



**ST. PHILOMENA'S COLLEGE (AUTONOMOUS)
ST. PHILOMENA'S COLLEGE (AUTONOMOUS) MYSORE
(AFFILIATED TO UNIVERSITY OF MYSORE)
REACCREDITED BY NAAC**

**PROGRAMME: M. A. IN JOURNALISM AND MASS COMMUNICATION
(For Candidates admitted during the Academic year 2018 -2020 onwards)**

Preamble

Master of Arts in Journalism and Mass Communication started in the academic year 2013. The curriculum was regularly revised in the year 2015, 2018 and 2020. The new curriculum is learner centric and it is based on UGC guidelines. It is also in tune with the Vision and Mission of the college and the department. The present curriculum encompasses Programme objectives, programme outcomes, Course Objectives, Course Outcomes, Course Specific Outcomes, Teaching- Learning Process, Evaluation and Result Analysis, Technical support, sharing of resources by the media industry and Internship. The learning centric curriculum enables the faculty to improve every once in two years keeping in mind the demand of the industry as well society.

The student -centric curriculum is designed to meet the UGC guidelines consisting of Mandatory Hard Core papers, Elective Soft Core courses to equip the students with required knowledge and skills to build learner competencies and make them self- learners. The students will have academic mobility, flexibility and maximum utilization of Teacher's knowledge, studio and lab facilities.

The students have a choice to select electives from the pool of courses offered as mentioned below:

- Skill Enhancing Courses
- Ability Enhancing Courses
- Inter-disciplinary Courses
- Generic electives
- Self-Study electives

VISION AND MISSION OF THE COLLEGE

VISION:

The college is guided by the visionary zeal of providing value- based education to everyone irrespective of religion, caste, creed or sex by which the character is formed, intellect is explained and one can stand on his/her feet.

MISSION:

To transform young men and women who come to learn not from books, but also from life and to share the experience of working and playing together, which inculcates life skills to become good citizens with integrity and discipline.

VISION AND MISSION OF THE DEPARTMENT

VISION:

To develop the department into a vibrant full-fledged knowledge centre for learning Journalism and Mass Communication to nurture creative thinkers who will drive positive global change.

MISSION:

1. To enable students to develop resilient, independent and socially adept young adults.
2. To continuously update curriculum in tune with emerging trends with interdisciplinary approach.
3. To enable students to explore, discover, create and grow as independent thinkers not mere memo-risers.

PO No.	Programme Educational Objectives (PEOs)
PEO-1	PROFESSIONAL DEVELOPMENT To create a trans formative educational environment for students to develop professionally and ethically.
PEO-2	CORE PROFICIENCY To enhance the expertise of the students by teaching them nuances of journalistic and communication skills along with advertising, public relations, new media and allied fields to reach the masses.
PEO-3	TECHNICAL ACCOMPLISHMENTS To equip the students with the knowledge of audio-visual production aside technical know-how of printing technology.
PEO-4	PROFESSIONALISM To train the students to acquire the traits of communication, professional attitude, social responsibility and individual growth to meet the demands of the media industry.
PEO-5	LEARNING ENVIRONMENT To provide an environment for learning and to develop scientific temperament toward research, creativity, and leadership to face the world with confidence.

Mapping of Mission of the department with Programme Educational Objectives

Mission	Programme Educational Objectives (PEOs)				
	PEOs-1	PEOs-2	PEOs-3	PEOs-4	PEOs-5
M1				✓	
M2		✓			✓
M3	✓		✓	✓	✓

PO No.	Programme Outcomes (POs) Upon completion of the Programme the student will be able -
PO-1	To acquire knowledge essential to cope up with emerging trends in Journalism and Mass Communication. In-depth knowledge in reporting and editing for print media, electronic media, new media, advertising, public relations and allied fields.
PO-2	To equip himself to visualize and achieve excellence in knowledge of audio-visual production along with technical know-how of printing technology to be on par with dynamic global community.
PO-3	To acquire and develop scientific temperament towards research, creativity, and leadership to face the world with confidence
PO-4	To empower himself to acquire, demonstrate, articulate and value knowledge and skills that will support him to participate in and contribute to the global world.
PO-5	To train himself to acquire the traits of communication, professional attitude, social responsibility and individual growth to meet the demands of the media industry.

PSO No.	Programme Specific Outcomes PSOs Upon completion of the Programme the student will acquire -
PSO-1	The knowledge to remember journalistic terminologies, news writing structure, reporting and editing techniques for print media, electronic media and new media. He will also remember techniques of advertising, corporate communication, photography and other allied fields.
PSO-2	The knowledge to understand the traits of communication, develop professional attitude, social responsibility and individual growth to meet the demands of the media industry
PSO-3	The skills to apply towards advertising, Photography, Technical Writing, Freelancing, Media Research, Internship, New Media and Media Related Activities
PSO-4	Knowledge to analyze communication theories, editorials, laws of mass media, various advertisements, economics and management of media and data for research.
PSO-5	The expertise to critically evaluate available literary works, documentaries, films, public service advertisements and other audio & video productions
PSO-6	The skills to create advertisements, documentaries, short films, audios and write research papers & research projects

Mapping of Programme Educational Objectives with Program Outcomes and Programme Specific outcomes

Programme Educational Objectives	Program Outcomes					Program Specific Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
PEOs-1					✓	✓	✓			
PEOs-2	✓		✓	✓		✓	✓			✓
PEOs-3		✓				✓				
PEOs-4			✓		✓		✓			
PEOs-5	✓		✓						✓	

Changes in the Syllabus

Sl. No	Semester	Module of the Course	Justification	Percentage of Change
1.	First Foundations of Communication and Journalism First Advanced Reporting and Editing	<ul style="list-style-type: none"> • Module I: Deleted ‘characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema, and Folk Media’ • Module II: Replaced AINEC with NWMI • Module IV- Deleted ‘Riley and Riley Model, Gerberner’s Model and Diffusion of Innovation Model’ 	<ul style="list-style-type: none"> • It is not necessary to teach at PG level • As AINEC is redundant • To simplify and reduce the overload 	15%
2	First Advanced Reporting, Editing and Desk Top Publishing First Basics of Photography	<ul style="list-style-type: none"> • Module I: Deleted ‘Format of news writing’ • Module II: Deleted ‘Objectivity in reporting’ • Module III: Deleted ‘News editors and staff’ 	<ul style="list-style-type: none"> • As it overlaps with Structure of News • As reporting is always Objective, no need to specify • To simplify the module 	
3.		<ul style="list-style-type: none"> • Practical component-Syllabus for Record: Added – Students have to bring out Lab Journal every month 	<ul style="list-style-type: none"> • To make it more skill Oriented 	
4.		<ul style="list-style-type: none"> • Changed the Title from Photography to Basics of Photography • Rearranged all modules 	<ul style="list-style-type: none"> • To Make it more specific • To set in proper order 	

5.	Second Media Law and Ethics	<ul style="list-style-type: none"> • Changed the title from ‘Media Law and Ethics to Laws and Ethics of Mass Media’ • Rearranged the whole syllabus 	<ul style="list-style-type: none"> • To make it more relevant to our field
6.	Second Digital Audio Production	<ul style="list-style-type: none"> • Module IV: Changed to Practical component 	<ul style="list-style-type: none"> • To put it in proper order
7.	Second	<ul style="list-style-type: none"> • Added two Open Elective papers: Film Appreciation Media and Democracy • Added one Interdisciplinary paper: Media and Social Development 	<ul style="list-style-type: none"> • To give hands-on – Experience • To fulfill the requirement of Open Electives and Interdisciplinary paper
8.	Second		
9.	Third	<ul style="list-style-type: none"> • Changed the paper from ‘Media Management’ to ‘Media Economics and Management’ 	<ul style="list-style-type: none"> • To meet the demand of the Industry
10.	Fourth	<ul style="list-style-type: none"> • Increased the credits of Internship and project work 	<ul style="list-style-type: none"> • To give more weightage to these two papers

Total Percentage of Change: 15% (Approximately)

SL No	Subject Code	Q.P Code	Subject	Type HC/SC/ OE	Credit Pattern L:T:P	Credits
First Semester						
1	A0210	60001	Foundation of Communication & Journalism	HC	4:0:0	4
2	A0220	60002	Advanced Reporting and Editing	HC	4:0:0	4
3	AP210	NA	Reporting Editing and Desktop Publishing (SEC)	HC	0:0:8	4
Any One of the Following SC to be chosen						
4	AP220	NA	Photography (SEC)	SC	0:0:8	4
5			Development Journalism	SC	4:0:0	4
6			Open Elective offered by other Departments	OE		4
Total Credits: 20(HC: 12 SC: 4 OE: 4)						
Second Semester						
1	B0210	60101	Global Communication	HC	4:0:0	4
2	B0220		Digital Audio Production and Radio Production (SEC)	HC	0:0:8	4

3	B0230	60103	Law and Ethics of Mass Media	HC	4:0:0	4
Any One of the Following SC to be chosen						
4	B0310		Technical Writing and Freelancing (AEC)	SC	0:0:8	4
5	B0550	96505	Media and Social Development(Interdisciplinary)	SC	4:0:0	4
6			Open Elective offered by other Departments	OE		4
Total Credits: 20(HC: 12 SC: 4 OE: 4)						
Third Semester						
1	CP210	NA	Digital Video Production (SEC)	HC	0:0:8	4
2	C0210	60201	Research Methodology	HC	4:0:0	4
3	C0220		Digital Graphic Design (SEC)	HC	0:0:8	4
4	C0310		Introduction to Corporate Communication and Advertising (AEC)	HC	4:0:0	4
Any one of the Following SC to be chosen						
5	C0320	60204	Media Economics and Management	SC	4:0:0	4
6	C0330	60205	Media and Environment	SC	4:0:0	4
Total Credits: 20(HC: 16 SC: 4 OE: 0)						
Fourth Semester						
1	DP210	NA	Online Journalism	HC	0:0:8	4
2	DP220	NA	Project Work (AEC)	HC	0:0:12	6
3	D0310	NA	Internship (SS)	HC	0:0:8	4
Total Credits: 20(HC: 16 SC: 4 OE: 0)						
O. E Offered for Other departments						
Second Semester						
1	B0330	60106	Film Appreciation	OE	4:0:0	4
2	B0320	60105	Media and Democracy	OE	4:0:0	4

