



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

2022-25

**Approved in the 29th Meeting of Academic
Council Held on 09 August 2022**



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



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About K.R Mangalam University

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

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

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

K.R Mangalam University is unique because of its:

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

Objectives:

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

About School of Journalism and Mass Communication (SJMC)

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

School Vision

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

School Mission

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

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

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

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

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

Programs Offered by the School

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

The main objective of the 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.

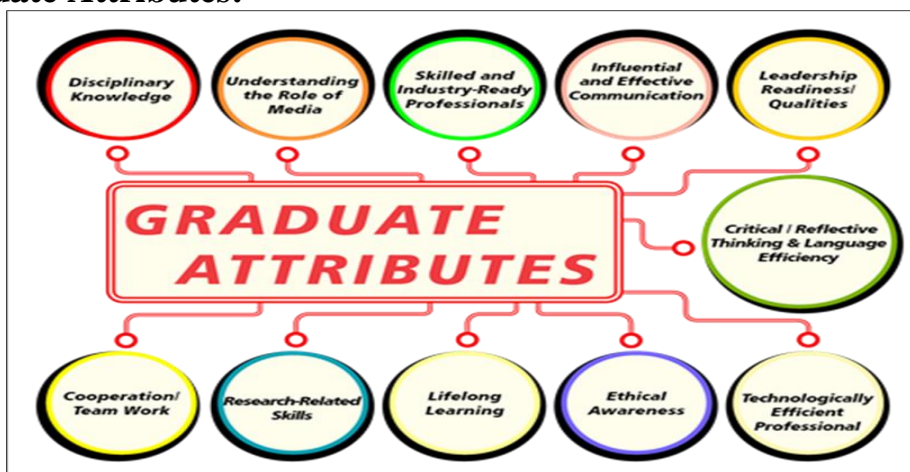
Eligibility Criteria: The student should have passed the 10+2 or its equivalent examination from a recognized Board/University with a minimum of 50% marks in aggregate or more.

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 Cours**

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

Study Scheme Structure BA(JMC) Programme 2022

Year	S.No	Course Code	Course Title	L	T	P	C	S.No	Course Code	Course Title	L	T	P	C				
FIRST	ODD							EVEN										
	1	CC	SJB101A	Communication in Real World	5	1	-	6	1	CC	SJB110A	Digital Photography	4	-	-	4		
	2	CC	SJB107A	Computer Applications in Media	4	-	-	4	2	CC	SJB104A	Media Laws and Ethics	3	1	-	4		
	3	CC	SJB115A	Reporting and Editing- I	4	-	-	4	3	CC	SJB112A	Reporting and Editing- II	4	-	-	4		
	4	AECC	SJB113A	Media Writing	3	-	-	3	4	AECC	UCES125A	Environmental Studies	3	-	-	3		
	5	CC	SJB157A	Computer Applications in Media Lab	-	-	4	2	5	CC	SJB150A	Digital Photography Lab	-	-	4	2		
	6	CC	SJB155A	Reporting and Editing- I Lab	-	-	4	2	6	CC	SJB154A	Reporting and Editing- II Lab	-	-	4	2		
7	OE		Open Elective - I	4	-	-	4	7	OE		Open Elective - II	4	2	-	4			
TOTAL				20	1	8	25	TOTAL				18	3	8	23			
SECOND	ODD							EVEN										
	1	CC	SJB201A	Radio Broadcasting and Programming	4	-	-	4	1	CC	SJB202A	Digital Media Foundati on	4	-	-	4		
	2	CC	SJB208A	The Advertising World	4	-	-	4	2	CC	SJB204A	Idea to Screen	4	-	-	4		
	3	CC	SJB205A	Camera, Light and Sound	4	-	-	4	3	CC	SJB206A	Documentary and Short Filmmaking	4	-	-	4		
	4	AECC	UDCM	Disaster Management	3	-	-	3	4	SEC	SJB208A	Radio Jockeying and News Reading	3	1	-	4		
	5	CC	SJB251A	Radio Broadcasting and Programming Lab	-	-	4	2	5	CC	SJB252A	Digital Media Foundati on Lab	-	-	4	2		
	6	CC	SJB253A	The Advertising World Lab	-	-	4	2	6	CC	SJB254A	Idea to Screen Lab	-	-	4	2		
	7	CC	SJB255A	Camera, Light and Sound Lab	-	-	4	2	7	CC	SJB256A	Documentary and Short Filmmaking Lab	-	-	4	2		
	8			MOOC	-	-	-	4	9			DSE-II	3	1	-	4		
9	DSE		DSE-I	3	1	-	4	TOTAL							18	2	12	26
TOTAL				18	1	12	29	TOTAL				18	2	12	26			
THIRD	ODD							EVEN										
	1	CC	SJB301A	Public Relations and Corporate Communications	3	1	-	4	1	CC	SJB302A	Global Media Scenario	3	1	-	4		
	2	CC	SJB308A	Communication Research	4	-	-	4	2	CC	SJB304A	Media Organizations and Entrepreneurship	3	1	-	4		
	3	CC	SJB305A	Event as a Marketing Tool	4	-	-	4	3	SEC	SJB352A	Major Project	-	-	12	6		
	4	SEC	SJB357A	Functional Exposure Report	-	-	-	2	4	VAC	VAC112	Successful Communication - Writing and Presentation	2	-	-	0		
	5	VAC	VAC115	Film Appreciation	2	-	-	0	5	DSE		DSE-IV	3	1	-	4		
	6	CC	SJB353A	Communication Research Lab	-	-	4	2										
	7	CC	SJB355A	Event as a Marketing Tool Lab	-	-	4	2										
8	DSE		DSE-III	3	1	-	4	TOTAL							11	3	12	18
TOTAL				16	2	8	22	TOTAL				11	3	12	18			
Total Credits							143											
Open Elective - I				L	T	P	C	Open Elective - II				L	T	P	C			
1	SJB161A		Gender and Media Studies	4	2	-	4	1	SJB152A		Voice of Fourth State	4	-	-	4			
Discipline Specific Elective (DSE) - I				L	T	P	C	Discipline Specific Elective (DSE) - II				L	T	P	C			
1	SJB261A		Business Journalism	3	1	-	4	1	SJB262A		Social Media Marketing	3	1	-	4			
2	SJB263A		Business Journalism	3	1	-	4	2	SJB264A		Sports Journalism	3	1	-	4			
Discipline Specific Elective (DSE) - III				L	T	P	C	Discipline Specific Elective (DSE) - IV				L	T	P	C			
1	SJB361A		Story Telling Through Media	4	-	-	4	1	SJB362A		Theatre and Communication	4	-	-	4			
2	SJB363A		Fashion Journalism	4	-	-	4	2	SJB364A		Communication and Development	4	-	-	4			
Value Added Courses							L	T	P	C								
1	VAC101		SELF DEVELOPMENT	2	-	-	-											
2	VAC103		UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS	2	-	-	-											
3	VAC104		ETIQUETTE FOR PROFESSIONALS	2	-	-	-											
4	VAC105		CITIES FOR PEOPLE	2	-	-	-											
5	VAC106		INDIAN CONSTITUTION	2	-	-	-											
6	VAC107		ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE	2	-	-	-											
7	VAC108		BOUTIQUE MANAGEMENT	2	-	-	-											
8	VAC109		UNDERSTANDING ADOLESCENTS BEHAVIOR	2	-	-	-											
9	VAC110		TIME MANAGEMENT	2	-	-	-											
10	VAC112		Successful Communication - Writing and Presentation	2	-	-	-											
11	VAC115		Film Appreciation	2	-	-	-											

SEMESTER I							
S.No		Course Code	Course Title	L	T	P	C
ODD							
1	CC	SJBJ101A	Communication in Real World	5	1	-	6
2	CC	SJBJ107A	Computer Applications in Media	4	-	-	4
3	CC	SJBJ115A	Reporting and Editing - I	4	-	-	4
4	AEC C	SJBJ113A	Media Writing	3	-	-	3
5	CC	SJBJ157A	Computer Applications in Media Lab	-	-	4	2
6	CC	SJBJ155A	Reporting and Editing - I Lab	-	-	4	2
7	MO OC		MOOC	-	-	-	2
8	OE		Open Elective - I	3	1	-	4
TOTAL				19	2	8	27

BA(JMC) I

SJBJ101A	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:

1. **Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.**
2. **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	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 entrepreneurs
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	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
SJBJ101 A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				S D G	N E P	P O E /4 th I R
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I			evolution and the development of communication in the world with special reference to India				Communication Skill							
Unit II							Verbal Communication							
Unit III	Traditional and Folk Media						Mass Communication							
Unit IV			Democratic Media Theory, Development Theory				Communication theories							

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, Outlook, Basic IT applications in print, electronic and digital media, Emerging Trends in information technology, Basic Excel, Basic HTML Coding, Introduction to Python for Journalism

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, Graphs, Charts, Introduction to Data Visualization, Storytelling using data visualization

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, In Design, Canva, Introduction to AI Tools

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 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 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

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
SJBJ107A	Computer Applications in Media	3	3	3	2	3				3	2	3	3	3	3

Course Code	Course Outcome	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO1 0	PO1 1	PSO 1	PSO 2	PSO 3
SBJ107A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability			SDG	NEP	POE/4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values				Environment & Sustainability
Unit I					Emerging Trends in		Microsoft Office,					Promote sustained,	Technical education	Students will develop Technical Skills that match Industry Needs,

					infor matio n techno logy		Intr odu ctio n to Pyt hon for Jou rnal ism				inclusiv e and sustain able econom ic growth, full and product ive employ ment and decent work for all (SDG 8) (Learni ng the compo nents of this unit will enable employ ability)	(20.6) Digit al India - techn ology and educa tion bidire ctiona l (23.1) Use of techn ologi cal tools (23.2)	Skill Development (Students will develop understanding)
U n it II							Pri nci ples of Des ign & Lay out, Typ ogr				Skills for Decent Work (SDG 4.4) (Learni ng the compo nents of this	Profe ssion al Educ ation (20.2) Tech nical	Students will develop Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances, Skill Development (Students will learn designing skills) of

							aphy, Colour, Introduction to Data Visualization				unit will enhance employability) strengthen communication capacities, increase participation in the communication process, designing development campaign (SDG 16)	education (20.6) Use of technological tools (23.2)	employment)
Unit II I				DTP Software, Introduction to AI Tools	DTP Software, Introduction to AI Tools	DTP Software, Introduction	DTP & Multimedia, Multi				Skills for Decent Work (SDG 4.4) (Learning the	Professional Education (20.2)	Students will develop Technical, Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of

						n to AI Tools	media, DTP Software, Introduction to AI Tools					components of this unit will enhance employability) Use of technology to help in digital transformation (SDG 9)	Technical education (20.6) Use of technological tools (23.2)	employment), Skill Development (Students will develop the understanding and knowhow)
Unit I V				DTP & Printing, Printing Methods	Printing Methods		DTP & Printing, Printing Methods					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability) Use of technology to	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Students will develop Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment), Students will learn relevant softwares and apps will also get introduce to AI tools for Journalists, Datavisualisation and uses of Python for Journalists

												help in digital transformation (SDG 9)		
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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

Elements and Principles of 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 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	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	Understand the Role of Media	Skill and Industry-readiness/Professionalism	Influence and effectiveness/communication	Leadership/Readiness/Qualities	Critical/Reflective thinking & language efficiency	Technological Effectiveness/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
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
SBJJ115A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				S D G	N E P	P O E/4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I	News: Meaning, definition	News: Meaning, definition	News: Meaning, definition	News: Meaning, definition						News: Meaning, definition					
Unit II								News sources: Types, credibility of sources							
Unit III	City Reporting Room in daily	City Reporting Room in daily	Coverage of various city beats- Political, health, lifestyle, parliament												

	daily		, crime, education, development, entertainment, sports											
Unit IV					Jobs involved in editing	Elements and Principles of Editing, and Tool of Editing	editing for newspapers and magazines							

1=weakly mapped

2= moderately mapped

3=strongly mapped

SJBJ113A	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 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 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

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 O	PS O	PS O
SJB 13A	Media Writing	3	3	3	3		2						3	3	3
		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 entrepreneurs adhering to the human values

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
SJB J 113 A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Uni	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				S D G	N E P	PO E/ 4 th IR	
	L o c a l	Regio nal	Natio nal	Globa l	Empl o y a b i l i t y	Entrep re n s h i p	Skill Deve lop ment	Profes sion al Ethics mm	Ge nd er	Huma n Value s	Enviro ment & Sustain ability				
Unit I	News: Meaning, definition	News: Meaning, definition	News: Meaning, definition							News: Meaning, definition					
Unit II								News sources: Types, credibility of sources							
Unit III	City Reporting Room	City Reporting Room in a daily	Coverage of various city beats- Political												

	m in a daily		, health, lifestyle, parliament, crime, education, development, entertainment, sports											
Unit IV					Jobs involved in editing	Elements and Principles of Editing, Tool of Editing	editing for newspapers and Magazines							

