinguish the behavioural aspects and leadership styles in media organisations
4. To describe the structure and functions of media organizations
5. To develop the cost and revenue factors in media organizations
6. To integrate the theoretical and practical knowledge of media management into becoming industry ready professional.

Course Outcomes

After completion of the course student will be able to

CO1: Develop the understanding of principles and functions of management.

CO2: Explain the planning and operation of media organizations

CO3: Distinguish the behavioural aspects and leadership styles in media organisations

CO4: Describe the structure and functions of media organizations.

CO5: Develop the cost and revenue factors in media organizations

CO6: Integrate the theoretical and practical knowledge of media management into becoming industry ready professional.

Catalogue Description

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. These courses 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 Management

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 media organization

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

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

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

Suggested Readings:

1. Redmond, J., & Trager, R. (2004). *Media Organization Management*. Dreamtech Press.
2. Lavine, J. M., & Wackman, D. B. (1987). *Managing media organizations: Effective leadership of the media*. Longman Publishing Group.
3. Murugan, M. S. (2008). *Management Principles and Practice*. New Age International Private Limited.
4. Redmond, J., & Trager, R. (2004). *Balancing on the wire: The art of managing media organizations*. Atomic Dog Pub.
5. Doyle, G. (2013). *Understanding media economics*. SAGE Publications.
6. Herrick, D. F. (2012). *Media management in the age of giants: Business dynamics of journalism*. UNM Press.
7. Kotler, P. (2003). *Marketing management*. Prentice Hall.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/ etc.	Mid Term Exam	Attendance	End Exam	Term
Weightage (%)	10	10	20	10	50	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Develop the understanding of principles and functions of management.	PO1, PO2,
CO2	Explain the planning and operation of media organizations.	PO2, PO4, PO6
CO3	Distinguish the behavioural aspects and leadership styles in media organisations.	PO2, PO4, PO5, PO6
CO4	Describe the structure and functions of media organizations.	PO3, PO11
CO5	Develop the cost and revenue factors in media organizations.	PO2, PO3, PO8, PO9
CO6	Integrate the theoretical and practical knowledge of media management into becoming industry ready professional.	PO3, PO9, PO11

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJB304A	Media Organisations and Entrepreneurship	3	3	3	2	1	1		1	2		2	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJB304A	CO1	3	3										3	3	3
	CO2		3		1		1						3	3	3
	CO3		3		1	2	2						3	3	3
	CO4			2								2	3	3	3
	CO5		2	3					1	3			3	3	3
	CO6			3						3		2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJB352A	Major Project				L	T	P	C
Version 2.0					0	0	12	6
Eligibility/Exposure	BA(JMC), I, II, III, IV, V Sem							
Co-requisites	--							

Course Objectives

1. To introduce students the application of all the courses studied in previous years in the form of group based/individual projects
2. To prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.
3. To able to find solution for real life communication/media problems.
4. To apply written, oral and visual communication skills while designing the project
5. To design a media product/portfolio to showcase their expertise in various areas of Mass Communication.

Course Outcomes

After completion of the course student will be able to

CO1: Introduce students the application of all the courses studied in previous years in the form of group based/individual projects

CO2: Prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.

CO3: Able to find solution for real life communication/media problems.

CO4: Apply written, oral and visual communication skills while designing the project

CO5: Design a media product/portfolio to showcase their expertise in various areas of Mass Communication.

Catalogue Description

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

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

Objective and Expected Outcome:

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

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

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.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Chapters	Supervisor's feedback	PowerPoint Presentation	End Term Exam
Weightage (%)	10	10	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Introduce students the application of all the courses studied in previous years in the form of group based/individual projects	PO1, PO3, PO9
CO2	Prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.	PO3, PO6, PO8
CO3	Able to find solution for real life communication/media problems.	PO4, PO5,
CO4	Apply written, oral and visual communication skills while designing the project	PO3, PO4, PO7, PO9
CO5	Design a media product/portfolio to showcase their expertise in various areas of Mass Communication.	PO9

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO4
SJBJ352A	Major Project	2	2	3	2	1	1	3	1	1	1	3	3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJB352A	CO1	2		3						1			3	3	3
	CO2			3			1		1				3	3	3
	CO3				2	1							3	3	3
	CO4			3	3			3		1			3	3	3
	CO5									1			3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

MOOC	MOOC	L	T	P	C
Version 1.0		0	0	0	2
Eligibility/Exposure					
Co-requisites	--				

VAC112	Successful Communication - Writing and Presentation	L	T	P	C
Version 1.0		2	0	0	0
Eligibility/Exposure	BA(JMC) V				
Co-requisites	--				

Course Objectives

1. To learn to communicate ideas with confidence and power
2. To apply writing skills for well-organized, clear business documents;
3. To design ideas in elegant presentation slides, reports, and posters
4. To deliver them with the clarity and impact they desire.
5. To develop a portfolio of work to showcase their communication skills and represent their personal brand.