Hard Core Theory –

1. Foundation of Communication & Journalism
2. Advanced Reporting & Editing
3. Global Communication
4. Law & Ethics of Mass Media
5. Digital Graphic design
6. Introduction to Corporate Communication & Advertising
7. Research Methodology

Hard Core Practicals –

1. Reporting, Editing & Desktop Publishing
2. Basics of Photography
3. Digital Audio Production
4. Digital Video Production
5. Project Work
6. Internship

List A Soft Core Semester wise Skill Enhancing Course (SEC)						
Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	First	Photography	0	0	8	4
2	Third	Digital Audio Production	0	0	8	4
3	Fourth	Online Journalism	2	0	4	4

List B- Soft Core Semester wise theory (SC)						
Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	First	Development Journalism	4	0	0	4
2	Second	Technical Writing and Freelancing	2	0	4	4
2	Third	Media Economics and Management	4	0	0	4
3	Third	Media and Environment	4	0	0	4

List C- Soft Core Semester wise Generic (OE)						
Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	Second	Film Appreciation	4	0	0	4
2	Second	Media and Democracy	4	0	0	4

List D- Soft Core Semester wise Inter Disciplinary course						
Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	Second	Media and Social Development	4	0	0	4

First Semester

1. Foundation of Communication and Journalism (HC)

Course Title	Foundation of Journalism & Mass Communication (HC)						
Course Type	Hard Core-Theory	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course objectives - On completion of the course the student will be able to						
CO-1	Understand meaning and scope of the field of journalism & mass communication						
CO-2	Appreciate basics of mass communication as a subset of human communication and apply communication to build relationships in the society						
CO-3	Grasp the concepts of Socio-psychological perspectives of Communication and Journalism						

CO-4	Have a comprehensive knowledge and understanding of Communication Theories, Principles and Practices and basics of Journalism		
Mapping of CLOs with PSOs & CLDs			
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs. The keywords are used at the end of each unit to define CLOs.			
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand the scope and objectives of journalism and mass communication	PSO 1 & PSO-2	Remember & Understand
CLO-2	Appreciate basics of mass communication as a subset of human communication and apply communication to build relationships in the society	PSO-4	Analyze
CLO-3	Conceptualize the theories of communication	PSO-2	Understand
CLO-	Evaluate media concepts	PSO-5	Evaluate
CLO-5	Integrate concepts of communication theories to that of recent phenomenon of the society	PSO-6	Create

Units	Proposed Course Content/ syllabus	Duration
1.0	Communication Definition & Kinds	14 hrs.
	1.1 Communication; Definition, Nature and Scope of Communication 1.2 Process of Communication 1.3 Kinds of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non-verbal Communication	
	<i>Key words- Understanding Communication Meaning, Concepts & Process</i>	
2.0	Communication Models & Theories	16 hrs.
	2.1 Communication models; Shannon and Weaver, Lasswell, Osgood and Schramm, Dance's Helical Model, New Comb's ABX Model 2.2 Communication Theories; Cognitive Dissonance 2.3 Uses and Gratification Approach 2.4 Cultivation Approach 2.5 Agenda setting theory	
	<i>Key words- Understanding Models & Theories of Communication</i>	
3.0	Journalism Definition & Concepts	16 hrs.
	3.1 Definition, Nature & Scope of Journalism	
	3.2 Qualifications, Duties and Responsibilities of Journalists	
	3.3 Journalism as a profession	
	3.4 Characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema, Social Media	
	3.5 Journalistic Terminologies	

	Key words- Definition, Scope & Nature of Journalism, Difference between Journalism & Mass Communication	
4.0	Mass Communication Theories	18 hrs.
	4.1 Four theories of press	
	4.2 Professional organizations- ABC, AIWJA, PIB, NWMI	
	Key words- Understanding and apply media system theories	

Note: Course content involves 80% of Theory and 20% of Practical Practical Activities

- Each student have to visit library and read newspaper/books everyday
- To differentiate between soft news & hard news
- Identifying various features of a newspaper
- Each student should take turn and prepare a 5 minute note on current event and should present it to the class everyday
- Student should write a small research paper on the subject assigned to him/her by the faculty
- Student missing out on presentation, late submission of the class activity/project will not be considered for evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass communication.	KevalJKumar	Jaico	4 th	1994
2	Introduction to Mass Communication	Stanley J. Baran	New York: McGraw Hill.	2 nd	2002
3	Communication	C.S.Rayadu	Himalaya Publishing House, Mumbai	9 th	2010
4	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010

Recommended books

4	Understanding Mass Communication	Melvin L DeFluer and Sandra J Ball	Boston: Houghton Mifflin.	7 th	1994
5	Mass Communication: An Introduction.	John R. Bitner	New Jersey: Prentice Hall.	5 th	1989
6	Communication Models for the Study of Mass Communication	Denis McQuail& Sven Windahl	Singapore: Longman Publications	2 nd	1981
7	Theories of Mass Communication	Uma Narula	Har-Anand Publications Pvt. Limited	2 nd	2001
8	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010

Course Title	Advanced Reporting and Editing (HC)						
Course Type	Hard Core-Theory	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15		30 Marks		100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Understand the scope and objectives of reporting and editing						
CO-2	Learn the techniques of reporting						
CO-3	Equip themselves with the principles of editing						
CO-4	Understand the concepts of editorial, newspaper design and layout						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs)On completion of the course the students will learn to			PSOs Addressed		CLDs	
CLO-1	Understand the scope and objectives of reporting and editing			PSO-1 & PSO -2		Remember &Understand	
CLO-2	Analyze the techniques of reporting			PSO-4		Analyze	
CLO-3	Conceptualize with the principles of editing			PSO-3		Apply	
CLO-4	Developing skill for editorial, article, interview, feature and column writing.			PSO-6		Create	
CLO-5	Design and layout the newspaper page by understanding the principles of page makeup			PSO-6		Create	

Modules	Proposed Course Content/ syllabus	Duration
1.0	Meaning, Nature & Techniques of Reporting	Hrs
	1.1 Meaning and Nature of Reporting – Qualifications & duties of a reporter 1.2 Basics of Reporting- News; Definition, Elements, Sources and Types 1.3 Lead and Body – Types of Lead. Structure of News	
	Key words- Understanding the nature, elements, sources and types of Reporting	
2.0	Principles of Editing	14 Hrs
	2.1 Techniques of Reporting – Tools of News Gathering – Interview – 2.2 Types and Techniques Reporting : crime , Speech ,Sports, Accidents, Development, Reporting Legislature, Investigative Reporting	
	Key words- Understanding different types of reporting	

3.0	Newsroom Organization	12Hrs
	3.1 Small, Medium, and Big Daily newspapers 3.2 Editorial Staff Pattern, Role and Functions of the Editor and Sub-Editor	
	Key words- Understanding the concept of newspaper organization	
4.0	Newspaper Design and Layout	16 Hrs
	4.1 Principles of Editing – Rewriting different copies – Computer Editing Style Sheet. 4.2 Techniques of Headline Writing – News and Feature Headlines- types and functions of Headlines. 4.3 Editorials – Function, Principles, Types; Letters to the Editor, 4.4 Newspaper Design and Layout, Computer Page Makeup; Principles & Techniques of page makeup, Picture Editing and Caption writing	
	Key words- Understanding Newspaper Design and Layout	

Note: Course content involves 60% of Theory and 40% of Practical

References

Sl.No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	News Reporting	B N Ahuja & S Schhabra	Surjeet publications	1 st	2001
2	News Reporting & Editing	K M Shrivastava	Sterling publications	1 st	1987
3	Here is the news	Rangaswamy Parthasarathy	Sterling publications	1 st	1994
4	Communication and Development ; A Critical Perspective	Evert Rogers	Sage Publications	1 st	1976
5	Interpretative Reporting	D McDougal	Collier MacMillan publications	4 th	1964
6	Professional Journalism	John Hohenberg	Holt Rinehart publications	5 th	1983
7	The Art of Editing	P.K. Baskette and Jiz Sissors	Collier MacMillan publications	1 st	1986
8	News Editing	Bruce Westley	Houghton Mifflin publications	1 st	1972
9	News Headlines	Harold Evans	Butterworth-Heinemann publications	1 st	1974
10	Newspaper Design	Harold Evans	Butterworth-Heinemann publications	1 st	1974

Recommended Books

1	News reporting & Editing	Rangaswamy Parthasarathy	Sterling publications	1 st	1974
2	Communication for Development	Srinivas R Melkote	Sage Publications,	1 st	2001

	in the Third World		New Delhi		
3	India's information revolution	M Rogers and Ana AravindSinghlal	Sage Publications, New Delhi,	1 st	1989
4	Development Communication	B N Ahuja	Surjeet Publications		
5	Principles and Techniques of Journalism	B N Ahuja & S Schhabra	Surjeet publications	1 st	2013

Course Title	Reporting Editing and Desktop Publishing (HC)						
Course Type	Hard Core-Practical	Total Hours	64 hrs	Hours/Week	8	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives on completion of the course the student will be able to
CO-1	Apprehend the key strategy of news/information gathering
CO-2	Understand dexterity of the news reports and feature writing for the newspaper
CO-3	Appreciate and apply the techniques of newspaper photography
CO-4	Use professional software for newspaper layout

Mapping of CLOs with PSOs & CDLs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.

CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Write news/story and feature for the newspaper	PSO-6	Create
CLO-2	Apply key strategies of the news gathering	PSO-3	Apply
CLO-3	Edit, proof-read & design the page	PSO- 3 & PSO-6	Apply & Create
CLO-4	Design and layout of the newspaper page by understanding the principles of page makeup	PSO-2 & PSO 6	Understand & Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Basics of News writing	14 Hrs

	<p>1.1 News Report writing 1.2 Writing Press Release 1.3 Two Reports: Students shall personally attend the event and collect news and prepare a news report on their own. Newspaper clippings are not acceptable for evaluation 1.4 . The news reports shall be the original work of the students]</p>	
	Understanding of basic news writing	
2.0	Interview stories	16Hrs
	<p>2.1 Interview stories 2.2 Two Students shall personally and individually interview news worthy personality and prepare a report in the question and answer format along with a photograph of the interviewee. preparing Feature stories</p>	
	Skill of Interview for Newspaper	
3.0	Letter to the Editor	14 Hrs
	<p>3.1 Letter to the Editor 3.2 One letter Students are required to publish one letter to the editor in any registered newspaper or magazine. Editorial writing – Two Editorial Students are required to write one editorial on any important and current news worthy topic. 3.3 It shall be the original work of the students.</p>	
	Key words- Understanding and writing of letter to editor	
4.0	Print Design & Layout	20 Hrs
	<p>4.1 Relevance-proportion-Direction-Consistency 4.2 Contrast-The total Picture-Restraint-Attention to Detail-Examining Proofs 4.3 Page Organizers: Grids-Columns-Gutters-Margins Text organizers 4.4 Headings-Kickers-Subheads-Captions-Headers and Footers 4.5 Pull Quotes and Side bars-Bullet Lists-Jump lines- nameplates and Logos 4.6 Using Font Families: Type style-Type Weigh 4.7 Choosing Typefaces: Body Text Choice-Display text Choices Presenting Type Effectively: Type Size-Alignment-Kerning and Tracking-Word spacing - Paragraph Spacing. 4.8 Tabs and Indents- line spacing-Special effects White Space: 4.9 Sinks-Vertical White Space Rules, Drop Shadows-Screens-Borders. 4.10 Adobe PageMaker, In design, Photoshop</p>	
	Key words- Layout for print	

Reference Books

Sl.No	Title of the book	Authors	Publisher	Edition	Year of Plication
1	Producing for the Web (Media Skills)	Timothy Garrand	Routledge	1 st	2000
2	Writing for Multimedia and the Web, Third Edition: A Practical Guide to Content Development for	Timothy Garrand	Routledge	3 rd	2002

	Interactive Media				
3	Computer Basics Absolute Beginner's Guide, Windows	Michael Miller	QUE	6 th	2012
4	Discovering Computers 2007: A Gateway to Information Complete	Gary B.Shelly, Thomas J.Cashman and Misty E.Vermaat	Course Technology Inc; International ed edition		2006
5					

Recommended Books

1	Clear Blogging: How People Blogging Are Changing the World and How You Can Join Them	Robert Walsh	Apress	1 st	2007
2	Hands-On Guide to Video Blogging and Podcasting: Emerging Media Tools for Business Communication	Lionel Felix	Routledge	1 st	2006
3	Journalism and New Media	John V.Pavlik	Penguin Random House		
4	21st Century Journalism - A Practical Guide	Andras Nyiro	Ringier Hungary	1 st	2007
5	The Idea of Public Journalism	Theodore L. Glasser	Guilford Press	1 st	1999

Course Title	Photography(SC)						
Course Type	Soft Core-Theory	Total Hours	56 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course objectives on completion of the course the student will be able to						
CO-1	Understand photography history and basic science of Digital Photography						
CO-2	Appreciate basics photography compositions laws and camera settings						
CO-3	Be cognizant composing rules and aesthetics in photography						
CO-4	Acknowledge the importance of image content creation and photography as a profession						

	and types of photography carrers		
Mapping of CLOs with PSOs & CLDs			
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs.			
The keywords are used at the end of each unit to define CLOs.			
CLOs No.	Course Learning Outcomes (CLOs) 0n completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand the scope and objectives Photography as a profession	PSO-1	Understand
CLO-2	Learn basic camera settings and lighting	PSO-2	Analyze
CLO-3	Conceptualize the art of taking pictures by understanding the composition rules	PSO-2	Apply
CLO-4	Understand the work flow of a professional photographer	PSO-3	Evaluate
CLO-5	Integrate concept of photography as content creation	PSO-4	Create

Units	Proposed Course Content/ syllabus	Duration
1.0	The role of light in photography	14 hrs.
	1.1 Film vs. Digital, the digital image revolution 1.2. Digital Camera; working of digital SLR camera and its parts 1.3 Advantages of DSLR over traditional film camera; Image sensors: CCD and CMOS 1.4 35mm format, medium format, large format, image sensor sizes, dynamic range 1.5 Digital image: Pixels, resolution, frame size, image formats and specialized accessories for camera	
	Key words- Understanding basic photography	
2.0	Lens	14 hrs.
	2.1 Telephoto, wide and special purpose lenses like zoom lens, fish eye, macro lens 2.2 Camera parameters: Focal length, aperture, angle of vision, depth-of-field and focus 2.3 Shutter speed, film speed and ISO settings; Co-relations among parameters: aperture, shutter speed, angle of vision. 2.4 Depth-of-field and focal length, using aperture priority, shutter priority and manual exposure\ 2.5 Perspective distortion, parallax error	
	Key words- Understanding camera lens and settings	
3.0	Screen grammar	18 hrs.

	<p>3.1 Head room, lead room, nose room, close up, long shot, mid shot</p> <p>3.2 Basics of composition: Understanding the intent, choosing a centre, selecting the orientation, the rule of thirds, framing, and balance</p> <p>3.3 Understanding lines: Straight, horizontal, converging, diagonal and curved; Lighting: Natural and artificial light, short and broad lighting, side light, front light, back light</p>	
	Key words- understanding Composition rules	
4.0	Landscape photography	18 hrs.
	<p>4.1 Mountains, sunsets and sunrises, sea and water scenes, snow scenes.</p> <p>4.2 Photographing people. In studio or in nature, backgrounds, existing or artificial light.</p> <p>4.3 Sports photography: The importance of position, selecting shooting mode and choosing the lens.</p> <p>4.4 Essentials of a good photograph.</p> <p>4.5 Caption Writing, Photo Feature.</p>	
	Key words- Types of Photography.	

Note: Course content involves 20% of Theory and 80% of Practical Practical Activities

- Each student have to submit a work diary with weekend practical work
- Each student have to submit 5 selected pictures on every week based on a theme given by the faculty
- Identifying various photographs with historical importance and discussions based on it.
- Each student should take turn in and prepare a photo essay that narrates a story line
- Student should take up assignments based on topics given
- Student missing out on presentation, late submission of the class activity/project will not be considered for evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Digital Photography For Beginners	Pierce Angela	Mihails Konoplovs	-	1999
2	The Complete Beginner's Guide to Photography	Sona Books	Sona Books	1 st	2019
3	The Beginner's Photography Guide	Chris Gatum	DK Publishing	2 nd	2016
4	The Manual of Photography	Elizabeth Allen and Sophie Triantaphillido	Taylor & Francis	4 th	2012

Recommended books

4	The Complete Book of Photography	Chris Gatum	AE Publication	4 ^h	2015
5	The Photographer's Eye	Michael Freeman	Octopus	2 nd	2007
6	Light Science and Magic An Introduction to Photographic Lighting	Steven Biver, Paul Fuqua, Fil Hunter	Taylor & Francis	2 nd	2007
7	Gregory Heisler: 50 Portraits, Stories and	Gregory Heisler	Potter/ Ten Speed/	2 nd	2013

	Techniques from a Photographer's Photographer		Harmony/ Rodale		
8	Street Photography Now	Sophie Howarth, Stephen McLern	McLern	2 nd	2010
9	Photography	Compilation of articles by Sage	Sage Publication	1 st	2019
10	Camera Art	Gülşah Sarı	BoluAbantI zzetBaysal University, Turkey	1 st	2020

Course Title	Technical Writing & Freelancing (SC)						
Course Type	Soft Core- Practical	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives On completion of the course the student will be able to
CO-1	Understand the scope of technical writing as a profession
CO-2	Learn the overview of technical writing process
CO-3	Equip themselves to be freelancers
CO-4	Understand different workflow of freelancer and professional journalist

Mapping of CLOs with PSOs & CDLs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs. **The keywords are used at the end of each unit to define CLOs.**

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CDLs
CLO-1	Understand Technical writing and its formats	PSO-1	Understand
CLO-2	Understand the process of generating a technical document as a team	PSO-5	Understand
CLO-3	Conceptualize the techniques of writing in documentation and journalism	PSO-5	Apply
CLO-4	Apply the concept of freelancing and new methods of generating content	PSO-5	Apply
CLO-5	Design and layout a product-based documents	PSO-1	Create

Course Title	Development Journalism (SC)						
Course Type	Hard Core-Theory	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15		30 Marks		100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives on completion of the course the student will be able to
CO-1	Understand the scope and objectives of development journalism
CO-2	Nation-building content that Reduce the gap between the consumers of media contents and media institutions by systematic works on Information
CO-3	Learn news literacy, Promote Gender-sensitive policies and strategies in media (particularly government media, private, community media & online)
CO-4	Realize the necessity of strengthening the female voice in the public and media domain in line with UNESCO Gender Sensitive Indicators for the Media (GSIM), Conduct independent and collaborative research about media development indicators and Indicators for Media Viability

Mapping of CLOs with PSOs &CDLs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.