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

Unit 1 Computer Basics

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

Unit 2 Principles of Design

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

Unit 3 Desktop Publishing

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

Unit 4 Publishing

Creating poster, Newspaper page makeup on Indesign, Brochure layout, Introduction to AI Tools

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

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
		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 Professional	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Team work	Students will acquire professional skills required to be a media	Students will be equipped with ICTs competencies including digital	Student shall become ethically committed media professionals and

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SBJJ 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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 ^t h IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I					Basic HTML Coding, Introduction to Python for Journalism	Introduction to Python for Journalism	MS Office, Basic HTML Coding								
Unit II					Photo editing	Photo editing	Photo editing, Introduction to Data Visualization								

Unit III				Newsletter/Magazine designing	Newsletter/Magazine designing									
Unit IV						Introduction to AI Tools								

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

		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 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 155A	Reporting and Editing – I Lab	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	PSO 1	PSO 2	PSO 3
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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I							News Writing Style					Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employability)	Online and Digital Education: Ensuring Equitable Use of Technology (24.1-24.5)	Technical Skills that match Industry Needs (Minimum industry requirement) Hands-on Experience (Students will be learning through doing)

Unit II													Skills for Decent Work (SDG 4.4) (Learning the components of this unit- will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment) Hands-on Experience (Students will be working on the softwares)
Unit III					Designing newsletter/newspaper layout								Skills for Decent Work (SDG 4.4) (Learning the components of this unit- will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment) Hands-on Experience (Students

															will be working on practical assignments)
Unit IV														Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5) Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment) Hands-on Experience (Students will apply the skills learnt and work on projects)

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, 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 the Role of Media	Skilled and Industry-ready	Professional 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	Students will be equipped with ICTs competencies including	Student shall become ethically committed media professionals
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	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
SJBJ151A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				

											y			
Unit I					types of Media, digital and folk media		digital and folk media			Definition and concept of Sex and gender				
Unit II									Queer Theory, Feminist Movements, Masculinity	Feminism Waves of Feminism				
Unit III					Media representation of Gender				Gender Stereotypes					
Unit IV							Gender Equality							

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	AEC C	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	MOO C		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, Analog to Digital photography

Unit II – 12 lectures

Functions of Camera

Types of Camera, Camera design- Pinhole camera, view camera, compact camera, TLR Camera, SLR Camera, Polaroid Camera, underwater camera, digital camera, camera in mobile phone, Telephoto Lens, Lenses- controlling image, Photographic lenses- prime and zoom lens, angle of view, Shutter speed, ISO, F-Stop, 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- Event Coverage Photography, Wedding Photography, Ad photography, Street 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*. Thomson 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	PO3

	of photography.	
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

		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 entrepreneurs adhering to the human
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO	PSO	PSO
SJBJ11 0A	Digital Photography	3	3	2	2		2	3		2			3	3	3

Course Code	Course Outcome	PO 1	P O2	P O 3	P O 4	P O 5	P O6	P O7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SJBJ11 0A	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
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RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	PO E/4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I	-	-	-	Brief History of photography	-	-	-	-	-	Photography as a medium of communication		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase	"Professional Education (20.2) Technical education (20.6)"	

													e particip ation in the commu nication process (SDG 16)		
U ni t II	-	-	-	Camer a design, Lens, Camer a access ories	Photogr aphic Compo sition: Elemen ts of compos ition, Rule of thirds, Placem ent of subject, Framin g, Principl es of compos ition, shots and camera angles.	-	-	-	-	-		"Skills for Decent Work (SDG 4.4) (Learn ing the compon ents of this unit will enhanc e chances of employ ability) strengthen commu nication capaciti es, increas e particip ation in the commu	" Prof essio nal Edu catio n (20. 2) Tech nical educ ation (20. 6) Use of tech nolo gical tools (23. 2)"		

												nication process (SDG 16)"		
Unit II I	-	-	-	Various types of photography								"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)"	"Professional Education (20.2) Technical education (20.6)"	

U n i t I V	-	-	Photo journal ism		Digital Photo Editing- Intro duction to Photosh op, creating a docume nt and saving a file, Importi ng camera images, the tools palette, Selectin g, cutting and pasting, Levels and Contras t							Skills for Decent Work (SDG 4.4) (Learni ng the compon ents of this unit will enhanc e chances of employ ability) strengt hen commu nication capaciti es, increas e particip ation in the commu nication process (SDG 16)	"Pro fessi onal Edu catio n (20. 2) Tech nical educ ation (20. 6) Use of tech nolo gical tools (23. 2)"	
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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-Judge, Press Laws Before and After Independence, Bill to Act: Case Study of Lokpal, Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)

Unit II – 10 lectures

Constitutional and Legal Framework

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

Unit III – 10 lectures

Regulations and Acts

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

Unit IV- 8 lectures

Associations

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

Suggested Readings:

1. Aggarwal, S. K. (1989). *Media credibility*. Mittal Publications.
2. Basu, D. D. (2018). *Introduction to the Constitution of India*. Prentice Hall.
3. Ghosh, K. (1973). *Freedom or Fraud of the Press*. Rupa & Co.
4. Mankekar, D. R. (1973). *The Press under Pressure*. Indian Book.
5. Iyer, V. (2000). *Mass media laws and regulations in India*. India Research Press.
6. Rayudu, C. S., & B., N. R. (1995). *Mass Media Laws and Regulations*. Himalaya Publication House.
7. Shrivastava, K. M. (2005). *Media Ethics: Veda to Gandhi & beyond*. Publications Division, Ministry of Information and Broadcasting, Government of India.
8. Thakurta, P. G. (2011). *Media Ethics: Truth, Fairness, and Objectivity*. Oxford University Press.
9. Venkateswaran, K. S. (1993). *Mass Media Laws and Regulations in India*. Asian Mass Communication Research and Information Centre.

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 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, PO6, PO8, 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	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 entrepreneurs adhering to the human
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ104 A	Media Laws and Ethics	3	2	2	2	3	1	3	3	3			3	3	3

Course Code	Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO10	PO11	PSO 1	PSO 2	PSO 3
SJBJ104A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				N E P	P O E /4 th I R
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability		
Unit I			Freedom of the Press and the Indian Constitution,		Legal Terminology: Bills and Acts			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			Press Commissions and Press Council of India										
Unit III			Right to Information Act 2005		Press & Registration of Books Act 1867 and 1955, Copyright Act 1957					Right to Information Act 2005			
Unit IV					News Broadcasters Association (NBA) and their functioning.			Defining Media Ethics					

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

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	PS	PS
SJBJ112A	Reporting and Editing - II	3	2	3			2	2		1		2	3	3	3

Course Code	Course Outcome	P O	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
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		1													
SBJ112 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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	N EP	PO E/4 th IR		
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability					
Unit I			National and State News Bureau	beats												power of information and knowledge, safety of Journalists, flow of information, promote the wider and better balanced dissemination of information, increases

												e participation in the communication process , developing a free and independent media		
Unit II					Specialized Reporting and Writing Interviews		Specialized Reporting and Writing Features		Specialized Reporting and Writing	Specialized Reporting and Writing	Specialized Reporting and Writing	Freedom of expression, free flow of ideas by word and image, safety of Journalists, promote the wider and better balanced dissemination of		

													information, increase participation in the communication process, to improve voice poverty, developing a free and independent media		
Unit II I					Editing copies of specialized reports, Gatekeeping and Newsroom		Editing copies of specialized reports						power of information and knowledge, safety of Journalists, flow of information, promote the wider and		

												better balanced dissemination of information, increase participation in the communication process , developing a free and independent media		
U n i t I V					Dummy and Layout		Desi gnin g tools Lay- out					power of information and knowledge, safety of Journalists, flow of information, promote the		

												<p>wider and better balanced dissemination of information, increase participation in the communication process, developing a free and independent media</p>		
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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

Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3
BSCH125 A	Environmental Studies	Enhancement in Advanced Scientific knowledge about	Development of critical, logical and innovative	Demonstrate interdisciplinary approach	Learning of fundamental concepts and instrumentation	Orientation towards research and development	Acquiring capability to work independently as well as a	Understanding of impact of chemicals on the	Fostering communication skills	Ethical awareness and digital literacy	Capability to deal with professional responsibilities	Students will acquire professional skills required to	Students will be equipped with ICTs competencies including	Student shall become ethically committed media professionals and
			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
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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/ 4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I			Biological diversity	Biological diversity											
Unit II			Environment Laws												
Unit III															
Unit IV							Resettlement and rehabilitation								

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 outlines
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	Skilled and Industry-	Influential and	Leadership readiness/	Critical/ Reflective	Technologically	Ethical	Lifelong	Research-related	Cooperation / Team			
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 154A	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	PS O1	PS O2	PS O3
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

1=weakly mapped

2= moderately mapped

3=strongly mapped

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I							New story					power of information and knowledge, safety of Journalists, flow of information, promote the wider and better balanced dissemination	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning	Technical Skills that match Industry Needs Skill Development

												<p>ion of information, increase participation in the communication process, developing a free and independent media</p>	<p>and mastery of curricula across fields, increases in social and moral awareness), 9.1 (a democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning),</p>	
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													professionally skilled media persons and communication experts		
Unit II							New s Letter Design						Freedom of expression, free flow of ideas by word and image, safety of Journalists, promote the wider and better balanced dissemination of information, incre	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields,	Technical Skills that match Industry Needs Skill Development

												<p>ase partic ipatio n in the comm unica tion proce ss, to impro ve voice pover ty, devel oping a free and indep enden t media</p>	<p>increase s in social and moral awaren ess) , 9.1 (a democr atic, socially conscio us, culture d, and humane nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning) , professi onally skilled media persons and</p>	
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													commu nication experts		
Un it III													powe r of infor matio n and knowl edge, safety of Journ alists, flow of infor matio n, prom ote the wider and better balan ced disse minat ion of infor matio n, incre ase partic ipatio n in the comm unica tion proce	11.2 (creativi ty and innovati on, critical thinkin g and higher- order thinkin g capaciti es, proble m- solving abilities, teamwo rk, commu nication skills, more indepth learning and mastery of curricul a across fields, increase s in social and moral awaren ess) , 9.1 (a	Techni cal Skills that match Indust ry Needs Hands- on Experi ence

												ss, devel oping a free and indep enden t media	democr atic, socially conscio us, culture d, and humane nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning) , professi onally skilled media persons and commu nication experts	
Un it IV												powe r of infor matio n and	11.2 (creativi ty and innovati on,	Techni cal Skills that match

											<p>knowledge, safety of Journalists, flow of information, promote the wider and better balanced dissemination of information, increase participation in the communication process, developing a free and independent</p>	<p>critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness) , 9.1 (a democratic, socially conscious, cultured, and humane</p>	<p>Industry Needs</p> <p>Hands-on Experience</p>
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												media	nation upholdi ng liberty, equality , fraterni ty, and justice for all), 9.1.2 (skills and values will be incorpo rated at each stage of learning)), professi onally skilled media persons and commu nication experts	
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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
5. Event Coverage Photography
6. Wedding Photography
7. Ad Photography
8. Street Photography

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		Mapped Program Outcomes
Course Outcomes (COs)		
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

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	3	3	3	3
		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 entrepreneurs adhering to the

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
SBJ150 A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/ 4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I	-	-	-	photographs at different f-stops (aperture) photographs at different	-	-	-	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen commun	" Professional Education (20.2) Technical education (20.6) Use		

				shut ter spee ds phot ogra phs with diffe rent foca l leng ths								ication capacitie s, increase participa tion in the commun ication process (SDG 16")	of tech nolo gical tools (23. 2)"	
U n it II	-	-	-	Phot ogra phs with diffe rent cam era shot s, cam era angl es, dutc h angl e	-	-	-	-	-	-		"Skills for Decent Work (SDG 4.4) (Learnin g the compon ents of this unit will enhance chances of employa bility) strengthen commun ication capacitie s, increase participa tion in the commun	" Prof essio nal Edu catio n (20. 2) Tech nical educ ation (20. 6) Use of tech nolo gical tools (23. 2)"	

													ication process (SDG 16)"		
Unit II	-	-	-	photos in outdoor lighting, using Single Point Lighting, accessories of lighting Three Point Lighting									"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)"	" Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)"	
Unit V	-	-	Product Photography: photo	Capture Silhouette effect	Use editing software	-	-	-	-	-	-	-	"Skills for Decent Work (SDG 4.4) (Learning	" Professional Education	

			graph a produ ct for comm ercial purpo se	ct Capt ure Bok eh Effe ct Blac k and Whi te Phot ogra phy	and its vari ous tools							g the compon ents of this unit will enhance chances of employa bility) strenght en commun ication capacitie s, increase participa tion in the commun ication process (SDG 16)"	n (20. 2) Tech nical educ ation (20. 6) Use of tech nolo gical tools (23. 2)"	
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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