Course Outcomes –

After completion of the course student will be able to:

- CO1- Learn to communicate ideas with confidence and power
- CO2: Apply writing skills for well-organized, clear business documents;
- CO3: Design ideas in elegant presentation slides, reports, and posters
- CO4: Deliver them with the clarity and impact they desire.

CO5: Develop a portfolio of work to showcase their communication skills and represent their personal brand.

Catalogue Description

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.

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

1. 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

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/ Assignment/ etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Learn to communicate ideas with confidence and power	PO1, PO3,PO4
CO2	Apply writing skills for well-organized, clear business documents;	PO1, PO3
CO3	Design ideas in elegant presentation slides, reports, and posters	PO1, PO7, PO9
CO4	Deliver them with the clarity and impact they desire.	PO4,PO6
CO5	Develop a portfolio of work to showcase their communication skills and represent their personal brand.	PO3, PO4, PO6, PO7, PO10, PO11,

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influent and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the				
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3				
VAC112	Successful Communication - Writing and Presentation	3		3	3	2	2	2		1	1	1	3	3	3				

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
VAC 112	CO1	3		3	3								3	3	3
	CO2	3		3									3	3	3
	CO3	3						2		1			3	3	3
	CO4				3		2						3	3	3
	CO5			3	3		2	3			1	1	3	3	3

1=weakly mapped
 2= moderately mapped
 3=strongly mapped

SJBJ362A	Theatre and Communication	L	T	P	C
Version 1.0		4	-	-	4
Eligibility/Exposure	Basic knowledge of Storytelling				
Co-requisites	--				

Course Objectives

1. To explain the evolution of theatre as a mode of storytelling
2. To develop understanding, appreciation, and critical perceptions of the theatrical event.
3. To describe various ways to use theatre in effective storytelling
4. To explain different forms of theatre and their purpose as a medium
5. To impart theoretical and practical knowledge of theatre needed to become industry ready professional
6. To create concept/play/skit for social/political issue

Course Outcomes –

After completion of the course student will be able to:

CO1: Explain the evolution of theatre as a mode of storytelling

CO2: To develop understanding, appreciation, and critical perceptions of the theatrical event

CO3: Describe various ways to use theatre in effective storytelling

CO4: Explain different forms of theatre and their purpose as a medium

CO5: Apply the theoretical and practical knowledge of theatre needed to become industry ready professional

CO6: Create concept/play/skit for social/political issue

Catalogue Description

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 firsthand experience in theatre arts.

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\

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.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme

Components	Quiz I	Presentation/Assignment/etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain the evolution of theatre as a mode of storytelling	PO1
CO2	To develop understanding, appreciation, and critical perceptions of the theatrical event	PO1, PO2, PO6

CO3	Describe various ways to use theatre in effective storytelling	PO1, PO2, PO4,
CO4	Explain different forms of theatre and their purpose as a medium	PO1, PO2, PO3
CO5	Apply the theoretical and practical knowledge of theatre needed to become industry ready professional	PO1, PO3, PO4, PO11

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs adhering to the				
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3				
SJBJ 36 2A	Theatre & Communication	3	3	2	2		1					1	3	3	3				

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
SJBJ3 62A	CO1	3											3	3	3
	CO2	3	3				1						3	3	3
	CO3	3	3		1								3	3	3
	CO4	3	2	2									3	3	3
	CO5	3		3	3							2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

SJBJ364A	Communication and Development	L	T	P	C
Version 2.0		4	-	-	4
Eligibility/Exposure	Basic knowledge of Mass Communication				
Co-requisites	--				

Course Objectives

1. To impart basic concepts meaning and models of development
2. To make students aware about problems and issues of urban and rural development.
3. To Inculcate knowledge of development communication and relations with media and society.
4. To Know the functioning of media in development coverage.
5. To Apply the theories of mass communication for development
6. To design development communication programme/message for social/health issue

Course Outcomes –

After completion of the course student will be able to:

CO1: To impart basic concepts meaning and models of development

2. To make students aware about problems and issues of urban and rural development.
3. To Inculcate knowledge of development communication and relations with media and society.
4. To Know the functioning of media in development coverage.
5. To Apply the theories of mass communication for development
6. To design development communication programme/message for social/health issue

Catalogue Description

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

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 Eereerett 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

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Cours e Code	Cour se Outc ome	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJB3 64A	CO1	3											3	3	3
	CO2	3	3				1						3	3	3
	CO3	3	2		1								3	3	3
	CO4	3	3	2									3	3	3
	CO5	3		3	3							2	3	3	3

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