CLOs No.	Course Learning Outcomes (CLOs)On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand the scope and objectives of development journalism	PSO-1 & PSO -2	Remember &Understand
CLO-2	Nation-building content that Reduce the gap between the consumers of media contents and media institutions by systematic works on Information	PSO-4	Analyze
CLO-3	Learn news literacy, Promote Gender-sensitive policies and strategies in media (particularly government media, private, community media & online)	PSO-3	Apply
CLO-4	Realize the necessity of strengthening the female voice in the public and media domain in line with UNESCO Gender Sensitive Indicators for the Media (GSIM)	PSO-6	Understand and Analyze
CLO-5	Conduct independent and collaborative research about media development indicators and Indicators for Media Viability	PSO-6	Understand and apply

Modules	Proposed Course Content/ syllabus	Duration
1.0	Definition-nature and concept of development	14 Hrs

	<p>1.1 Old and new paradigm of development 1.2 Indian concept of development- characteristics of developing societies; 1.3 Gap between developed and developing societies.</p> <p><i>Key words- Understanding the nature, concept of development, paradigm of development</i></p>	
2.0	Development communication	14 Hrs
	<p>2.1 Development communication-definition & origin 2.2 Role of media in development communication 2.3 Strategies in development communication 2.4 Case studies and experience.</p> <p><i>Key words- Understanding development communication, strategies case studies</i></p>	
3.0	Planning Strategies	12Hrs
	<p>3.1 Development communication planning strategies and action plans 3.2 Decentralization and Panchayat Raj Institutions 3.3 Communication problems faced by governmental and non-governmental agencies in development communication 3.4 Diffusion of innovation, models in agricultural communication 3.5 Case studies of communication support to agriculture</p> <p><i>Key words- Understanding the concept of planning strategies , panchayat Raj institutions, Diffusion of innovation</i></p>	
4.0	Development stories	16 Hrs
	<p>4.1 Writing development stories in areas like family welfare, health, education, environment and development. 4.2 Writing development messages for rural audience; 4.3 Specific requirements for writing development stories for media like newspapers, magazines, radio and television.</p> <p><i>Key words- Writing development stories for rural audience</i></p>	

Note: Course content involves 100% of Theory

References

Sl. No	Book Name	Author Name	Publisher	Edition	Year
1	Communication for Development in the Third World: Theory and Practice	<u>Srinivas R. Melkote, H. Leslie Steeves</u>	California : Sage Publications	5 th	2012
2	India's information revolution	<u>Arvind Singhal, Everett M Rogers</u>	SAGE Publications	illustrated	2015
3	Designing Messages for Development Communication: An Audience Participation-Based Approach	Bella Mody	SAGE Publications	illustrated	2013
4	Development Communication: Theory and Practice	Uma Narula	HarAnand Publications	1 st	2010

Recommended Books					
1	Communication and Development ; A Critical Perspective	Evert Rogers			
2	Communication for Development in the Third World	Srinivas R Melkote	Sage Publications, New Delhi	1 st	2001
3	India's information revolution	M Rogers and Ana AravindSinghlal	Sage Publications, New Delhi,	1 st	1989
4	Development Communication	B N Ahuja	Surjeet Publications		

SECOND SEMESTER

Global Communication (HC)

Course Title	Global Communication (HC)						
Course Type	Hard Core- Theory	Total Hours	64	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives - On completion of the course the student will be able to
CO-1	Understand wider and global perspectives of media
CO-2	Understand in detail the media's role in international arena, with socio political and economic implications between the first and the third world.
CO-3	Acquire comprehensive knowledge and understanding of issues and trends emerging in the context of Global Media & Communication
CO-4	Recognize theoretical relations and policies that affect the third world and subsequently the media

Mapping of CLOs with PSOs & CLDs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs. **The keywords are used at the end of each unit to define CLOs.**

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand media in global perspective in news and other programmes	PSO-2	Understand
CLO-2	Analyze Indian media vis-à-vis- world media on issues & trends	PSO-4	Analyze
CLO-3	Conceptualize the importance of intercultural & intra-cultural communication	PSO-3	Apply
CLO-4	Understand the politics of news flow	PSO-5	Evaluate
CLO-5	Recognize the growing importance of eastern world	PSO-6	Create

Units	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Global Communication (GC)	16 hrs.
	1.1 International communications as a field of study 1.2 Media in the global context 1.3 Information and power, \Classifying global systems 1.4 Global news agencies- News flow 1.5 Directionality of news flow	
	<i>Key words- Understanding Global Communication Concepts & News Flow</i>	
2.0	Media Economics	14 Hrs
	2.1 Media in the economic context 2.2 Free flow to free trade 2.3 Communication policies – NAFTA, GATT, UNSECO and ITU	
	<i>Key words- Understanding Concept of Global media economies</i>	
3.0	Media Ownership & Content	16 hrs.
	3.1 Regulation of ownership and control 3.2 Possibilities of pluralities in ownership 3.3 Content and programming in world media 3.4 Distinguishing the local, regional and global levels of programming and content	
	<i>Key words- Understanding media ownership pattern & programming content</i>	
4.0	Media in Sociological context	18 hrs.
	4.1 Media in sociological context 4.2 Relevance of cultural diplomacy 4.3 Dynamics of Inter community relations 4.4 Principles of international cooperation 4.5 New media transgressing borders	
	<i>Key words- Understanding relevance of cultural diplomacy & new media</i>	

Note: Course content involves 80% of Theory and 20% of Practical

Practical Activities

- Identifying various international news reports/features
- Discussion on national/international events affecting India
- Student shall critically analyse government's foreign policy
- Student should write a small research paper on the subject assigned to him/her by the faculty
- Student missing out on presentation, late submission of the class activity/project will not be considered for evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1.	An Introduction to Intercultural Communication: Identities in a Global Community	Fred. E. Jandt	New Delhi: Sage Pub. India Pvt.	9 th	2017
2.	International Communication	Yahya R. Kamalipour	New York: Fraklin Media,	3 rd	2019
3.	International Communication Continuity and Change	Daya Krishna Thussu	Bloomsbury	3 rd	2018
4.	Transnational Media and Third World Development; The Structure and impact of Imperialism,	William Meyer	Praeger Publishers Inc	1 st	1988

Recommended Books

1.	Cross-Cultural and Intercultural Communication	William B. Gudykunst	New Delhi: Sage Pub. India Pvt.	1 st	2003
2.	Global Glasnost; Toward a New World Information and Communication Order	Johan Galtung & Richard C. Vincent	N J : Hampton Press.	1 st	1992
3.	Global Networks; Computers and International Communication,	Linda M. Harasim	New York, Longman.	2 nd	2003
4.	Alternative Media; Linking Global to the Local.	Lewis Patrica	Paris, UNESCO Publications.	-	1993
5.	Global Media, Neo-liberalism and Imperialism.	Robert McChesney	Madison, WI; University of Wisconsin Press.	-	2001
6.	The Globalization of News	Oliver Boyd-Barrett	Sage Publication Limited	1 st	1999
7.	Many Voices, One World	Sean MacBride	Oxford & IBH	1 st	1982.

Digital Audio Production

Course Title	Digital Audio Production (HC)						
Course Type	Hard Core	Total Hours	64	Hours/Week	8	Credits	04

Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives On completion of the course the student will be able to						
CO-1	Understand the differences between analogue and digital audio production						
CO-2	Know the three-stage of digital audio production						
CO-3	Appreciate the radio programme production						
CO-4	Attain knowledge on script writing for different radio genres						
CO-5	Develop skills for handling technical equipment						
CO-6	Use digital audio production software						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to				PSOs Addressed	CLDs	
CLO-1	Execute the three-stage of digital audio production				PSO-6	Create	
CLO-2	Write script and edit the same for radio				PSO-6	Create	
CLO-3	Handle technical equipment with regards to radio production				PSO-3	Apply	
CLO-4	Use the required professional software				POS-3 & PSO-6	Apply & Create	

Modules	Proposed Course Content/Syllabus	Duration
1.0	Three stages of radio production	14 rs
	1.1 Three stages of radio production 1.2 Generating story ideas for radio productions, preparing basic script for radio production programs. 1.3 Planning and designing the use of sound effects, music, narration, and dialogue in a radio script. Trend and policy of the radio broadcasting industry in relation to radio production <i>Key Word : Process of Radio Production</i>	
2.0	Equipment Operation	16Hrs
	2.1 .Skills and Concepts: Audio/Radio Production, Operating audio production equipment. 2.2 Applying multi-track audio/radio production techniques. 2.3 Operating digital audio equipment to conduct interviews and capturing, importing and transferring audio using various devices. 2.4 Operating Pro-Tools digital audio software <i>Key Word : Technical skill for Digital Audio Production</i>	
3.0	Production Procedures	14 rs

	<p>3.1. Demonstration of remote recording of spoken voice, ambience and sound effects.</p> <p>3.2 Demonstration of audio file importing, exporting, dubbing, demonstrating multi-track recording.</p> <p>3.3 Audio editing and mixing process using digital audio software, publishing audio file on the Internet.</p> <p>Key Word : Process of Digital Audio Production</p>	
4.0	Production	20 rs
	<p>4.1 Radio News Bulletin</p> <p>4.2 Radio Advertisement</p> <p>4.3 Radio Jockey,</p> <p>4.4 Radio Interview</p> <p>Key Word : Understanding and Practices of Different Radio Programme Production</p>	

Reference Books

Sl.No	Title of the book	Authors	Publisher	Edition	Year of Plication
1	Sound forge 6 Power	Scott R Garrigus	Music Sales Ltd	1 st	2002
2	Practical Recording Techniques	Bruce Bartlett & Jenny Bartlett	Routledge	7 th	2016
3	Audio Production and Critical Listening: Technical Ear Training (Audio Engineering Society Presents)	Jason Corey	Routledge	2 nd	2016
4	Recording Orchestra and Other Classical Music Ensembles (Audio Engineering Society Presents)	Richard King	Routledge	1 st	2016