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ152 A	Voice of Fourth Estate	3	3	3			2			1	1		3	3	3
		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 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 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
SBJ152 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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I												developing a free and independent media, power of information and knowledge, strengthening communication capacities and increase participation	9.1 (a) democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated		Technical Skills that match Industry Needs Skill Development

											the communication process, knowledge-driven media development	ed at each stage of learning)	
Unit II							Print vs broadcast media Citizen Journalism		Attribution of Sources, Protection of Sources, Protection of Sources		developing a free and independent media, power of information and knowledge, strengthening communication capacities, increase participation in the communication process, knowledge-driven media development	9.1 (a) democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning)	Technical Skills that match Industry Needs Skill Development
Unit III							Identification of Fake news				strengthen communication capacities, increase participation in the communication process, knowledge-driven media development	9.1 (a) democratic, socially conscious, cultured, and humane nation upholding liberty, equality,	Technical Skills that match Industry Needs Skill Development

												<p>cation process, knowledge-driven media development, developing a free and independent media, power of information and knowledge, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning)</p>	
Unit IV					<p>Editorial Writing, Reporting and writing various types of interviews</p>		<p>Media regulations</p>				<p>developing a free and independent media, power of information and knowledge, strengthening communication capacities, increase participation in the communication process, knowledge-driven media development 9.1 (a democratic, socially conscious, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning)</p>	<p>Technical Skills that match Industry Needs</p> <p>Skill Development</p>	

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	AEC C	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	MOO C		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 News Bulletin, Radio Magazine, 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

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	Students will acquire professional skills required to	Students will be equipped with ICTs competencies	Student shall become ethically committed media
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
SBJ201 A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	PO E/ 4 th IR
Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I	--	Radio Broadcasting in India		Functionaries of a Radio Station : Govt. and Private					Radio as Medium of Mass Communication	--	Freedom of expression, free flow of ideas by word and image, safety of Journalists, promote the wider and better balance dissemi	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork,	Technical Skills that match Industry Needs (Knowledge of Radio Production) Skill developme

												<p>nation of information, increase participation in the communication process, to improve voice poverty, developing a free and independent media</p> <p>communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness), 11.3 (intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of social engagement; soft skills), 9.1 (a democratic, social</p>	nt
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												<p>y consci ous, culture d, and human e nation uphold ing liberty, equalit y, fratern ity, and justice for all), 9.1.2 (skills and values will be incorp orated at each stage of learnin g), profes sionall y skilled media person s and comm unicati on expert s</p>		
Unit II	Importance of research and rece	-			Radio Talk, Radio Interview and Discussion,		Radio Talk, Radio Interview and Discussion,			Radio Interview and Discussion, Radio Ads	-	power of information and knowledge,	11.2 (creativity and innovation, critical	Technical Skills that match Industries

					Radio Comm entary, Radio Play/D rama, Radio Ads		Radio Comme ntary, R adio Play/Dr ama			(Social and Comm ercial)		safety of Journal ists, flow of informa tion, promot e the wider and better balance d dissemi nation of informa tion, increas e particip ation in the commu nicatio n process , develop ing a free and independ ent media	thinkin g and higher -order thinkin g capacit ies, proble m- solvin g abilitie s, teamw ork, comm unicati on skills, more in- depth learnin g and master y of curricu la across fields, increas es in social and moral awaren ess) , 11.3 (intel lectual, aesthet ic, social, physic al, emotio nal, and moral	try Need s (Kno wled ge of Radi o Prod uctio n) Skill devel opme nt
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														in an integrated manner; an ethic of social engagement; soft skills), 9.1 (a democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning), professionally
--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

												skilled media persons and communication experts		
Unit III	--	--			Radio News Bulletin, Radio Magazine		Audio Mixers and Transmitters				--	power of information and knowledge, safety of Journalists, flow of information, promote the wider and better balance dissemination of information, increase participation in the communication process, developing a free and indepen	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social	Technical Skills that match Industry Needs (Knowledge of Radio Production) Skill development

												dent media	and moral awareness), 11.3 (intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of social engagement; soft skills), 9.1 (a democratic, socially conscious, cultured, and human nation upholding liberty, equality, fraternity, and justice for	
--	--	--	--	--	--	--	--	--	--	--	--	---------------	---	--

													all), 9.1.2 (skills and values will be incorp orated at each stage of learnin g), profes sionall y skilled media person s and comm unicati on expert s		
Unit IV						Editing and Mixing							increas e particip ation in the commu nicatio n process , develop ing a free and independ ent media, power of informa tion and knowle dge, safety	11.2 (creati vity and innova tion, critical thinkin g and higher -order thinkin g capacit ies, proble m- solvin g abilitie s, teamw ork, comm unicati	Techn ical Skills that matc h Indus try Need s (Kno wled ge of Radi o prod uctio n) Skill devel opme nt

												of Journalists, flow of information, promoting the wider and better balance disseminated of information, Freedom of expression, free flow of ideas by word and image	on skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness), 11.3 (intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of social engagement; soft skills), 9.1 (a democratic, socially consci
--	--	--	--	--	--	--	--	--	--	--	--	--	--

													ous, culture d, and human e nation uphold ing liberty, equalit y, fratern ity, and justice for all), 9.1.2 (skills and values will be incorp orated at each stage of learnin g), profes sionall y skilled media person s and comm unicati on expert s
--	--	--	--	--	--	--	--	--	--	--	--	--	---

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, 7 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), Understanding digital ad campaign, 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, RoI

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	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 media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs
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
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
SJBJ203 A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	PO E/4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I			Development of advertising in India and World	Development of advertising in India and World	Institutional/Corporate advertising		Institutional/Corporate advertising	economy and society		Types of advertising on the basis of consumers		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability)	creative human endeavour, professional subjects and soft skills (11.1) Professional Education (20.2)	Basic understanding of the discipline required for Industry Needs (Elevate understanding

											strengthen communication capacities, increase participation in the communication process (SDG 16)	and skills of students required for employment)	Skill Development	
Unit II				Market segmentation		Marketing Strategies			Marketing vs Publicity		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance the chance of employability)	creative human endeavour, professional subjects, and soft skills (11.1) intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of social engage	inculcate understanding of marketing, communication and society needs (required for employment)	Skill Development (Acquire conceptual

											participation in the communication process, power of information and knowledge (SDG 16)	ment; soft skills (11.3) Professional Education (20.2)	Understanding and functional knowledge)
Unit III				Ad campaign		Ad campaign					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance the chances of employability) strengthen communication capacities, increase	creative human endeavour, professional subjects, and soft skills (11.1) intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of social	inculcate discipline knowledge of how to work as a tool of communication and marketing (required for employment)

											<p>e participation in the communication process, power of information and knowledge (SDG 16)</p> <p>engage ment; soft skills (11.3)</p> <p>Professional Education (20.2)</p>	<p>Experience (Creating Campaigns)</p>
Unit IV							Code of Ethics	Laws related to Advertising		<p>Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance the chances of employability) strength in communication capacities, increase participation</p> <p>Professional Education (20.2)</p> <p>ethic and importance of public purpose, an education in discipline, and an education for practice (20.1)</p> <p>Use of technological tools (23.2)</p> <p>awareness on)</p>	<p>Discipline knowledge - a must for employment</p> <p>Skill Development (Acquire conceptual understanding and functional knowledge)</p>	

												in the comm unicati on proces s, power of informat ion and knowl edge (SDG 16)	issues of privacy, laws, and standar ds associat ed with data handlin g and data protecti on (23.13)	
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SBJ205A	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, Digital Formats, Camera calibration, Types of filters, 360 Video

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, Colour temperature, Types of filters

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, Microphone techniques, Foley, Properties of sound- ADSR, Psycho-acoustics (Echo, reverb, surround, etc)

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, Types of Cuts, Audio mixing

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 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 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	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 media professional	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
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	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR		
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability					
Unit I							Video tape recording							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Technical Skills required as Industry Needs (Elevate understanding and skills of students required for employment/ entrepreneurship) Skill Development for the industry (Students will learn how to handle camera)
Unit II														Skills for Decent Work (SDG 4.4) (Learnin	Professional Education (20.2)	Technical Skills required as Industry Needs (Elevate

											g the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Technical education (20.6) Use of technological tools (23.2)	understanding and skills of students required for employment/ entrepreneurship) Skill Development for the industry Hands-on Experience (Students will develop understanding and practice on the various features of camera and composition and use of digital technology for production)
Unit III						Lights and its properties, Microphone techniques					Skills for Decent Work (SDG 4.4) (Learning	Professional Education (20.2)	Technical Skills required as Industry Needs (Elevate

						es, Properti es of sound- ADSR					g the compon ents of this unit will enhance chances of employa bility) strength en commu nication capaciti es, increase particip ation in the commu nication process (SDG 16)	Techn ical educat ion (20.6) Use of techno logical tools (23.2)	understa nding and skills of students required for employ ment/ entrepre neurship) Skill Develop ment for the industry Hands- on Experie nce (Student s will learn through applicati on and use of hardwar e and software
Unit IV				Introd uction to editing , Functi ons of editing , Editin g modes – off- line and online editing		features and techniqu e					Skills for Decent Work (SDG 4.4) (Learnin g the compon ents of this unit will enhance chances of employa bility)	Profes sional Educa tion (20.2) Techn ical educat ion (20.6) Use of techno logical tools	Technic al Skills required as Industry Needs (Elevate understa nding and skills of students required for employ ment/ entrepre

												strengthen communication capacities, increase participation in the communication process (SDG 16)	(23.2)	neurship) Skill Development for the industry Skill Development (Students will develop understanding and practice on softwares and apps)
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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 Outcome
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

		Enhancement in Advanced Scientific knowledge about chemistry	Development of critical, logical and innovative thinking	Demonstrate interdisciplinary approach	Learning of fundamental concepts and instrumentation techniques	Orientation towards research and	Acquiring capability to work independently as well as a member of the diverse team	Understanding of impact of chemicals on the environment	Fostering communication skills	Ethical awareness and digital literacy	Capability to deal with professional responsibilities	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	PSO1	PSO2	PSO3
UCDM301 A	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	PS O1	PS O2	PS O3
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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	PO E/4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I										War & Terrorism	Disaster, Hazard, Different Types of Disaster			
Unit II	Role of Government	Role of Government	Role of Government	International and NGO Bodies			Communication, and Training			Role of Information	Disaster Preparedness Plan			
Unit III					Reconstruction and Rehabilitation as a Means of Development, Creation of Long-term Job					Dealing with Victims' Psychology				

					Opportunities and Livelihood Options									
Unit IV								Disaster Management Act		Criminal liability				

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

		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 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			
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO4			
SBJ251 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	PS O1	PS O2	PS O3
SBJ251 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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SD G	NE P	POE/4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I					Writing Radio talk, feature script, Writing Radio News Bulletin		various radio programme formats, Writing Radio talk, feature script,					Freedom of expression, free flow of ideas by word and image, safety of Journalists, promote wider	11.2 (creativity and innovation, critical thinking and higher order thinking capacities, probl	Technical Skills that match Industry Needs (Knowledge of Radio Production)	Skill development

												and better balanc ed dissem ination of inform ation, increas e partici pation in the, comm unicati on proces s, improv e povert y, develo ping free and indepe ndent media	em- solvi ng abilit ies, team work , com muni catio n skills , more in- depth learni ng and mast ery of curri cula s fields , incre ases in socia l and mora l awar eness) 11.3 (intell ectua l, aesth etic, socia l, physi cal,
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													emotional, and moral in an integrated manner; an ethic of social engagement; soft skills), 9.1 (a democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and
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													values will be incorporated at each stage of learning), professionally skilled media persons and communication experts	
Unit II						News-reading and voicecasting, Radio Jockeying						power of information and knowledge, safety of Journalists, flow of information, promoting the wider and better balanced dissemination	11.2 (creativity and innovation, critical thinking and high order thinking capacities, problem solving abilities)	Technical Skills that match Industry Needs (Knowledge of Radio Production) Skill development

												<p>ination of inform ation, increas e partici pation in the comm unicati on proces s, develop ing free and indepe ndent media</p> <p>ies, team work , com muni catio n skills , more in- depth learni ng and mast ery of curri cula acros s fields ; incre ases in socia l and mora l awaren ess) , 11.3 (intell ectua l, aesth etic, socia l, physi cal, emoti onal, and mora</p>
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														l in an integ rated mann er; an ethic of socia l enga geme nt; soft skills) , 9.1 (a demo cratic , socia lly consc ious, cultu red, and huma ne natio n uphol ding libert y, equal ity, frater nity, and justic e for all), 9.1.2 (skill s and value s will be incor	
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												porated at each stage of learning), professionally skilled media persons and communication experts	
Unit III				Studio Production				radio jingle for FM channel		power of information and knowledge, critical safety of Journalism, lists, flow of information, promoting the wider and better balanced dissemination of information,	11.2 (creativity and innovation, critical thinking and high order thinking capacities, problem-solving abilities, team work	Technical Skills that match Industry Needs (Knowledge of Radio Production) Skill development	

												<p>increases communication in the community, more on process, developing and free and independent media</p> <p>communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness)</p> <p>11.3 (intellectual, aesthetic, social, physical, emotional, and moral in an integrated</p>
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													mann er; an ethic of socia l enga gemen t; soft skills) , 9.1 (a demo cratic , socia lly consc ious, cultu red, and huma ne natio n uphol ding libert y, equal ity, frater nity, and justic e for all), 9.1.2 (skill s and value s will be incor porat ed at each stage
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													of learning), professionally skilled media persons and communication experts		
Unit IV					Computer based editing of programmes		Learning of audio editing software						increase participation in the communication process, developing free and independent media, power of information and knowledge, safety of Journalists, flow of information	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication	Technical Skills that match Industry Needs (Knowledge of Radio production) Skill development

												<p>ation, skills promot, e the more wider in- and depth better learni balanc ng ed and dissem mast ination ery of of inform curri ation, cula Freedo across m ofs expres fields sion, , free incre flow ases of in ideas socia by l and word mora and l image awar eness) 11.3 (intell ectua l, aesth etic, socia l, physi cal, emoti onal, and mora l in an integ rated mann er; an ethic of</p>
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													social engagement; soft skills), 9.1 (a democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning), profe
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													ssion ally skille d medi a perso ns and com muni catio n exper ts	
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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
 1. Digital Ads
 2. Multi-channel Ad campaign
 3. Drip Campaign
 4. Digital inclusion
 5. Insights and Analytics
 6. Competitor Analytics
 7. RoI

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

		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 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	PSO	PSO	PSO
SJBJ253 A	The Advertising World Lab	3	3	2	3		2		2		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	PSO2	PSO3
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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs					Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I				Plan Ad Campaign for a product/service/idea							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities; increase participation in the communication process, power of information and knowledge (SDG 16)	creative human endeavor, professional subjects, and soft skills (11.1) Professional Education (20.2)	Basic understanding of the discipline required for Industry Needs (Elevate understanding and skills of students required for employment) Hands-on Experience Skill Development	

Unit II					Digital Ads	Digital Ads					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process, power of information and knowledge (SDG 16)	creative human endeavour, professional subjects, and soft skills (11.1) intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of social engagement; soft skills (11.3) Professional Education (20.2)	inculcate understanding of market, communication and society needs (required for employment) Hands-on Experience (Creating Campaigns) Skill Development (Acquire conceptual understanding and functional knowledge)
Unit III											Skills for Decent Work (SDG 4.4) (Learning the components of this unit will	creative human endeavour, professional subjects, and soft skills	inculcate discipline knowledge of how ad works as a tool of communication and marketing

										<p>enhance chances of employability)</p> <p>strengthen communication capacities, increase participation in the communication process, power of information and knowledge (SDG 16)</p>	<p>(11.1)</p> <p>intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of social engagement; soft skills (11.3)</p> <p>Professional Education (20.2)</p>	<p>(required for employment)</p> <p>Hands-on Experience (Creating Campaigns)</p>
Unit IV										<p>Skills for Decent Work (SDG 4.4)</p> <p>Knowledge-Driven Media Development, power of information and knowledge (SDG 16)</p>	<p>Professional Education (20.2)</p> <p>ethic and importance of public purpose, an education in the discipline, and an education</p>	<p>Discipline knowledge - a must for employment</p> <p>Skill Development (Acquire conceptual understanding and functional knowledge)</p>

													on for practice (20.1) Use of technological tools (23.2) awareness on issues of privacy, laws, and standards associated with data handling and data protection (23.13)	
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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 Calibration, camera movements and camera angles, Filters
- 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. Audio production - Microphone techniques, Folley, Psycho-acoustics (Echo, reverb, direction, surround, etc), Noise

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
- d. Types of Cuts
- e. Audio mixing

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

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influential and effective communication	Leadership readiness/ Qualities	Critical/ Reflective thinking & language proficiency	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
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	PS O1	PO 2	PO 3
SBJ255 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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I							Shooting small continuity, Multi-camera shooting practice					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability)	Professional Education (20.2) Technical Education (20.6) Use	Technical Skills required as Needs (Elevate understanding and skills of students required for employment/ entrepreneurship) Skill

												strengthen communication capacities, increase participation in the communication process (SDG 16)	of technological tools (23.2)	Development for the industry
Unit II						Practice of different lighting techniques						Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Technical Skills required as Industry Needs (Elevate understanding and skills of students required for employment/ entrepreneurship) Skill Development for the industry

Unit III				Use of microphones, audio cables and connectors		Use of microphones, audio cables and connectors				Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability) strengthen communication capacities, increase participation in the communication process (SDG 16)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Technical Skills required as Industry Needs (Elevate understanding and skills of students required for employment/ entrepreneurship) Skill Development for the industry
Unit IV				video editing equipment's		video editing equipment's , Audio mixing				Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance chances of employability)	Professional Education (20.2) Technical education (20.6) Use	Technical Skills required as Industry Needs (Elevate understanding and skills of students required for employment/ entrepreneurship)

												strengthen communication capacities, increase participation in the communication process (SDG 16)	of technological tools (23.2)	Skill Development for the industry
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	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 वही टेलीविजन में वर्तमान काल की भाषा में लिखा जाता है। रेडियो में आम बोलचाल की भाषा का प्रयोग होता है। वही 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 क्रमों 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, व्यावहारिक व्याकरण, शब्द और वाक्य के विविध रूप, विराम चिह्न का प्रयोग, वर्तनी: शब्द शुद्धि और वाक्य शुद्धि के नियम, शब्दावली का मानकीकरण, बोलियों और मुहावरे-महत्व और प्रयोग।

यूनिट- 2 (लेक्चर- 12)

भाषा अभिव्यक्ति का साधना और उसकी पूर्ण का साधना 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 विषयो 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
CO1	हिंदी/क्षेत्रीय भाषा में मौखिक संचार कौशल को मजबूत होना।	PO1, PO2, PO3, PO4
CO2	मीडिया में इस्तेमाल की जाने वाली भाषा में विकास होना।	PO3, PO4, PO9
CO3	राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमो पर लेखन करना।	PO4, PO5, PO6, PO9
CO4	साक्षत्कार करने के व्यावहारिक ज्ञान को समृद्ध होना।	PO3, PO4, PO9
CO5	सम्पादकीय फीचर लेखन, व फीचर लेखन की तकनीक को विकसित होना।	PO2, PO3, PO4, PO9

Cour Code	Course Title	Disciplinary Knowledge											Students will acquire professional skills required to be media professionals		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ2 61A	संचार के लिए	1	1	3	3	1	1			3			3	3	3

हिंदी																
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Course Code	Course Outcome	PO 1	PO2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PS O1	PS O2	PS O3
SBJB261A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SD G	NE P	PO E/ 4 th IR
	L o c a l	Re g i o n a l	N a t i o n a l	G l o b a l	Empl oyabil ity	Entre prene urship	Skill Dev elop ment	Profess ional Ethics	Gen der	Hum an Valu es	Enviro nment & Sustain ability			
Unit I														
Unit II														
Unit III			राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमों पर लेखन	राष्ट्रीय व अंतर्राष्ट्रीय घटना क्रमों पर लेखन	संपादकीय/ अग्रलेख स्वरूप और लेखन, संपादकीय पृष्ठ का मुख्य ले		साहित्यिक भाषा और पत्रकारिता							

				ख										
Unit IV				रेडियो और टेलीविजन कार्यक्रमों की समीक्षा		साक्षात्कार, जीवन शैली	रेडियो और टेलीविजन कार्यक्रमों की समीक्षा			जीवन शैली	जीवन शैली			

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		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To understand the structure of economy.	PO1
CO2	Analysis of the key domestic and international economic issues	PO1, PO8
CO3	Know the process of government budgeting, financial sector and stock markets	PO1, PO10, PO3
CO4	Demonstrate information related to stock market and new economic policy of India.	PO10, PO1, PO3
CO5	To acquaint the nuances of business reporting and ethics.	PO3, PO4, PO6, PO8
CO6	To create Business reports using infographics and digital media	PO7, PO4, 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/ 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																
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	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
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	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Unit	Relevance to the local, national, regional and global developmental needs			Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability					SDG	NEP	POE /4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I			Nature of Indian economy, Economic planning in India										Skill for Decent Work (SDG 4.4)	Professional Education (1-17.5)	Technical Skills that match Industry Needs, Skill Development
Unit II		regional economic forum	new economic mi	Importance of forei									Skill for	Profession	Technical Skills that

		ms	<p>reference of 1991, FDI and FII policy in India</p> <p>international trade for a developing economy, Export and import during recession-2008 onwards, World economic bodies and forums, economy and international politics</p>								<p>World Bank (SDG 4)</p> <p>Real Education (17.1-17.5)</p>	<p>match Industry Needs, Skill Development</p>
Unit III			Indian Financial	SEBI and Capital Market Reforms, Types of Taxes,		Stock Markets -					<p>Skill for</p> <p>Profession</p>	<p>Technical Skills that</p>

			System		New Economic Policy		Financial Products						Real Education (17.1-17.5) (SDG 4.4)	match Industry Needs, Hands-on Experience
Unit IV				Investigative reporting in business sector			Business Journalism: Reporting, Infographics and its usage in media, Usage of digital media in business jour						Skills for Decent Education (17.1-17.5) (SDG 4.4)	Technical Skills that match Industry Needs, skill Development

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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, Content writing, use of images, creatives and ads, user generated content, Content management system, Domain name, web hosting, Google webmaster, crawlers and bots, breadcrumbs, SERP, Google Ads, Google AdSense

Unit II- 10 lectures

Social Media

Introduction to social media, types of social media, Social Networking, Social Networks: Individuals, groups and organisations, Social networking websites: Online, Popular social and professional, Facebook as tool of socialisation and marketing, Social media as alternate source of News, Penetration of Internet, Social Media optimization

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, Keywords, Search engine optimization, targeting, trends, hashtags, Web analytics and page insights, Google analytics, social media analytics

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, Online reputation management, Search engine marketing, Email marketing, E-commerce, ZMOT, Digital portal, business plan, marketing strategy, revenue model, RoI, digital entrepreneurship.

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	Skilled and Industry-ready	Influential and effective	Leadership readiness/	Critical/ Reflective	Technologically Efficient	Ethical Awareness	Lifelong Learning	Research-related Skills	Cooperation/ Teamwork	Students will acquire	Students will be equipped	Student shall become
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3

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
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

SJBJ202 A	Digital Media Foundation	3		2	3		2	2	1	2			3	3	3
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1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global	Relevance To the Employability/ Entrepreneurship/	Relevance to the Professional Ethics, Gender, Human	SD G	NEP	PO E/4^t IR
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		developmental needs			Skill Development			Values, Environment & Sustainability								
	L o c a l	R e g i o n a l	N a t i o n a l	G l o b a l	E m p l o y a b i l i t y	E n t r e p r e n e u r s h i p	S k i l l D e v e l o p m e n t	P r o f e s s i o n a l E t h i c s m m	G e n d e r	H u m a n V a l u e s	E n v i r o n m e n t & S u s t a i n a b i l i t y					
Unit I					portals, blogs, vlogs, Google Ads, Google AdSense		portals, blogs, vlogs					Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8)	Technical education (20.6)	Digital India - technology and education bidirectional (23.1)	Use of technological tools (23.2)	Students will develop Technical Skills that match Industry Needs, Employability (Functional Knowledge and uses of the Web)
Unit II					Facebook as tool of socialisation	Facebook as tool of socialisation	Social Network			Social Netw		Skills for Decent	Professio			Students will develop

				on and marketing	on and marketing	orkin g			orkin g		Work (SDG 4.4) (Learning the components of this unit will enhance employability)	nal Education (20.2) Technical education (20.6) Use of technological tools (23.2)	p Technical Skills that match Industry Needs (Knowledge of the uses of the Web/ social media will elevate skills and better chances of employment), Skill Development (Students will develop understanding of the web)
Unit III		Internet for political campaigns	Internet for political campaigns						trends, hashtags		Skills for Decent Work (SDG 4.4) (Learning the components	Professional Education (20.2) Technical education (20.6)	Students will develop Technical Skills that match Industr

												of this unit will enhance employability) Use of technology to help in digital transformation (SDG 9)	Use of technological tools (23.2) awareness on issues of privacy, laws, and standards associated with data handling and data protection (23.13)	y Needs (Knowledge e-governance will elevate skills and better chances of employment), Skill Development (Students will develop the understanding and know-how of the topics, also will understand law, ethics and effective e-governance and how citizens can use it)
Unit					Web Publishin	digital entrepren	Digit al					Skills for	Studen ts will	