Recommended Books

1	The Recording Engineer's Handbook	Bobby Owsinski	Bobby Owsinski Media Group	4 th	2017
2	Mastering Engineer's Handbook	Bobby Owsinski	Bobby Owsinski Media Group	4 th	2017
3	Mixing Secrets for the Small Studio (Sound On Sound Presents...)	Mike Senior	Routledge	2 nd	2018
4	Radio Programme Production	M. Neelamalar	PHI Learning Pvt. Ltd	1 st	2017

Course Title	Law and Ethics of Mass Media (HC)						
Course Type	Hard Core	Total Hours	64	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03 Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Understand the scope and objectives of Media law and ethics						
CO-2	Learn different types of press laws						
CO-3	Apply the procedure to start a newspaper						
CO-4	Analyze the working of Press Council and broadcasting regulations						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course							

CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand the scope and objectives of Media law and ethics	PSO-1 & PSO -2	Remember & Understand
CLO-2	Apply different laws connected to media	PSO-3	Apply
CLO-3	Apply the procedure to start a newspaper and learn responsibilities of a publisher	PSO-3	Apply
CLO-4	Analyze the working of Press Council of India and application of press laws in their work	PSO-3 & PSO -4	Apply & Analyze
CLO-5	Evaluate the Laws relating to Broadcasting – Telecasting and Advertisement in India	PSO-5	Evaluate

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Media Law & Ethics	14 hrs
	1.1 Indian Constitution – Salient features of Indian Constitution, 1.2 Fundamental Rights, Fundamental Duties	
2.0	Media Laws	16 hrs
	2.1 Freedom of Speech and Expression with Special Reference to Freedom of Press in India	
	2.2 Law of Defamation, Seditious, Obscenity, 2.3 The Censorship, The Law of Parliamentary Privileges	
3.0	Press Acts and Publication Registrations	18 hrs
	3.1 Right to Information, Right to privacy, Case Studies	
	3.2 The Official Secrets Act 1923, The Copyright Act, The Contempt of Court Act	
	3.3 The Press and Registration of Book Act, Working Journalist Act, Rules of Newspaper Registration.	

4.0	Legal Boards	20 hrs
	4.1 Press Commission, Press Council of India, Prasara Bharathi – 4.2 Laws relating to Broadcasting, Telecasting and Advertisement in India and abroad	

Note: Course content involves 80% of Theory and 20% of Practical

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Law and the Media- An Everyday Guide for professionals	B N Ahuja& S SChhabra	Surjeet Publications		2005
2	Media and Ethics	S.K. Aggarwal	Shipra Publications		2010
3	Media Laws In India : A Brief Observation	Akash Kamal Mishra	Xpress Publishing	1st	2018
4	Press and the Law	An Grover	Notion Press	1st	2020
3	Mass Media Laws and Regulations in India	VenkatIyer	India Research Press	1st	2000
4	Media and Ethics –	S.K. Aggarwal	Shipra Publications		2010
5	The law of journalism and mass communication	Robert Trager		1st	2005
6	Press and the Law	An Grover	Vikas Publishing House Pvt. Ltd.	1st	1991
7	Handbook of Journalism and Mass Communication	VirBalaAgarwal	Lexis Nexis		2010
8	Law of the Press	Durga Das Basu	Lexis Nexis Butterworths&Wadhwa	5 th	2010

Recommended Books

2	Media Law and Ethics	M. Neelamalar			
3	Mass Communication in India	Keval J Kumar	Jaico publications, New Delhi	4th	2010
4	Mass Communication Principles and Concepts	SeemaHasan		2nd	
5	Law , Ethics and Mass Media	Sebastian Paul	Lexis Nexis	3rd	2015

Course Title	Technical Writing & Freelancing (SC)						
Course Type	Soft Core- Practical	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives on completion of the course the student will be able to
CO-1	Understand the scope of technical writing as a profession
CO-2	Learn the overview of technical writing process
CO-3	Equip themselves to be freelancers
CO-4	Understand different workflow of freelancer and professional journalist

Mapping of CLOs with PSOs & CDLs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course for every course there may be 5 or more CLOs. **The keywords are used at the end of each unit to define CLOs.**

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand Technical writing and its formats	PSO-1	Understand
CLO-2	Understand the process of generating a technical document as a team	PSO-5	Understand
CLO-3	Conceptualize the techniques of writing in documentation and journalism	PSO-5	Apply
CLO-4	Apply the concept of freelancing and new methods of generating content	PSO-5	Apply
CLO-5	Design and layout a product-based documents	PSO-1	Create

Units	Proposed Course Content/ syllabus	Duration
1.0	Introduction to technical writing 1.1 Introduction to technical writing 1.2 overview of the technical writing process 1.3 Doc plans, outlining. Establishing style guidelines 1.4 Terminology, Examining legacy documentation, Editorial checklists, Indexing, Production edits	14 hrs.
	Key words- Introduction to Technical Writing	
2.0	Understanding Basics of Writing	14 hrs.

	2.1 Writing Basics - Audience.Terminology 2.2 Types of content: Interface information, Reference information, Conceptual information, Procedural information. Writing. Task oriented information, Illustrations and graphics. Key words- Understanding Writing Basics	
3.0	Understanding freelance Journalism 3.1 Definition, nature and scope of freelance journalism 3.2 Comparison with professional journalist, scope of writing for freelancers 3.3 Freelance journalism in India and other countries 3.4 Scope of writing for freelancers-letters, opinion pieces, features, reviews and creative writing Key Words: Understanding Freelance Journalism	12 hrs.
4.0	Understanding Freelancing in digital media 4.1 Freelancing for radio, TV and online media- radio jockey 4.2 Techniques and presentation-radio features and other programmes- documentaries for TV channels Key Words: Understanding Freelancing in digital media	16 hrs.

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Technical writing strategies 1	Rebecca D. Alcantara, Josefina Q, Felicidad P.	Goodwill Trading. Co. Inc	3rd	2003
2	Technical Writing 101: A Real-World Guide to Planning and Writing Technical Documentation.	Alan S. Pringle, Sarah S. O'Keefe	Scriptorium Publishing	1st	2001
3	On writing: A Memoir of the craft	Stephen King	Hodder Paperbacks	2nd	2012
4	Freedom to freelance	Rusty Fischer	Rusty Fischer	1st	2001
5	Freelancing later in life	Kimberley Ripley,	Booklocker.Inc	2nd	2001

Recommended Books

1	Writing skills for Technical Purposes	Rajmohan Joshi	Isha Books	1st	2006
2	Technical Writing: Process and Product	Sharon J. Gerson, Steven M. Gerson	Prentice Hall	3rd	2000
3	Mass media laws and regulations in India (Ed)	VenkatIyer	Asian Media Information and Communication Centre	2nd	2000
5	Everything that you wanted to know about freelance journalism	KavithaRao, CharukesiRamadurai	Westland	1st	2014

Course Title	Media & Social Development – Inter – Disciplinary						
Course Type	Hard Core-Theory	Total Hours	64 hrs	Hours/Week	08	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
CO No.	Course Objectives - On completion of the course the student will be able to						
CO-1	Understand various development concepts in economics, social work & communication						
CO-2	Appreciate the social work perspective in accessing social development						
CO-3	Comprehend key economic factors in social development						
CO-4	Identify development stories and to write development oriented stories						
CO-5	Focus on contemporary development concerns, advocacy and communication for sustainable social change with gender sensitivity						

Mapping of CLOs with PSOs & CLDs			
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs. The keywords are used at the end of each unit to define CLOs.			
CL Os No.	Course Learning Outcomes (CLOs)	PSOs Addressed	CLDs
CL O-1	Understand principles of development communication	PSO-2	Understand
CL O-2	Appropriate skill sets & take up positions in development agencies, media houses, corporate engaged in social responsibility initiatives and market research organizations	PSO-2, PSO -3 & PSO -5	Understand, Apply & Evaluate
CL O-3	Look into the factors of social development from varied perspective integrating three different fields society	PSO – 3 & PSO - 5	Apply & Evaluate
CL	Take up research project with holistic perspective	PSO - 6	Create

Units	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Economic Concepts of Social Development	12 hrs.
	1.1 Rural Economics: Significance of Rural Economics in the Indian Economy 1.2 Rural Economics: Definition, Characteristics, HDI, GDI, GHI and MDG 1.3 Issues – Poverty, Low Wages, Gender, Indebtedness, Bonded Labour, Migration, Poor Transportation, and Unemployment 1.4 Rural Economic measures and Programmes: National and State Programmes.	
	Key words- Understanding Concepts, & Issues of Economic Development	
2.0	Rural Economy & Development	18 hrs

	<p>2.1 Agriculture and Allied Activities</p> <p>2.2 Importance and System of Land tenure, Land Reform Measures and Land Alienation</p> <p>2.3 Soil and Water Conservation</p> <p>2.4 Warehousing, Agricultural Marketing and Market Control Measures</p> <p>2.5 Rural industries and Micro enterprises: Cottage, Village Industries and Small Scale Industries.</p>	
	Key words- Understanding aspects of Rural Economy & its impact	
3.0	Concept of Social Development	18 hrs
	<p>3.1 Gender in sustainable development</p> <p>3.2 Social dimension of infrastructure</p> <p>3.3 Local government, participation and civic engagement</p> <p>3.4 Social analysis and social policy</p> <p>3.5 Social Sustainability and safeguards</p>	
	Key words- Understanding various social issues & its impact on development	
4.0	Concept of Development Communication	18 hrs
	<p>4.1 Theories of Development journalism</p> <p>4.2 News coverage on: gender, rural, health, Human Interest stories</p> <p>4.3 Media and Human Rights</p> <p>4.4 Role of Media in Democracy – Political, Economic, Cultural, Social and Technological factors.</p>	
	Key words- Understanding various social issues & its impact on development	