IV					g-tools, Online News websites	eurship	portals					Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (20.2) Technical education (20.6) Use of technology (23.2)	develop Technical Skills that match Industry Needs (Knowledge of the hardware, apps and softwares will elevate skills and better chances of employment), Students will learn relevant softwares, apps and use mobile)
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SJBJ204A	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, PO11	PO9,
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		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 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
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	PS	PS
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

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	PO E/4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I	-	Developing programme brief: Objective, content, target audience, duration, Generation of idea, preparing outline,	Brief Historical Background of Television in India	Various Formats of TV programmes, Stages of Programme Production	-	-	-	-	-	-	-	"Promote sustained, inclusive and sustainable economic growth, full and productive em	Online and Digital Education: Ensuring Equitable Use of Technology (24.1-24.5)		

		and conducting research.										pl ym ent and dec ent wo rk for all (S DG 8) (Le arn ing the co mp one nts of this uni t wil l ena ble em plo yab ilit y)"		
U ni t II	-	-	Scripting a Programme : Story Boarding and	Func tions of PCR , MC R, TV writi	-	-		-	-	-		"S kill s for De cen t Wo rk	Pro fes sio nal Ed uca tio n (17	

			Script Break down, Set-design , Costumes, Props, Floor Plan, Budgeting	ng and new newspaper writing								(S DG 4.4) (Learning the components of this unit will enhance employability)"	.1-17.5)	
Unit II I	-	-	-	Steps involved in production and utilization of a TV programme	-	-	PTC: Writing and presentation, General script, screenplay, storyboard, break down of script, Single	-	-	-	-	"Skill sets for Decent Work (S DG 4.4) (Learning the	Professional Education (17.1-17.5)	

							Camera Shoot, Multi Camera Shoot.					components of this unit will enhance employability)"		
Unit IV	-	-	-	-	-	-	Video Editing of news stories , Use of graphics and animation Voice over, Packaging, Rundown, Anchoring	-	-	-	-	Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance	Professional Education (17.1-17.5)	

												em plo yab ilit y)		
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SBJ206A	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, Recent trends and techniques in the discipline

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, Process of pitching, promotion and marketing of films

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	Influential and effective	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	Students will be equipped with ICTs	Student shall become ethically committed
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO	PSO	PSO
SJBJ 206 A	Documentary and Short Filmmaking	3	1	3	3	1		2				2	3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ206 A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs					Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability			SDG	NEP	POE/ 4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I	social, political, and historical issues through films	social, political, and historical issues through films	social, political, and historical issues through films	social, political, and historical issues through films			Brainstorming, idea generation	point of view		point of view		Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employability)	Online and Digital Education: Ensuring Equitable Use of Technology (24.1-24.5)	Technical Skills that match Industry Needs (Minimum industry requirement), Hands-on Experience (Students will be learning through doing)
Unit II					scripting a documentary		scripting a document					Skills for Decent Work	Professional Education	Technical Skills that match

						ary, post- shoot script ing, the art of inter viewi ng					(SDG 4.4) (Learn ing the compon ents of this unit will enhance employ ability)	(17.1- 17.5)	Industry Needs (Knowl edge of the softwar es will elevate skills and better chances of employ ment), Hands- on Experie nce (Studen ts will be working on the softwar es)
Unit III				Fiction, Genres in fiction, storyboa rding, budgetin g, casting	set desig n and art direct ion	legal perm issions					Skills for Decent Work (SDG 4.4) (Learn ing the compon ents of this unit will enhance employ ability)	Profes sional Educat ion (17.1- 17.5)	Technic al Skills that match Industry Needs (Knowl edge of the softwar es will elevate skills and better chances of employ ment), Hands- on Experie nce (Studen

														ts will be working on practical assignments), Hands-on Experience (Students will be working on practical assignments)	
Unit IV					editing and sound for documentaries, promotion and marketing of films	editing and sound for documentaries	Lighting, editing						Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment), Hands-on Experience (Students will apply the skills learnt

																				and work on projects)
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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, Historical overview of Radio journalism, 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, Structure of AIR

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, Various radio program formats

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*. Rineheart 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 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	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

		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 media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SBJJ208 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
SBJ208 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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I			Structure and Functioning of FM Radio Stations (Govt. & Private)		Structure and Functioning of FM Radio Stations (Govt. & Private)					Concept of News, News Values			Freedom of expression, free flow of ideas by word and image, safety of Journalists, promotion of the wider	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more	Technical Skills that match Industry Needs, Skill Development

												and better balanced dissemination of information, increase participation in social awareness (), 11.3 (), intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner; an ethic of social engagement; soft skills), 9.1 (a democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning),
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												professionally skilled media persons and communication experts	
Unit II				Writing for Radio, News Bulletin, Writing and Packaging for Radio Infotainment Programs		Writing for Radio, News Bulletin					power of information and knowledge, safety of Journalism, flow of information, promote the wider and better balanced dissemination of information, increase participation in the communication process, developing a free and	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness), 11.3 (intellectual, aesthetic, social, physical, emotional, and moral) integrated manner;	Technical Skills that match Industry Needs, Hands-on Experience

										independent media, Freedom of expression, free flow of ideas by word and image	an ethic of social engagement; soft skills), 9.1 (a democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning), professionally skilled media persons and communication experts	
Unit III	--			Voice Qualifiers & Speech Personality, Radio Jockey		Voice Qualifiers & Speech Personality, News Reader: Presentation Techniques		Radio Jockey		safety of Journalists, flow of information, promote the wider and better	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving	Technical Skills that match Industry Needs, Hands-on Experience

												<p>balanced dissemination of information, power of information and knowledge, increase participation in the communication process, developing a free and independent media</p> <p>abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness (11.3 in the intellectual, aesthetic, social, physical, emotional, and moral development in an integrated manner; an ethic of social engagement; soft skills), 9.1 (a democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and</p>
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												values will be incorporated at each stage of learning), professionally skilled media persons and communication experts		
Unit IV				Techniques of Radio Production								increase participation in the communication process, developing free and independent media, power of information and knowledge, safety of Journalists, flow of information, promote the	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness), 11.3 (intellectual, aesthetic, social,	Technical Skills that match Industry Needs, Skill Development

												<p>wider and better balanced dissemination of information, Freedom of expression, free flow of ideas by word and image</p> <p>physical, emotional, and moral in an integrated manner; an ethic of social engagement; soft skills), 9.1.1 (a democratic, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning), professionally skilled media persons and communication experts</p>
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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,
- Content writing, blogs, vlogs, creatives and ads, types of ads, user generated content, Content management system, Domain name, web hosting, configuring domain names and hosting, Google webmaster, SERP
- Social Media optimization, Social Media Marketing, creating ad campaigns, PPC, PPM, Facebook business, Twitter business, LinkedIn business, Groups, pages
- Types of Keywords, Web analytics and page insights, Google analytics, Facebook analytics, Instagram analytics, Twitter analytics

- Online reputation management platforms, social listening, techniques, Google Ads, Google AdSense,
- Email marketing, E-commerce, Digital portal
- 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 DONT'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	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 media	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
SJBJ2 52A	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
SJBJ252 A	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.

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I		Detail study of social media campaign of government website		Blogs: Design and produce blogs: journalistic writing	Blogs: Design and produce blogs: journalistic writing	Blogs: Design and produce blogs: journalistic writing			Survey / research on the new media technology	Survey / research on the new media technology	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employability)	Technical education (20.6) Digital India - technology and education bidirectional (23.1) Use of technological tools (23.2)	Students will develop Technical Skills that match Industry Needs (Knowledge of the uses of the Web and its tools will elevate skills and better chances of employment), Skill Development (Students will develop understanding of the web)
Unit II				Content writing, blogs, vlogs, creative		Content writing, blogs,					Skills for Decent Work (SDG	Professional Education	Students will develop Technical Skills that match

				s and ads		vlogs					4.4) (Learning the components of this unit will enhance employability) strengthen communication capacities, increase participation in the communication process, designing campaign (SDG 16)	n (20.2) Technical education (20.6) Use of technological tools (23.2)	Industry Needs (Knowledge of the uses of the Web/ social media will elevate skills and better chances of employment), Skill Development (Students will learn and implement practically)
Unit III				Social Media optimization, Social Media Marketing		Social Media optimization, Social Media Marketing			Social Media optimization, Social Media Marketing		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability) Use of technology to help in	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2) awareness on issues of privacy,	Students will develop Technical Skills that match Industry Needs (Knowledge e-governance will elevate skills and better chances of employment), Skill Development (Students will develop the

											digital transformation (SDG 9)	laws, and standards associated with data handling and data protection (23.13)	understanding and knowhow of the topics, also will understand law, ethics and effective e-governance and how citizens can use it)
Unit IV				Google Ads, Google	Google Ads, Google						Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2)	Students will develop Technical Skills that match Industry Needs (Knowledge of the hardwares, apps and softwares will elevate skills and better chances of employment)/ Students will learn relevant softwares, apps and use mobile)
											Use of technology to help in digital transformation (SDG 9)		

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, PO4, PO6
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	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influent 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 media professionals	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and entrepreneurs		
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO	PSO	PSO		
SJBJ254 A	Idea to Screen Lab	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
SJBJ254 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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	PO E/4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I	-	-	program me brief for their fiction or news based program	stages of program me production	-	-	-	-	-	-	-	-	-	-
Unit II	-	-	Developing program me brief for their fiction or news based program	budget for the script	-	-	Convert5 different print media story into a TV news story- Political, Sports, Cultural, Development and Health.	-	-	-	-	-	-	-

Unit III	interview on a specific topic of your choice	Conduct a panel discussion as a moderator	Produce a Vox pop on a specific topic of your choice Conduct an	-	-	-	rundown sheet of the package, Complete an anchoring on a Teleprompter	-	-	-	-	-	-	-
Unit IV	-	-	-	-	Edit the vox pop, interview, panel discussion, and add graphics, Create a final package.	-	-	-	-	-	-	-	-	-

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 members

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	Presentatio n/ 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	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	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 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	PSO	PSO	PSO
SJBJ 256 A	Documentary and Short Filmmaking Lab	3	3	2	3	2		2				2	3	3	3

Course Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
	L o c a l	R e g i o n a l	N a t i o n a l	G l o b a l	Empl oyabil ity	Entr epre neur ship	Skill Devel opme nt	Prof essio nal Ethi cs mm	Gen der	Hu ma n Va lue s	Envi ron ment & Sust aina bilit y			
Unit I					Screening of different types of documentaries		Screening of different types of documentaries			roles, and responsibilities of different crew members		Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employability)	Online and Digital Education: Ensuring Equitable Use of Technology (24.1-24.5)	Technical Skills that match Industry Needs (Minimum industry requirement)
Unit II					screening, and peer review of works							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and

											y)		better chances of employment)
Unit III				Fiction idea generation, script and screenplay writing, storyboarding, budgeting					character development		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment)
Unit IV				Sound design, sound mastering		Sound design, sound mastering, organizing screenings and discussions					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment)

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

SBJ262A	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, citizen journalism, news, content formats

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. Social Media Marketing, creating ad campaigns, PPC, PPM, Facebook business, Twitter business, LinkedIn business

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, social listening, ORM, softwares for ORM, Influencer marketing, online reputation management platforms

Unit IV- 10 lectures

Monetization and Analytics

Data Mining for Digital Media: 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 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	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

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	PS	PS
SJBJ262A	Social Media Marketing	1	1	2	3		3	1	1	1	3	3			

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
L	R	N	Gl	Em	Ent	Skill	Prof	Gender	Human	Envir			
o	e	a	ob	plo	rep	Dev	essio		Values	onme			
c	g	t	al	ya	ren	elop	nal			nt &			
a	o	n		bili	eur	ment	Ethi			Sustai			
l	n	a		ty	ship		cs			nabilit			
	al				p		mm			y			
Unit I				content formats				Social Media	Social Media, citizen journalism		Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employability)	Technical education (20.6) Digital India - technology and education bidirectional (23.1) Use of technological tools (23.2)	Students will develop Technical Skills that match Industry Needs/ Skill Development (Students will acquire understanding of social media)
Unit II				Social Media Marketing, creating ad campaign,	Facebook business, Twitter business, LinkedIn business						Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability) strengthen	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2) awareness on	Students will develop Technical Skills that match Industry Needs (Knowledge of the uses of the Web/ social

				Facebook business, Twitter business, LinkedIn business						communication capacities, increase participation in the communication process, designing development campaign (SDG 16)	issues of privacy, laws, and standards associated with data handling and data protection (23.13)	media will elevate skills and better chances of employment)/ Skill Development (Students will learn and implement practically)
Unit III				Blogging, Streaming Video, Content Creation	E-Commerce & Start-ups, Blogging, Streaming Video	Blogg ing, Stream ing Video				Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability) Use of technology to help in digital transformation (SDG 9)	Professional Education (20.2) Technical education (20.6) Use of technological tools (23.2) awareness on issues of privacy, laws, and standards associated with data handling and data protection (23.13)	Students will develop Technical Skills that match Industry Needs (Knowledge will elevate skills and better chances of employment)/ Skill Development (Students will develop the understanding and knowhow of the topics, also will understand law, ethics and effective usage)
Unit IV				Data Mining for			Cyber laws, Ethics and		Website Audience Measurement	Skills for Decent Work (SDG 4.4)	Professional Education (20.2)	Students will develop Technical

					Digital Media			social media			(Learning the components of this unit will enhance employability) Use of technology to help in digital transformation (SDG 9)	Technical education (20.6) Use of technological tools (23.2)	Skills that match Industry Needs (Knowledge of the apps and softwares will elevate skills and better chances of employment)/ Students will learn relevant softwares, apps)
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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

History of 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,

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 , Qualities of Sports Journalist, Writing the headline, Crosshead and body copy, Sports News in brief

Unit III- 10 Lectures

Introduction Sports Photography

History of sports photography, Great sports photographers, Roll of still photography, How to do sports photography, Use of infographics, creating catchy infographics

Unit IV- 10 Lectures

Sports writings

The first sports page and writing for sports column, 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. Routedledge Publisher

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 role of various sports bodies and authorities	PO1
CO2	Describe various ways to read and analyze different sports stories and events	PO1, PO2, 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

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
SJBJ 264A	Sports Journalism	3	3	2	2	2	2	2	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	PS O1	PS O2	PS O3
SJBJ264A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR	
Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I				Media influence on sports					Media influence on sports		strengthen communication capacities and promote the wider and better balance dissemination of information, knowledge-driven media development, free flow of ideas by word and image, safety of journalists, freedom of expression	10.1 (students to become well-rounded across disciplines including artistic, creative, and analytic subjects as well as sports, develop active research communities across disciplines including cross-disciplinary research, and increase resource efficiency, both material and human, across)	11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness), 9.1 (a democratic,	Technical Skills that match Industry Needs/Skill Development

												sociallyconscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning)	
Unit II				Sports on TV Writing the headline	Writing the headline , Different writing styles			Media influence on sports		promote the wider and better balanced dissemination of information, knowledge-driven media development, free flow of ideas by word and image, safety of journalists, freedom of expression, strengthen communication capacities	10.1 (students to become well-rounded across disciplines including artistic, creative, and analytic subjects as well as sports, develop active research communities across disciplines including cross-disciplinary research, and increase resource efficiency, both material and human, across), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness), 9.1 (a democratic, sociallyconscious,	Technical Skills that match Industry Needs/Skill Development	

													cultured, and humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning)		
Unit III			Great sports photographers	Great sport photographers	sports photography, creating catchy infographics					sports photography			free flow of ideas by word and image, safety of journalists, freedom of expression, strength and communication capacities, promote the wider and better balance disseminated information, knowledge-driven media development	10.1 (students to become well-rounded across disciplines including artistic, creative, and analytic subjects as well as sports, research communities across disciplines including cross-disciplinary research, and increase resource efficiency, both material and human, across), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness), 9.1 (a democratic, socially-conscious, cultured, and	Technical Skills that match Industry Needs/Skill Development

												humane nation upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning)	
Unit IV		Profiling a sports personality	Profiling a sports personality	Writing a sports feature, creating sports videos and montages		Writing a sports feature, creating sports videos and montages			Profiling a sports personality		strengthen communication capacities, promote the wider and better balance of dissemination of information, knowledge-driven media development, free flow of ideas by word and image, safety of journalists, freedom of expression	10.1 (students to become well-rounded across disciplines including artistic, creative, and analytic subjects as well as sports, develop active research communities across disciplines including cross-disciplinary research, and increase resource efficiency, both human, across), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness), 9.1 (a democratic, socially conscious, cultured, and humane nation	Technical Skills that match Industry Needs/Skill Development

													upholding liberty, equality, fraternity, and justice for all), 9.1.2 (skills and values will be incorporated at each stage of learning)	
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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	MO OC		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 planning.	PO3, PO4, 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	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 human values
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 301A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/ 4 th IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I					PR as distinguished from advertising	PR as distinguished from advertising	public relations strategies			Publics in public relations		Inclusive Knowledge Societies, social inclusion, knowledge-driven development, technical innovation, net neutrality ROAM Principles, increase participation in the community	20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and		Technical Skills that match Industry Needs (Knowledge of the discipline)/ Skill development

											<p>process, strength, communication capacities, problem-solving abilities, teamwork, communication skills, more depth of learning and mastery of a free and independent media</p> <p>innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more depth of learning and mastery of curricula across fields, increases in social and moral awareness)</p>	
Unit II				<p>Functions of PR department, News release, Press conference, Use of technology and data analytics</p>		<p>Use of technology and data analytics</p>	<p>Press conference</p>		<p>Press conference</p>	<p>Inclusive Knowledge Societies, social inclusion, knowledge-driven media development, technological innovation,</p>	<p>20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic</p>	<p>Technical Skills that match Industry Needs (Knowledge of the discipline)/ Skill development</p>

											neutrality and ROAM Principles, increases participation in the communication process, strengthen higher-order communication capacities, promote wider and better balanced dissemination of information, developing a free and independent media	and multidisciplinary education (Use of technology tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness)	
Unit III	Government PR, Political PR	Government PR, Political PR	Government PR, Political PR		Professional PR organizations			Understanding of laws required in practicing PR,	Understanding of laws required in practic		Inclusive Knowledge Societies, social	20.1 (ethic and importance of public purpose, an	Technical Skills that match Industry Needs (Knowl

							Ethics in PR, PRSI and ethics in public relations.		ing PR	inclusion, knowledge-driven media development, technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen higher-order communication capacities, promote the wider and better balance disseminated information, develop a free and independent	education in the discipline, and education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields,	edge of the discipline)/ Skill development
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												dent media	increases in social and moral awareness (s)	
Unit IV					PR Strategies, PR campaign: Program me planning	PR Strategies, PR campaign: Program me planning	PR Strategies, PR campaign: Program me planning					Inclusive Knowledge Societies, social inclusion, knowledge- driven media development, technical innovation, net neutrality ROAM Principles, increased participation in the community process, strengthen higher- communication capacities, promote wider and	20.1 (ethic and importance of public purpose, an education in the discipline , and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education , 23.2 (Use of technology tools), 11.2 (creativity and innovation, critical thinking and higher- order thinking capacities , problem- solving abilities, teamwork ,	Technical Skills that match Industry Needs (Knowledge of the discipline)/ Skill development

												<p>better balance d dissemi nation of informa tion,de velopin g a free and independ ent media</p>	<p>communi cation skills, more indepth learning and mastery of curricula across fields, increases in social and moral awarenes s)</p>	
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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

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. Significance of Research
4. Research Approaches – quantitative and qualitative , Mixed method approach
5. 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 Variables-types and measurement of variables
- 4.5 Interpretation of data – inferences drawn from the study
- 4.6 Report writing – steps involved, layout of the research project
- 4.7 APA Style Sheet
- 4.8 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,

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3		
SJBJ 303A	Communication Research	2	3	2	3	3	2			3	2	3	3		3		
		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Inflential 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		

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
SJBJ303 A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs					Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
L	R	Na	Gl	Empl	Entr	Skill	Profes	Gen	Hum	Envi				
o	e	tio	ob	yabil	pre	Develo	sional	der	an	ron				
ca	gi	nal	al	ity	neur	pment	Ethics		Valu	ment				
l	on				ship		mm		es	&				
	al									Sust				
										ain				
										abilit				
										y				
Unit I				Research Approaches – quantitative and qualitative , Mixed method approach		Types of research, Research Approaches – quantitative and qualitative , Mixed method approach					Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development, Communication & Development & Communication media, promote the wider and balanced dissemination of information, designing	9.1.1 (For the purpose of developing holistic individual (development of cognitive skills and learning outcomes emphasis on research), 10.3 (multidisciplinary high quality teaching, research, and community),	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast)	

												development campaign		
Unit II					Types of research design	Types of research design , Types of sampling – Probability and Non-Probability						Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development, Communication Development & high quality teaching, media, promote the wider and balanced dissemination of information, designing development campaign	9.1.1 (Forge-Driven the purpose of developing holistic individual (development of cognitive skills and learning outcomes emphasis on research), 9.2 (development of cognitive skills and learning outcomes emphasis on research), 10.3 (multidisciplinary - high quality teaching, research, and community), 9.2 (development of cognitive skills and learning outcomes emphasis on research), 10.3 (multidisciplinary - high quality teaching, research, and community),	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast)
Unit III					Observation method, Interview method, Collection of data through questionnaire and			Survey , Case Study Method	Survey , Case Study Method	Survey		Knowledge-Driven Media Development highlights the importance of generating	9.1.1 (Forge-Driven the purpose of developing holistic individual (development of cognitive skills and learning outcomes emphasis on research), 9.2 (development of cognitive skills and learning outcomes emphasis on research), 10.3 (multidisciplinary - high quality teaching, research, and community),	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast)

						schedule					g and cognitive research sharing of skills and skills and knowledge learning know the e to outcomes new advance , research media emphasis areast) developm on ent, research), Communi10.3 ction (multidisc Develop iplinary - ment & high Communiquality cation teaching, media, research, promote and the wider communit and bettery), balanced dissemina tion of informati on, designing developm ent campaign		
Unit IV				Processi ng of data – editing, coding, classific ation, tabulati on	Proces sing of data – editing, coding, classifi cation, tabulat ion	Processi ng of data – editing, coding, classificat ion, tabulation , Report writing – steps involved, layout of the research project	Research Ethics, Plagiari sm, Publicat ion – Ethics				Knowled ge-Driven Media Develop ment highlights the importance of generatin g and sharing of knowledg e to advance media developm ent, Communi ction Develop ment & Communi quality	9.1.1 (For the purpose of developin g holistic individual (develop ment of cognitive learning outcomes emphasis research), 10.3 (multidisc iplinary - high quality teaching, research, and communit y), balanced dissemina tion of informati on, designing developm ent campaign	Technical Skills that match Industry Needs (Knowledg e of the Research will elevate research skills and know the new research areast)

											<p>cation media, promote the wider and better), balanced dissemina tion of informati on, designing developm ent campaign</p>	<p>teaching, research, and communit</p>	
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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 functionaries 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

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 functionaries 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

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

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ305A	Event as a Marketing Tool	3	3	2	1	1				2		2	3	3	3
		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 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 human values

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
SBJB305A	CO1	3											3	3	3
	CO2	3			1								3	3	3
	CO3	3				2							3	3	3
	CO4	3		3						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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/ 4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I					Events and Event Management	Events and Event Management	Events and Event Management					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Global Education, Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement)/ Hands-on Experience, Skill Development (Students will

														work on assignments)	
Unit II					Project Planning	Project Planning							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement)/ Hands-on Experience, Skill Development (Students will work on assignments)
Unit III					HR Management	HR Management, Financial controls for reducing risk							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement)/ Hands-on Experience, Skill Development (Students will work on assignments)
Unit					Revenue				Consume	Consu			Skills	Professional	Technical

t IV					e Generati on				r research on events	mer research h on events		for Decent Work (SDG 4.4) (Learn ing the compo nents of this unit will enhanc e employ ability)	nal Education (17.1- 17.5)	al Skills that match Industry Needs (Minim um industry require ment)/ Skill Develop ment
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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

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	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 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
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	PSO1	PSO2	PSO3
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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I			traditions in world cinema- German Expressionism, Italian neo-realism, French new wave, British new wave, Chinese cinema								Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employability)	Online and Digital Education: Ensuring Equitable Use of Technology (24.1-24.5)	Technical Skills that match Industry Needs (Minimum industry requirement)
Unit II				Action cinema		Action cinema					Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment)

Unit III				studio cinema, mobile cinema							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment)
Unit IV		Mythology cinema in India		Hindi music film, Hollywood musicals							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Knowledge of the softwares will elevate skills and better chances of employment)

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.
- 6.