Note: Course content involves 100% of Theory

Practical Activities

- Identifying various development news reports/features in a newspaper
- Student shall critically analyze government's development policy
- Field visit to local slum/rural area and analyze the role of media in development
- Student should write a small research paper on the subject assigned to him/her by the faculty
- Student missing out on presentation, late submission of the class activity/project will not be considered for evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Indian Economy: Nature, Problem & Progress,	Agarwal A N	Vikas Publishing House, New Delhi.	1 st	2001
2	Indian Economy	Alak Ghosh	Asian Publication, New Delhi.	-	1984
3	Agricultural problems of India,	Bansal P C	Vikas Publishing House, New Delhi.	1 st	1981
4	Development Communication: Theory and Practice	Uma Narula	HarAnand Publications	-	2007

Recommended Books					
1	The Cooperative Movement in India	Krishnan Bagai	Vijaya Press, New Delhi	1 st	2000
2	Evaluating Development Programmes and Projects	Reidar Dale	New Delhi : Sage Publications	2 nd	2004
3	Status of Girls in Development Strategies	NeeraKuckrejaSohoni	New Delhi, HarAnand Publications	1 st	1994
4	Training for Development	Rolf P Lynton & UdaiPareek	SAGE India	3 rd	2011

THIRD SEMESTER

Course Title	Digital Video Production (HC)						
Course Type	Hard Core-Practical	Total Hours	64 hrs	Hours/Week	8	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives on completion of the course the student will be able to
CO-1	Understand the basic idea for digital video production
CO-2	Attain knowledge on scriptwriting for different programmes and news patterns.
CO-3	Develop camera handling skills
CO-4	Understand the technical knowledge of the News Production.
CO-5	Handle the professional software for Digital Video Production.

Mapping of CLOs with PSOs & CDLs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.

CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand basic idea of digital video production	PSO-1 & PSO -2	Remember & Understand
CLO-2	Adopt the newsgathering strategy	PSO-3	Apply
CLO-3	Write the script and edit the same to suit different programming genres	PSO-6	Create
CLO-4	Comfortably face the camera for both indoor and outdoor programmes	PSO-6	Create

CLO-5	Broadcast the news using all the technical knowledge	POS-6	Create
CLO-5	Use the required professional software	POS-6	Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to camera	14 Hrs
	1.1 : Parts of video camera and their functions, 1.2 Types of Cameras 1.3 other equipments 1.4 Depth of field and aperture control, Lenses functions and its types.	
2.0	Compositions	16Hrs
	2.1 Different types of shots 2.2 Camera angles and camera movements 2.3 Aesthetics in visual communication, subject –camera relationship 2.4 Lights and its properties, different types of lights, other tools used in lighting 2.5 Diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting	
3.0	TV as a mass communication medium	14 Hrs
	3.1 TV studio set-up. 3.2 single and multi-camera shooting, cues and commands 3.3 scripting for TV programmes. Fundamentals of TV reporting-Reporting skills 3.4 Ethics for TV reporting and Writing and reporting for TV news and Principles of news writing 3.5 P to C, Voice over, News package, Sound bites, .Anchoring live shows, Types of interviews.	
4.0	Production	20 Hrs
	4.1 Different TV formats and their production 4.2 stages of production-pre production, production phase, post production 4.3 live/studio production 4.4 Types of editing- linear and non-linear editing, online and offline editing 4.5 Editing on different soft wares	

Sl.No	Title of the book	Authors	Publisher	Edition	Year of Plication
1	Adobe Premiere Pro Cs3 Classroom in a book Adobe Press		Adobe Press	1 st	2012
2	Creating Special Effects For T.V. and Video	Bernard Wilkie.	Singapore Focal Press.	1 st	2006
3	Effective Linghting For Video	Gerald Millerson	Singapore Focal Press		2000

4	Video Camera Technologies	Gerald Millerson	Singapore Focal Press		2000
Recommended Books					
1	Effects & for Film Television	Mitch Mitchel, Visual	Singapore Focal Press		2004
2	Nonlinear Editing	Partic Morris	Singapore Focal Press		2000
3	Basic T.V Technology	Robert L Hartwig	Singapore Focal Press		2004
4	Mike Wolverton	Reality on reels how to make documentaries for video/radio/film 2nd indian reprint	Surjeet Publications		2005

Course Title		Research Methodology (HC)						
Course Type		Hard Core-Theory	Total Hours	64 hrs	Hours/Week	4	Credits	4
Course Code		Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
			External	Duration	C3	03Hrs	70 Marks	
CO No.	COURSE OBJECTIVES (COs) Course Objectives on completion of the course the student will be able to							
CO-1	Understand the definition, nature and scope of media research and types of research							
CO-2	Understand the methods of media research							
CO-3	Analyze review of literature, hypothesis, objectives and sampling							
CO-4	Analyze data							
CO-5	Interpret & evaluate data							
Mapping of CLOs with PSOs &CDLs								
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.								

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand the nature and scope of media research and types of research	PSO-1 & PSO -2	Remember & Understand
CLO-2	Understand the methods of research	PSO-2	Understand
CLO-3	Analyze Review of literature, apply hypotheses, objectives and sampling	PSO-4	Analyze
CLO-4	Analyze data	PSO-4	Analyze
CLO-5	Evaluate data	PSO-5	Evaluate

Modules	Proposed Course Content/ syllabus	Duration
1.0	Research concepts	14 Hrs
	1.1 Definition, nature and scope of media research	
1.2 Types of research- pure and applied 1.3 Print, electronic media research		

	Key words- Knowledge of Methods of Research	
2.0	Methods of Research	14 Hrs
	2.1 Survey Research, content analysis, historical research, experimental research, Field study 2.2 Rating research, non-rating research	
	Key words- Knowledge of Methods of Research	
3.0	Research Design	18 Hrs
	3.1 Review of literature – meaning and scope 3.2 Defining research problems 3.3 Research objectives 3.4 Hypotheses - meaning & importance 3.3 Sampling - meaning & types of sampling, probability & non – probability sampling	
	Key words- Review of Literature – Meaning and Scope, Research Problems, Research Objectives, Hypotheses, Sampling	
4.0	Data Collection & Analysis	18 Hrs
	4.1 Data Collection – Questionnaire, Interview Guide, Observation Methods, Field study 4.2 Rating Scales, Data Analysis	
	Key Words- Questionnaire, Interview Guide, Observation Methods, Field Study	
Note: Course content involves 20% of Theory and 80% of Practical		

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Scientific Social Surveys and Research.	Young, pauline v.	Prentice-Hall, Inc., New York, Pp. xxix, 619	---	--
	Research: An Introduction	Robert Ross	Barnes & Noble, OH, USA		
2	Sociological research Methods	William J Good, Paul K Gat	McGraw-Hill, 1952.New York	1st ed.	
3	Research Methodology- Methods Techniques	C R Kothari	New Age International publishers, New Delhi		
4	Mass Communication Research Methods	Anders Hansen, Simon Cottle& others	, NYU Press.	1st	1998
5	Communication Research for Development – The ISRO Experience	Binod C Agarwal S R Joshi ArabindSinha	Concept Publishing Company New Delhi	1st	1986

6	Electronic Media and Communication Research Methodology	G K Parthasarathy	--	5th	2018
7	Methods in Electronic Media and Communication Research	Viviana Richard	Magnum Publishing	1st	2019
8	Media and Communication Research Methods	Arthur Asa Berger	Sage Publications	3rd	2013
9	Mass Media Research - An Introduction	Roger D. Wimmer, Joseph R. Dominick	Rupa Publications	10th	2015
10	An Introduction to Qualitative and Quantitative Approaches	Arthur Asa Berger	Sage Publications	4th	2015
Recommended Books	Recommended Books				
1	Qualitative Inquiry and Research Design: Choosing Among Five Approaches	John W. Creswell, Cheryl N. Poth,	SAGE Publications,	4th	2017
2	EXPLORING MEDIA RESEARCH	Andy Ruddock	SAGE Publications	1st	2017
3	Research Methods in Mass Communication	VedPrakash Gandhi	Kanishka Publishers	1st	2019
4	Handbook of Media and Communication Researches	Anjali and SARITA Anand	----	1st	----
5	Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies	Klaus Jensen	Rouledge	1st	2002

Course Title	Digital Graphic Design (HC)						
Course Type	Soft Core-Practical	Total Hours	64	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives On completion of the course the students will be able to						
CO-1	Understand the scope of graphic designing as a profession						
CO-2	Learn the principles and elements of design						
CO-3	Equip themselves to be a media designer						
CO-4	Understand the need of designing in today's communication era						
Mapping of CLOs with PSOs & CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to				PSOs Addressed	CLDs	

CLO-1	Understand software and tools used in graphic designing	PSO-1 & PSO - 2	Remember & Understand
CLO-2	Understand the work of a Graphic designer	PSO-2	Understand
CLO-3	Conceptualize the techniques in designing materials for corporate communication and advertisement	PSO-3	Apply
CLO-4	Understand the concept of product design	PSO-2	Understand
CLO-5	Craft individual design portfolio	PSO-6	Create