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	Understand statement of problem pertaining to Journalism and Mass Communication after going through review of relevant literature	PO1, PO6, PO10
CO2	Draft objectives using research gaps and research questions.	PO1, PO6, PO10
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

		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 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	PS O1	PS O2	PS O3
SJBJ353A	Communication Research Lab	3	2	2	2	3	2				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	PS O2	PS O3	PS O4
SJBJ353A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship / Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
L	R	Na	Gl	Em	Entr	Skill	Profess	G	Hu	Envir			
o	e	tio	ob	plo	repre	Devel	ional	e	ma	onme			
ca	gi	nal	al	ya	neur	opme	Ethics	n	n	&			
l	on			bili	ship	nt	mm	d	Va	Sustai			
	al			ty				er	lue	nabilit			
									s	y			
Unit I											Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development, Communication Development & Communication on media, promote the wider and better balanced dissemination of information, designing development campaign	9.1.1 (For the purpose of developing holistic individuals), 9.2 (development of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidisciplinary - high quality teaching, research, and community), 9.2	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast) /Skill Development
Unit II						Understanding research design and research methods					Knowledge-Driven Media Development highlights the importance of generating	9.1.1 (For the purpose of developing holistic individuals), 9.2	Technical Skills that match Industry Needs (Knowledge of the

						to apply in real life					and sharing of knowledge to advance media development, Communication Development & Communication on media, promote the wider and better balanced dissemination of information, designing development campaign	(development of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidisciplinary - high quality teaching, research, and community),	Research will elevate research skills and know the new research (areast) /Skill Development
Unit III					Analysing and inferring the data using theoretical framework						Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development, Communication Development & Communication on media, promote the wider and better balanced dissemination of information, designing development campaign	9.1.1 (For the purpose of developing holistic individuals), 9.2 (development of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidisciplinary - high quality teaching, research, and community),	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research (areast) /Skill Development

Unit IV						Drafting the final report/paper with references/bibliography using APA style sheet					Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development, Communication Development & Communication on media, promote the wider and better balanced dissemination of information, designing development campaign	9.1.1 (For the purpose of developing holistic individuals), 9.2 (development of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidisciplinary - high quality teaching, research, and community),	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast) /Skill Development
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SJBJ355A	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 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 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

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influent 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 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
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.

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global development al needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
	L	R	N	G	Empl oyabil ity	Entr epre neur ship	Skill Develo pment	Profess ional Ethics mm	Gender	Human Values	Enviro nment & Sustain ability			
Unit I					Design a project plan for organizing an event		Design a project plan for organizing an event		Undertake a survey of target audience for pre event planning process	Undertake a survey of target audience for pre event planning process		Skills for Decent Work (SDG 4.4) (Learning the compone nts of this unit will enhance employability)	Global Educati on Knowle dge, Professi onal Educati on (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requiremen t)/ Hands-on Experience, Skill Developme nt (Students will work on assignment s)
Unit II					Design publicity material poster, brochure, invitation and print advertising							Skills for Decent Work (SDG 4.4) (Learning the compone nts of this unit will enhance employability)	Professi onal Educati on (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requiremen t)/ Hands-on Experience, Skill Developme nt (Students

														will work on assignments)	
Unit III				Develop activity chart		Develop activity chart							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement)/ Hands-on Experience, Skill Development (Students will work on assignments)
Unit IV				Develop crisis management plan		Develop crisis management plan							Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement)/ Hands-on Experience, Skill Development (Students will work on assignments)

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

SBJ361A	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	--				

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

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
		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Influent 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 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 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	
SBJ361A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 ^t h IR	
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability				
Unit I					CSR films		understanding advertising			audiences for different types of media			Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement)	Skill Development (Understanding the Management system)
Unit II													Professional Education (17.1-17.5)	Technical Skills that match Industry Needs	Skill Development (Students will understand HR and Leadership)

Unit III				Different ways of storytelling		Different ways of storytelling, Creative idea generation					Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement)	Hands-on Experience (Understanding Organizational Structure)
Unit IV				Three tools of creating a concept, re-framing, random stimuli, research Creating compelling pitches for the client, interpreting the brief, making concept note							Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement)	Skill Development (Students will design roadmaps and campaigns)

SJBJ363A	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:

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

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

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ36 3A	Fashion Journalism	3	3	3	2		2			2			3	3	3
		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 media	Students will be equipped with ICTs competencies including digital literacy	Student shall become ethically committed media professionals and

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
SBJ363 A	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

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I					Fashion media, fashion writers, fashion critics, fashion reporter , corporate							Inclusive Knowledge Societies, social inclusion, knowledge-	20.1 (ethic and importance of public purpose, an education in the	Technical Skills that match Industry Needs

					journalism						drive n media development, technical innovation, net neutrality ROA M Principles, increase participation in the communication process, strengthen communication capacities , promote the wider and better balanced disse	discipline, and education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamw	(Knowledge of the discipline)
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												minat ion of infor matio n,dev elopin g a free and indep enden t media	ork, commu nicatio n skills, more indepth learnin g and master y of curricul a across fields, increas es in social and moral awaren ess)		
U nit II					Writing & Editing Fashion related stories and blogs	Writing & Editing Fashion related stories and blogs							Inclus ive Know ledge Societ ies,so cial inclus ion, knowl edge- drive n media devel opme nt,tec hnic al innov ation, net neutra	20.1 (ethic and importa nce of public purpos e, an educati on in the discipli ne, and an educati on for practic e), 20.2 (Profes sional educati on -	Tech nical Skill s that matc h Indu stry Nee ds (Kn owle dge of the desc iplin e)

											lity ROA M Princi ples, increa se partic ipatio n in the comm unicat ion proce ss, streng then comm unicat ion capac ities , prom ote the wider and better balan ced disse minat ion of infor matio n,dev elopin g a free and indep enden	holistic and multid disciplina ry educati on), 23.2 (Use of technol ogical tools), 11.2 (creativ ity and innovat ion, critical thinkin g and higher- order thinkin g capaci ties, proble m- solving abilitie s, teamw ork, commu nicatio n skills, more indepth learnin g and master y of curricul
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												t media	a across fields, increas es in social and moral awaren ess)	
U nit III					Public relation s, , brand manage ment	Public relations					Pu bli c rel ati ons	Inclus ive Know ledge Societ ies,so cial inclus ion, knowl edge- drive n media devel opme nt,tec hnic al innov ation, net neutra lity ROA M Princi ples, increa se partic ipatio n in the	20.1 (ethic and importa nce of public purpos e, an educati on in the discipli ne, and an educati on for practic e), 20.2 (Profes sional educati on - holistic and multidi sciplina ry educati on), 23.2 (Use of technol ogical	Techn ical Skill s that matc h Indu stry Nee ds (Kn owle dge of the desc iplin e)

												<p>communication process, strengthen communication capacities, promote the wider and better balanced dissemination of information, development of a free and independent media</p>	<p>tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness)</p>
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Unit IV				Fashion styling, shooting with models and makeup artists, outdoor model photography, Photojournalism	outdoor model photography	caption writing					Inclusive Knowledge Societies, social inclusion, knowledge-driven media development, technical innovation, net neutrality ROAM Principles, increase participation in the communication process, strengthen communication	20.1 (ethic and importance of public purpose, an education in the discipline, and an education for practice), 20.2 (Professional education - holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-	Technical Skills that match Industry Needs (Knowledge of the discipline)
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											capacities, promote the wider and better balanced dissemination of information, development of a free and independent media	order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curriculum across fields, increases in social and moral awareness)
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SEMESTER VI							
1	CC	SJBJ302A	Global Media Scenario	3	1	-	4
2	CC	SJBJ304A	Media Organizations and Entrepreneurship	3	1	-	4
3	SEC	SJBJ352A	Major Project	-	-	12	6
4	VAC	VAC 112	Successful Communication - Writing and Presentation	2	-	-	0
5	MO OC		MOOC	-	-	-	2
6	DSE		DSE-IV	3	1	-	4
TOTAL				11	3	12	20

SJBJ302A	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

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 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 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

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
SJBJ 30 2A	Global Media Scenario	3	3	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
SBJ302 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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/ 4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I				Trends in World communication, Cold War Days. Emergence of Third World countries and the Non-Aligned Block	Use of media by power blocs, super powers							developing a free and independent media, Inclusive Knowledge Societies, social inclusion, knowledge-driven media development, technical	20.1 (ethical and importance of public purpose, and education in the discipline, and education for practice), 20.2 (Professional education - holistic and multidisciplinary)	Technical Skills that match Industry Needs (Knowledge of the discipline)

											<p>innovation, neutrality ROAM Principles, increase participati on in the communi cation process, strengthen communi cation capacities, promote the wider and better balanced dissemination of information,</p> <p>linery education), 23.2 (Use of technologi cal tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness)</p>
Unit II			International Mergers /Media Moghuls								<p>developing a free and independent media, Inclusive Knowledge Societies, social inclusion, knowledge e-driven media developm</p> <p>20.1 (ethical and importance of public purpose, an education in the discipline, and education for practice), 20.2 (Professional education -</p> <p>Technical Skills that match Industry Needs (Knowledge of the discipline)</p>

											ent, technical innovation, neutrality ROAM Principles, increase participation in the communication process, strengthen communication capacities, promote the wider and better balanced dissemination of information,	holistic and multidisciplinary education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness)	
Unit III	bilateral and regional information cooperation	bilateral and regional information cooperation	bilateral and regional information cooperation								developing a free and independent media, Inclusive Knowledge Societies, social inclusion, knowledge-driven	20.1 (ethical importance of public education in the discipline and practice), 20.2 (Professional	Technical Skills that match Industry Needs (Knowledge of the discipline)

											media development, technical innovation, neutrality, ROAM Principles, increase participation in the communication process, strengthen communication capacities, promote the wider and better balanced dissemination of information,	al education - holistic and multidisciplinary (education), 23.2 (Use of technological tools), 11.2 (creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness)	
Unit IV			Role of Indian media in raising issues of the third world								developing a free and independent media, Inclusive Knowledge Societies, social inclusion,	20.1 (ethical and importance of public purpose, and education in the discipline, and education for practice),	Technical Skills that match Industry Needs (Knowledge of the discipline)

											<p>knowledge e-driven media developm ent,techni cal innovatio n, net neutrality ROAM Principles , increase participati on in the communi cation process, strengthen n communi cation capacities , promote the wider and better balanced dissemina tion of informati on,</p>	<p>20.2 (Profession al education - holistic and multidiscip linery education), 23.2 (Use of technologi cal tools), 11.2 (creativity and innovation, critical thinking and higher- order thinking capacities, problem- solving abilities, teamwork, communic ation skills, more indepth learning and mastery of curricula across fields, increases in social and moral awareness)</p>	
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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 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 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

			Disciplinary Knowledge																										
		PO 1	Understanding the Role of Media	PO 2	Skilled and Industry-ready Professionals	PO 3	Influential and effective communication	PO 4	Leadership readiness/ Qualities	PO 5	Critical/ Reflective thinking & language efficiency	PO 6	Technologically Efficient Professional	PO 7	Ethical Awareness	PO 8	Lifelong Learning	PO 9	Research-related Skills	PO 10	Cooperation/ Team work	PO 11	Students will acquire professional skills required to be media professionals	PS	Students will be equipped with ICTs competencies including digital literacy	PS	Student shall become ethically committed media professionals and entrepreneurs	PS	
Course Code	Course Title																												
SJBJ304 A	Media Organisations and Entrepreneurship	3	3	3	2	1	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
SJB304 A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/ 4 th IR		
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability					
Unit I					Organizing, Directing, Staffing, Controlling and Coordination						Responsibility, Authority and Accountability			Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement) / Skill Development

Unit II				Establishing a media organization			Leadership: Importance and major types	Leadership: Importance and major types		Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs/Skill Development
Unit III				Structure of print media organizations			Ownership patterns of media organizations			Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement) / Skill Development
Unit IV				Economics of media organizations, Sources of revenue in a newspaper/magazine, TV organization, Radio Stations						Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement) / Skill Development

SJBJ352A	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

		Disciplinary Knowledge	Understanding the Role of Media	Skilled and Industry-ready Professionals	Inflential 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 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	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
SJBJ352 A	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,

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	2	1	1	1	1	3	3	3
		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	Students will be equipped with ICTs competencies including	Student shall become ethically committed media professionals and entrepreneurs adhering to the human values

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
VAC112	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR	
	L o c a l	R e g i o n a l	N a t i o n a l	G l o b a l	E m p l o y a b i l i t y	E n t r e p r e n e u r s h i p	S k i l l D e v e l o p m e n t	P r o f e s s i o n a l E t h i c s	G e n d e r	H u m a n V a l u e s	E n v i r o n m e n t & S u s t a i n a b i l i t y				
Unit I							Soft Skills						Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development	9.1.1 (For the purpose of developing holistic individuals), 9.2 (development of cognitive skills and learning outcomes, emphasis	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast)

											ment, s on Communi- research cation), 10.3 Develop (multidi ment & sciplinar Communi y - high cation quality media, teaching promote, , the research wider , and and commu- better nity), balance d dissemi- nation of informat- ion, designin- g develop- ment campaign	
Unit II						Self- Introduc- tion- organizi- ng the mate- rial					Knowle- 9.1.1 Driven (For the Media purpose Develop of ment ng highligh holistic ts the individu importa als), 9.2 nce of (develo generati pment ng and of sharing cognitiv of e skills knowled and ge to learning advance outcome media s, develop emphasi ment, s on Communi- research cation), 10.3 Develop (multidi ment & sciplinar areast)	Technical Skills that match Industry Needs (Knowled ge of the Research will elevate research skills and know the new research areast)

												Communication media, promote the wider and better balanced dissemination of information, designing development campaign	y - high quality teaching, research, and community),	
Unit III				Interview etiquette, dress code, body language, attending job interviews	Interview etiquette, dress code, body language, attending job interviews, one to one interview & panel interview							Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development, Communication Development & Community - high quality teaching, promote the	9.1.1 (For the purpose of developing holistic individuals), 9.2 (development of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidisciplinary - high quality teaching, research	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research area)

											wider and better balance d dissemination of information, designing development campaign	, and community),	
Unit IV				managing time-managing stress, resume creation, corporate portfolio		managing time-managing stress, resume creation, corporate portfolio					Knowledge-Driven Media Development highlights the importance of sharing of knowledge to advance media development, Communication Development & Community - high quality media, promote the wider and better balance d	9.1.1 (For the purpose of developing holistic individuals), 9.2 (development of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidisciplinary - high quality teaching, research, and community),	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areast)

												dissemination of information, designing development campaign		
--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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	Presentatio n/ Assignment / etc.	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

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
SJB362 A	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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	POE/4 th IR
	L	Re	Nati	Gl	E	Entre	Skil	Prof	G	Hu	Env			
Unit I	--	Study of the origin of theatre, history and growth	Study of traditional forms - Indian : Natya Shastra and Classical	Asian Theatre, Ancient Greek Theatre, Eur	--	--	Theatre as a benefit to improving language skills	--	--	Theatre as a medium of mass communication	--	Promote sustained, inclusive and sustainable economic growth, full	Online and Digital Education: Ensuring Equitable Use of Tech	Technical Skills that match Industry Needs (Minimum industry requirement) Hands-on

			Indian Theatre	open Theatre, American Musicals								and productive employment and decent work for all (SDG 8) (Learning the components of this unit will enable employability)	nology (24.1-24.5)	Experience (Students will be learning through doing)
Unit II	--	--	Theatre architecture and set design	detailed study of amphitheater	Lighting and Special Effects	--	Costume design, Make up	--	--	--	--	"Skills for Decent Work (SDG 4.4) (Learning the components	Professional Education (17.1-17.5)	"Technical Skills that match Industry Needs (Knowledge of the software will elevate skills and better chances of

												of this unit will enhance employability)"		employment)" " Hands-on Experience (Students will be working on the softwares)"
Unit III	--	--	--	--	--	--	Preparation:- Mind-Recalling experiences, Observations, Improvisation, Body - Rhythmic steps to instill grace, agility, mime, Voice-Narration, Mod	--	--	--	--	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability)"	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement) Hands-on Experience (Students will be learning through doing)

							ulation, Intonation							
Unit IV	--	--	--	Reading and analyzing characters	--	--	Understanding of: Plot, theme, characterization, Narrative, Genre	--	--	--	--	"Skills for Decent Work (SDG 4.4) (Learning the components of this unit will enhance employability) "	Professional Education (17.1-17.5)	Technical Skills that match Industry Needs (Minimum industry requirement) Hands-on Experience (Students will be learning through doing)

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 Ereerett M: Communication and Development: Critical Perspective, Sage, New Delhi, 2000

5. Ostman, Ronals E: Communication and Indian Agriculture, Sage, New Delhi, 1989

6. Dreze Jean and Sen Amartya: Indian Development: Selected Regional Perspective, Oxford, Delhi, 1997

7. Joshi Uma: Understanding Development Communication, Dominant Publications, New Delhi, 2001

8. Jonson Kirk: Television and Social Change in India, Sage, New Delhi, 1999

9. Mody, Bella: Designing Message for Development Communication, Sage, New Delhi, 1991

10. Gupta, V S: Communication and Development Concept, New Delhi, 2000

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

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
SBJ364 A	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

1=weakly mapped

2= moderately mapped

3=strongly mapped

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

	Relevance to the local, national, regional and global developmental needs				Relevance To the Employability/ Entrepreneurship/ Skill Development			Relevance to the Professional Ethics, Gender, Human Values, Environment & Sustainability				SDG	NEP	PO E/4 th IR
	Local	Regional	National	Global	Employability	Entrepreneurship	Skill Development	Professional Ethics	Gender	Human Values	Environment & Sustainability			
Unit I				Ingredients (5Ms) of development and money generation, MNCs and foreign aid	Ingredients (5Ms) of development and money generation, MNCs and foreign aid Development		Development Reporting, Economic and social indicators of development			Economic and social indicators of development		Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development	9.1.1 (For the purpose of developing holistic individuals), 9.2 (development of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidisciplinary)	Technical Skills that match Industry Needs of (Knowledge and Research will elevate research)

					Report ing						ent, Communi ction Developm ent & Communi cation media, promote the wider and better balanced dissemina tion of informati on, designing developm ent campaign	inary - high quality teaching, research, & community),	skills and know the new resear ch areast)	
Un it II					Sustai nable Devel opmen t Goals		Sustainable Developme nt Goals				Sustai nable Devel opmen t Goals	Knowledge e-Driven Media Developm ent Goals highlights the importanc e of generatin g and sharing of knowledg e to advance media developm ent, Communi ction Developm ent & Communi cation media, promote the wider and better balanced dissemina	9.1.1 (For the purpose of developing holistic individuals), 9.2 (developme nt of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidiscipl inary - high quality teaching, research, & community),	Techni cal Skills of that match Indust ry Needs (Know ledge of the Resear ch will elevat e resear ch skills and know the new resear ch areast)

											tion of information, designing development campaign		
Unit III			Print, Radio, TV, Outdoor or publicity in Indian perspective		Print, Radio, TV, Outdoor or publicity in Indian perspective						Knowledge-Driven Media Development highlights the importance of generating and sharing of knowledge to advance media development, Communication Development & Community media, promote the wider and better balanced dissemination of information, designing development campaign	9.1.1 (For the purpose of developing holistic individuals), 9.2 (development of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidisciplinary - high quality teaching, research, and community),	Technical Skills that match Industry Needs (Knowledge of the Research will elevate research skills and know the new research areas)
Unit IV			Communication for rural development					Communication for rural development	Communication for rural development	Slum development	Knowledge-Driven Media Development highlights	9.1.1 (For the purpose of developing holistic individuals),	Technical Skills that match Industry

			opme nt , Slum devel opme nt					opme nt, Wom en empe werm ent	Slum develo pment , Health and Famil y Welfar e		the importanc e of generatin g sharing of knowledg e to advance media developm ent, Communi cation Developm ent & Communi cation media, promote the wider and better balanced dissemina tion of informati on, designing developm ent campaign	9.2 (developme nt of cognitive skills and learning outcomes, emphasis on research), 10.3 (multidiscipl inary - high quality teaching, research, & community), media, promote the wider and better balanced dissemina tion of informati on, designing developm ent campaign	ry Needs of (Know ledge of the Resear ch will elevat e resear ch skills and know the new resear ch areast)
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Course Structure BA(JMC) Programme 2022																
Year	S.No	Course Code	Course Title	L	T	P	C	S.No	Course Code	Course Title	L	T	P	C		
FIRST	ODD							EVEN								
	1	CC	SI BI 101A	Communication in Real World	5	1	-	6	1	CC	SI BI 110A	Digital Photography	4	-	-	4
	2	CC	SI BI 107A	Computer Applications in Media	4	-	-	4	2	CC	SI BI 104A	Media Laws and Ethics	3	1	-	4
	3	CC	SI BI 115A	Reporting and Editing - I	4	-	-	4	3	CC	SI BI 112A	Reporting and Editing - II	4	-	-	4
	4	AEOC	SI BI 113A	Media Writing	3	-	-	3	4	AEOC	UCES 1.25A	Environmental Studies	3	-	-	3
	5	CC	SI BI 157A	Computer Applications in Media Lab	-	-	4	2	5	CC	SI BI 150A	Digital Photography Lab	-	-	4	2
	6	CC	SI BI 155A	Reporting and Editing - I Lab	-	-	4	2	6	CC	SI BI 154A	Reporting and Editing - II Lab	-	-	4	2
	7	OE		Open Elective - I	4	-	-	4	7	OE		Open Elective - II	4	2	-	4
TOTAL				20	1	8	25	TOTAL				18	3	8	23	
SECOND	ODD							EVEN								
	1	CC	SI BI 201A	Radio Broadcasting and Programming	4	-	-	4	1	CC	SI BI 202A	Digital Media Foundation	4	-	-	4
	2	CC	SI BI 208A	The Advertising World	4	-	-	4	2	CC	SI BI 204A	Idea to Screen	4	-	-	4
	3	CC	SI BI 205A	Camera, Light and Sound	4	-	-	4	3	CC	SI BI 206A	Documentary and Short Filmmaking	4	-	-	4
	4	AEOC	UDCM	Disaster Management	3	-	-	3	4	SEC	SI BI 208A	Radio Jockeying and News Reading	3	1	-	4
	5	CC	SI BI 251A	Radio Broadcasting and Programming Lab	-	-	4	2	5	CC	SI BI 252A	Digital Media Foundation Lab	-	-	4	2
	6	CC	SI BI 253A	The Advertising World Lab	-	-	4	2	6	CC	SI BI 254A	Idea to Screen Lab	-	-	4	2
	7	CC	SI BI 255A	Camera, Light and Sound Lab	-	-	4	2	7	CC	SI BI 256A	Documentary and Short Filmmaking Lab	-	-	4	2
	8			MDOC	-	-	-	4	9			DSE-II	3	1	-	4
	9	DSE		DSE-I	3	1	-	4	TOTAL				18	2	12	26
TOTAL				18	1	12	29	TOTAL				18	2	12	26	
THIRD	ODD							EVEN								
	1	CC	SI BI 301A	Public Relations and Corporate Communications	3	1	-	4	1	CC	SI BI 302A	Global Media Scenario	3	1	-	4
	2	CC	SI BI 308A	Communication Research	4	-	-	4	2	CC	SI BI 304A	Media Organizations and Entrepreneurship	3	1	-	4
	3	CC	SI BI 305A	Events as Marketing Tool	4	-	-	4	3	SEC	SI BI 352A	Major Project	-	-	12	6
	4	SEC	SI BI 357A	Functional Exposure Report	-	-	-	2	4	VAC	VAC 112	Successful Communication - Writing and Presentation	2	-	-	0
	5	VAC	VAC 115	Film Appreciation	2	-	-	0	5	DSE		DSE-IV	3	1	-	4
	6	CC	SI BI 353A	Communication Research Lab	-	-	4	2	TOTAL				11	3	12	18
	7	CC	SI BI 355A	Events as Marketing Tool Lab	-	-	4	2	TOTAL				11	3	12	18
	8	DSE		DSE-III	3	1	-	4	TOTAL				11	3	12	18
TOTAL				16	2	8	22	TOTAL				11	3	12	18	
Total Credits							143									

		Open Elective - I	L	T	P	C
1	SJB161A	Gender and Media Studies	4	2	-	4

		Open Elective - II	L	T	P	C
1	SJB152A	Voice of Fourth State	4	-	-	4

		Discipline Specific Elective (DSE) - I	L	T	P	C
1	SJB1261A	संचार के लिए हिंदी	3	1	-	4
2	SJB1263A	Business Journalism	3	1	-	4

		Discipline Specific Elective (DSE) - II	L	T	P	C
1	SJB1262A	Social Media Marketing	3	1	-	4
2	SJB1264A	Sports Journalism	3	1	-	4

		Discipline Specific Elective (DSE) - III	L	T	P	C
1	SJB1361A	Story Telling Through Media	4	-	-	4
2	SJB1363A	Fashion Journalism	4	-	-	4

		Discipline Specific Elective (DSE) - IV	L	T	P	C
1	SJB1362A	Theatre and Communication	4	-	-	4
2	SJB1364A	Communication and Development	4	-	-	4

		Value Added Courses	L	T	P	C
1	VAC101	SELF DEVELOPMENT	2	-	-	-
2	VAC103	UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS	2	-	-	-
3	VAC104	ETIQUETTE FOR PROFESSIONALS	2	-	-	-
4	VAC105	CITIES FOR PEOPLE	2	-	-	-
5	VAC106	INDIAN CONSTITUTION	2	-	-	-
6	VAC107	ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE	2	-	-	-
7	VAC108	BOUTIQUE MANAGEMENT	2	-	-	-
8	VAC109	UNDERSTANDING ADOLESCENTS BEHAVIOR	2	-	-	-
9	VAC110	TIME MANAGEMENT	2	-	-	-
10	VAC112	Successful Communication - Writing and Presentation	2	-	-	-
11	VAC115	Film Appreciation	2	-	-	-