Modules	Proposed Course Content/ syllabus
1.0	Introduction to the Graphic Design
	<p>1.1 Understanding the need of Design in today's communication era.</p> <p>1.2 Importance of the design</p> <p>1.3 Introduction about the Software tools used in Graphic Design (Introduction to Adobe Photo shop, Adobe Illustrator, Corel Draw, Adobe InDesign, Info graphics, Adobe Flash, Adobe After Effects, Adobe Premiere pro, 3DS Max, Maya applications.</p> <p>1.4 Print Media, Electronic media</p>
	<i>Key words- Understanding the importance of design</i>
2.0	Elements of Design
	<p>2.1 - Lines, Shape, Colour, Form, Value, Texture, Space.</p> <p>2.2 Principles of Design - Pattern, Contrast, Emphasis, Balance, Proportion, Harmony, Movement Colour Theory - Hue/Value/Saturation, Primary Colours, Secondary Colours, Tertiary Colours, Complementary, Monochromatic.</p> <p>2.3 Design Theory- Composition, Layouts, Flow Lines, Ratios, Bitmap & Vector, RGB/CMYK/Greyscale</p> <p>2.4 Different Design Formats - Visiting Card, Posters, Magazines, Brochures, Product Design Etc</p>
3.0	Importing & Exporting
	<p>3.1 Image size and resolutions. Different output formats for Print, Electronic Media, and Web etc</p> <p>3.2 All the tools (Tools of tool Bar, Windows, Menu bar) in Photoshop.</p> <p>3.3 Design Theory- composition, layouts, flow lines, ratios</p> <p>3.4 Layers, Channels, Selection, Masking, Text/Character, Filters, Layer Styles, Photo Manipulation.</p> <p><i>Key words- Understanding elements of Design</i></p>
4.0	Designing Tools
	<p>4.1 Difference between Photoshop & Illustrator/Corel Draw (Following are the tools with reference to Adobe illustrator.</p> <p>4.2 If Corel draw is taken in the lab then similar kind of tools can be referred in Corel draw) Art board, Importing & Exporting.</p> <p>4.3 Image size and resolutions, Different output formats for Print, Electronic Media, and Web etc.</p> <p>4.4 All the tools (Tools of tool Bar, Windows, Menu bar) in Adobe Illustrator.</p> <p>4.5 Pathfinder, Effects, Illustrator Masking Logos - Corporate Logos, Individual Logos, Media Logos Visiting Card Design - Corporate Design, Individual Design Poster Design, Brochures, Magazines, Newspaper Design, Matte Painting, Image Manipulation</p> <p><i>Key Words: Understanding & applying design tools</i></p>

Course Title	Introduction to Corporate Communication and Advertising Practicals (HC)						
Course Type	Hard Core-Theory	Total Hours	64 hrs	Hours/Week	08	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives - on completion of the course the student will be able to						
CO-1	Understand the branched out communication field that is a professional industry today						
CO-2	Integrate various functions within organizational goals and strategies						
CO-3	Realize various opportunities in the field of corporate communication with a sound knowledge of the field						
CO-4	Acquire skills on various relevant technology use especially in media planning and Campaigns						
Mapping of CLOs with PSOs & CLDs Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs. The keywords are used at the end of each unit to define CLOs.							
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to			PSOs Addressed		CLDs	
CLO-1	Understand principles in advertising & corporate communication			PSO-1 & PSO - 2		Remember & Understand	
CLO-2	Develop a brand strategy			PSO-4		Analyze	
CLO-3	Conceptualize and carry out a media campaign for product or corporate organization			PSO-3 & PSO -4		Apply & Analyze	
CLO-4	Design CSR activities			PSO-5		Create	

Units	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Corporate Communication	16hrs
	1.1 Definition, nature and scope of Corporate Communications 1.2 Structure of corporate organization 1.3 Comparison with Public Relations, advertising, publicity and propaganda 1.4 Core functions of corporate communications 1.5 Basic tools, strategies and planning 1.6 Crisis management	
	<i>Key words- Understanding Concepts & tools of corporate communication</i>	
2.0	Aspects of Corporate Communication	14hrs
	2.1 Corporate Communication with internal public and external public 2.2 Media for corporate communication, House Journal & Open House 2.3 Corporate communication tools for internal and external audiences 2.4 Media relations – media conferences and releases, media queries, rejoinders, media expectations (both print and electronic). 2.5 Pressure groups 2.6 Corporate Social Responsibility	
	<i>Key words- Understanding aspects of corporate communication & CSR</i>	
3.0	Introduction to Advertising	

	3.1 Advertising—nature, scope and functions 3.2 Creative strategy, style and approach 3.3 Ad-copy, visualization, layout and design 3.4 Advertising types- retail direct response and business advertising 3.5 Media for advertising 3.6 Media planning- print, film, electronic and new-media-Outdoor and supplementary media-features, advantages, challenges and limitations.	16 hrs
	Key words- Understanding Advertising & its types	
4.0	Advertising Ethics & Production	
	4.1 Production of advertising for print, electronic, and new-media 4.2 Trade-marks, slogans packaging and dealer programmes 4.3 Complete Advertising agency system-structure and functions 4.4 Advertising department 4.5 Media services 4.6 Advertising ethics and law	18 hrs
	Key words- Understand the ethics & produce advertisement	

Note: Course content involves 80% of Theory and 20% of Practical

Practical Activities

- Student should write Press Release of the functions and events held at the institution/College
- Student should prepare media queries and rejoinders
- Student should strategize a CSR activity of any local organization or NGO
- Work plan has to be approved by the concerned faculty before going to the next step of production.
- The advertising produced should be the original work of the student
- Student need to book a studio and required equipments 10 days prior to the production.
- Late submission of the project will not be considered for exam evaluation.

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
5.	Ogilvy on advertising. Foundation of	David Ogilvy	London : Prion Books Ltd	1 st	2000.
6.	Advertising theory and practice	Meena Pandey	Bombay : Himalaya Publishing House	9 th	1989.
7.	Advertising and Promotions an IMC perspective	Kruti Shah	McGraw Hill Education	1 st	2009

Recommended Books

1.	Public Relation. The Profession & The Practice	Baskin Otis & Craig Aronoff (Eds)	William C. Brown	2 nd	1996
2.	Handbook of Public Relations and Communication	Lesly Philip	Jaico Publishing House	1 st	2002
3.	Integrated Advertising, Promotion and	Kenneth E Clow and Donald E Baack	Pearson	7 th	2015

	Marketing Communications				
4.	The PR Masterclass: How to Develop a Public Relations Strategy that Works!	Alex Singleton	John Wiley & Sons	1 st	2013
5.	Brand equity and advertising.	David A. Aaker	Psychology Press	1 st	1993
6.	Corporate Communication: A Guide to Theory and Practice	JoepCornelissen	Sage	1 st	2011
7.	Truth, Lies, and Advertising: The Art of Account Planning	Jon Steel	Adweek Magazine Series	3 rd	1998
8.	Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads	Luke Sullivan, Sam Bennett, Edward Boches	John Wiley & Sons	4 th	2012

Media Economics and Management

Course Title	Media Economics and Management (SC)						
Course Type	Soft Core-Practical	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives On completion of the course the students will be able to
CO-1	Understand the scope of media economics and management
CO-2	Learn the overview of media management
CO-3	Equip themselves to be a media outlet manager
CO-4	Understand different types of media business and managerial task

Mapping of CLOs with PSOs & CLDs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs. **The keywords are used at the end of each unit to define CLOs.**

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand types of media business patterns	PSO-1	Understand
CLO-2	Understand the marketing perspective of media	PSO-5	Understand
CLO-3	Conceptualize the techniques of event management	PSO-5	Apply
CLO-4	Understand the concept of product life cycle	PSO-5	Apply
CLO-5	Plan and conduct an event	PSO-1	Create

Units	Proposed Course Content/ syllabus	Duration
	<p>Overview of Management</p> <p>1.1 Overview: Unique characteristics of media companies 1.2 Development of media industries 1.3 Revenue patterns media audiences - major development patterns 1.4 Outline of Principles of Management</p> <p><i>Key words- Overview of Management, Principles and theories of management</i></p>	
2.0	<p>Understanding Media Management</p> <p>2.1 Media Economics : Concept and role of the market 2.2 Consumer choice and market responses 2.3 Monopoly and competition in market- Media Performance and capital</p> <p><i>Key words- Understanding Media Management, media economics and ownerships</i></p>	
3.0	<p>Understanding Marketing Perspective of Media</p> <p>3.1 Marketing Perspective of Media: Marketing Mix and Product Life Cycle 3.2 Market Analysis and Product Planning-Consumer Research in Product Development 3.4 Product Planning for Advertiser Market-Promotion and Sale of Media Products</p> <p><i>Key Words: Understanding Perspective and planning of Media</i></p>	
4.0	<p>Understanding Event Management</p> <p>4.1 Promotion Strategies - Tools - Plans in Action- Promotion and Sales to Advertisers 4.2 Distribution, Production & Pricing of Media Products 4.3 Competitive Strategy: Four types of Strategic Warfare 4.4 Competitive Advantage</p> <p><i>Key Words: Understanding Event Management, Principles and types</i></p>	

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Media Management	B.K Chaturvedi	Global Vision Pub House	4th	2009
2	Media Management	Kundra S	Anmol Publication	1st	2005
3	Media Management and digital Transformation	Arne L. Bygdas, Stewart Clegg, Aina Hagen	Routledge	1st	2019
4	Media Economics: Applying economics to New and Traditional Media	Colin Hoskins, StuartMcFadyen, Adam Finn	SAGE Publications	1st	2014
5	The Business of Event Management	John Beech, Robert Kaspar	Pearson Education	1st	2014

Recommended Books

1	Media Management in India	DibakarPanigrahy, Prasanna K	Kanishka Publishing House	2nd	1993
2	Handbook of Media Management and Economics	Alan Albarran, BozenaMierzejewska, Jaemin Jung	Routledge	2nd	2006

3	Media Management: A Case Approach	ArdythBroadricsohn	Taylor & Francis	2nd	2007
5	Event Management: A professional and Development Approach	Greg Damster	Juta& Company	1st	2005

Course Title	Media and Environment (SC)						
Course Type	Hard Core	Total Hours	64	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03 Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives on completion of the course the student will be able to
CO-1	Understand the importance of environment, parameters of environment, environmental hazards,pollution, natural and manmade.
CO-2	Acquire the knowledge of media and environmental ecology; Role of media in protecting the environmental ecology
CO-3	Realize the existence of International agreement; earth summits, protection of environment, natural resources, laws protecting environment
CO-4	Learn environmental reporting; types of stories- investigation in depth and Interpretative writing for different media.

Mapping of CLOs with PSOs &CDLs

CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand the importance of environment, parameters of environment, environmental hazards, and pollution, natural and manmade.	PSO-1 & PSO -2	Remember & Understand
CLO-2	Acquire the knowledge of media and environmental ecology; Role of media in protecting the environmental ecology	PSO-3	Apply
CLO-3	Realize the existence of International agreement; earth summits, protection of environment, natural resources	PSO-3	Apply
CLO-4	Write environmental reporting; types of stories- investigation in depth and interpretative writing for different media.	PSO-3 & PSO -4	Apply & Analyze
CLO-5	Evaluate the laws protecting environment	PSO-5	Evaluate

Modules	Proposed Course Content/ syllabus	Duration
1.0	Importance of Environment	14 hrs
	1.1 Definition, nature and importance of environment 1.2 Parameters of environment 1.1 Environmental hazards, pollution, natural and manmade.	

2.0	Media and environmental ecology	16 hrs
	2.1 Role of media in protecting the environmental ecology; 2.2 Communication strategies for ongoing campaigns 2.3 Detailed study of specialized environment ecology; Environmental Activism	
3.0	International agreement	18 hrs
	1.1 Earth summits, protection of environment, natural resources 1.2 Laws protecting environment	
4.0	Legal Boards	20 hrs
	4.1 Environmental reporting; 4.2 Types of stories- investigation in depth and interpretative writing	

Note: Course content involves 80% of Theory and 20% of Practical

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Ecology And Equity: The Use And Abuse of Nature in Contemporary India	Mahadev Gadgil and Ramachandra Guha	Oxford University press, India	1st	2000
2	Global environmental crisis and management	G N Khanna.	Ashish Publishing House, New Delhi	1st	1993
3	Environmental Politics: People's Lives and Development Choices	Sumi Krishna	Sage publications	1st	1996
4	This fissured land : An Ecological history of India	Mahadev Gadgil and Ramachandra Guha	Oxford University press, India	2nd	2012
3	Environmentalism: A Global History	Ramachandra Guha	Penguin Random House India	1st	2016
4	Introduction to Sustainability	Robert Brinkmann	John Wiley	1st	2017
5	Climate Change in India , SULAGNA CHATTOPADHYAY)	Sulagna chattopadhyay	IRIS Publishing Pvt.Ltd	1st	2014

Recommended Books

2	The Use and Abuse of Nature: Incorporating this Fissured Land & Ecology and Equity	Mahadev Gadgil and Ramachandra Guha	Oxford University press, India	2nd	2004
3	Concepts of Ecology	Edward j kormondy	Pearson India	4th	2017
4	Concepts of Ecology (Environmental Biology)	N Armugam	Saras Publications	2nd	2004

IV SEMESTER

Course Title	Online Journalism and Advertising Practical (SC)						
Course Type	Hard Core-Practical	Total Hours	64 hrs	Hours/Week	8	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives on completion of the course the student will be able to
CO-1	Understand what is online and Mobile Journalism
CO-2	Understand the current digital industry & the relationship between new media and journalism
CO-3	Appreciate the changing dynamics of journalism with the advent of new technologies
CO-4	Create content for online platform
CO-5	Produce Mobile Journalism content

Mapping of CLOs with PSOs & CDLs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.

CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Gather and process news and information to suit various online platforms	PSO-1 & PSO - 2	Remember & Understand
CLO-2	Create multimedia content according online platform needs	PSO-6	Crate

CLO-3	Create blogs, vlogs, hyper-local sites and other online interactive platforms	PSO-6	Create
CLO-4	Apply the nuances of media literacy in the dissemination of the information	PSO-3	Apply

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction of Online Journalism	14 Hrs
	1.1 Meaning, Nature, Characteristics, Importance and Tools of Online Journalism. 1.2 Differences between online journalism and traditional media. 1.3 Positives and negative of online journalism 1.4 Digital story-telling formats, Content writing, editing, reporting and its management. 1.5 Content for different delivery vehicles, Multi-media and interactivity, writing with hyperlinks <i>Key Word : Understanding of Online Journalism</i>	
2.0	Trend in online journalism	16Hrs
	2.1 Trend of online journalism in India and global. 2.2 Types of online journalism portals 2.3 Practices and comparison of online Journalism in India and world 2.4 Importance of online journalism in social moment in India and world. <i>Key Word : Global online journalism trend</i>	
3.0	Citizen or participatory journalism	14 Hrs
	3.1 Meaning and Nature of Citizen Journalism 3.2 General functions of participatory media concept, Case studies. 3.3. Blogs as narratives, bloggers as journalists and ‘opinionates,’ Importance of new media in social opinion creation. 3.4 Comparison of positive and negative of social media. 3.5 Twitter and Facebook role as a voice to citizen <i>Key Word: Importance of citizen journalism</i>	
4.0	Mobile Journalism	20 Hrs
	4.1 Mobile Story-telling, shooting on and for mobile phones. 4.2 Overcoming limitations of mobile phones, Ethics and best practices in online journalism, Cyber law in India 4.3 Practical : Field Study and writing content , creating and designing of multimedia content for online platforms, Blogs, developing including web version of lab journals or Blogging. <i>Key Word: Trend and Practice of Mobile Journalism</i>	

Sl.No	Title of the book	Authors	Publisher	Edition	Year of Plication
1	Producing for the Web (Media Skills)	Jason Whittaker	Routledge	1 st	2000
2	Writing for Multimedia and the Web A practical guide to content development for	Timothy Garrand	Focal Press	1 st	

	interactive media-				
3	The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics	Stephen Pite	Delmar Cengage Learning	1 st	2002
4	Absolute beginner's guide to computer basics	Michael Miller	QUE	6 th	2012

Recommended Books

1	Clear Blogging: How People blogging are changing the world and how you can join them	Robert Walsh	Apress	1 st	2007
2	India Connected: Mapping the Impact of New Media	Sunetra Sen Narayan	Sage Publications India Private Limited	1 st	2016
3	Journalism Online	Mike Ward	Routledge	1 st	2016
4	Hands on guide to video blogging and podcasting	Lionel Felix & Damien Stolarz	Routledge	1 st	2006

Course Title	<u>Internship</u>						
Course Type	Hard Core-Practical	Total Hours	-	Hours/Week	-	Credits	08
Course Code	Evaluation	Internal	-			-	100
		External	Duration	-	-	-	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives on completion of the course the student will be able to
CO-1	Hone their practical skill
CO-2	Develop a stronger study/ research skill
CO-3	Enhance their learning experience
CO-4	Have hands-on experience in media research
CO-5	Cultivate a strong sense of development paradigm

Mapping of CLOs with PSOs &CDLs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs. **The keywords are used at the end of each unit to define CLOs.**

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Practically apply the research skill	PSO – 3 & PSO -6	Apply & Create
CLO-2	Improve problem-solving aptitude	PSO - 5	Evaluate
CLO-3	Engage themselves with the current research trends in the media industry	PSO – 2 & PSO - 3	Understand & Apply
CLO-4	Enhance learning experience	PSO – 4 & PSO -5	Analyze & Evaluate

Regulations Governing Internship Programme:

- Internship is mandatory for all the students
- The duration of internship is **FOUR WEEKS**
- The Internship can be taken up by the students during holidays in any of the four semesters
- The student shall undergo internship programme in any recognized media organization - newspaper, magazine, radio station, TV channel, advertising agency, public relations/corporate communication firms, digital media industry anywhere in the country. However foreign nationals can undergo internship in recognized media institutions outside India
- Training in private banks or BPOs or event based management activities will not be considered as internship unless approved by the Department Council. Only journalism related activities in those institutions will be considered as internship
- The student shall produce the certificate in original in support of the completion of the Internship. The certificate shall be documented in the department and shall not be returned to the students. Further, students have to submit a report of the work done during internship for evaluation
- Internship carries 8 CREDITS
- The Department council collectively evaluates the performance of the student during Internship based on individual report and the certificate of completion
- Non completion of the internship shall disqualify the student from receiving the Masters in Journalism and Mass Communication degree
- The student shall bear his/her own expenses during the internship programme
- The student shall adhere to the discipline and code of conduct prevalent in the place of work, hostel, and institution during the Internship

Course Title	<u>Project work (HC)</u>						
Course Type	Hard Core-Practical	Total Hours	64 hrs	Hours/Week	08	Credits	08
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)			
CO No.	Course Objectives on completion of the course the student will be able to		
CO-1	Acquire the basic knowledge of research		
CO-2	Get an idea doing research		
CO-3	Differentiate between media research and other forms of research		
CO-4	Understand the concepts like research problems, hypotheses, sampling and data collection		
CO-5	Learn to analyze the data and write inference, conclusion and suggestions		
Mapping of CLOs with PSOs &CDLs Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs. The keywords are used at the end of each unit to define CLOs.			
CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Apply the techniques of research	PSO-3	Apply
CLO-2	Apply the research design	POS-3	Apply
CLO-3	Understand and write research problems, objectives & hypotheses	PSO -2 & PSO -6	Understand & Create
CLO-4	Carry-out the field research	PSO-6	Create
CLO-5	Analyze the data	PSO-4	Analyze
CLO -6	Write inference, conclusion and suggestions	PSO -6	Create

Practical activities:

- Student has already selected the topic for his/her project in III Semester
- Student shall write the Introduction chapter and submit which is evaluated for C1-IA Component
- Student shall complete Research methodology chapter and submit which is evaluated for C2-IA Component
- Student shall complete the project and submit which is evaluated for C3Component
- Late submission of the project will not be considered for exam evaluation.

Note: Course involves 100% Practical