

Syllabus for BA (JMC)
Session: 2024-25 Onwards
According to New Education
Policy



Department of Journalism & Mass Communication
University of Lucknow
Lucknow

Department of Journalism & Mass Communication, University of Lucknow

Proposed Structure UG- BA-Journalism & Mass Communication (4 Years)

Session 2024-25 Onwards

Year	Semester	Paper No.	Major A	Credits	Paper No.	Major B	Credits	Paper No.	Minor	Credits	CC/VC	Credits	Total Credits	Award	
1	1	JMCA-1	History of media	4	JMCB-1	Role of social sciences in mass communication	4	JMCM-1	Feature & Creative Writing	2	CC1	2	20	Certificate in Journalism & Mass Communication	
		JMCA-2	Introduction to journalism	4	JMCB-2	Message and mass media audience	4								
	2	JMCA-3	Language and Cultural studies	4	JMCB-3	Introduction to Communication principles and models	4	JMCM-2	Editorial Writing	2	VC1	2	20		
		JMCA-4	Computer Applications for Journalism	4	JMCB-4	Implementation of computers in Journalism- Lab	4								
2	3	JMCA-5	Introduction to print media	4	JMCB-5	Introduction to broadcast media-radio	4	JMCM-3	Writing for Journalists	2	CC2	2	20	Diploma in Journalism & Mass Communication	
		JMCA-6	Basics of Reporting and Editing	4	JMCB-6	Technology of T.V production	4								
	4	JMCA-7	Media Management & Newspaper Production	4	JMCB-7	Photography	4	JMCM-4	Business Journalism	2	VC2	2	20		
		JMCA-8	Advertising	4	JMCB-8	Multimedia Production	4								
3	5	JMCA-9	Public Relations	4	JMCB-9	Mobile Communication	4				Media Internship/ Term Paper/Minor Project in Major A (to be decided by student)	4	20	Degree in Journalism & Mass Communication	
		JMCA-10	Economics of New Media Communication	4	JMCB-10	New Media As a Tool For Social Change	4								
	6	JMCA-11	Exposure to New Media Industries	4	JMCB-11	Sports Journalism	4						20		
		JMCA-12	Basics of Development communication	4											
		JMCA-13A	Science and Environment Journalism	4	JMCB-12	Language of communication and translation	4								
		JMCA-13B	Media & Social Issues	4											
	4	7	JMCA-14	Web Journalism	4									Research Methodology	
			JMCA-15	e-Education and Learning	4										
JMCA-16			Indian Culture	4											
JMCA-17			Media & Gender	4											
JMCA-18A			Production Management	4											
JMCA-18B		Event Management	4												
8	JMCA-19	Research Methodology	4									20			
	8	JMCA-20	Term Paper	4							Major Project/ Dissertation	12			
Rashtra Gaurav (Compulsory, Non Credited)															
Total Credits				80					48			08	24	160	

SEMESTER I

Paper No. JMCA-1

Course Name: HISTORY OF MEDIA

Credits Equivalent: 4 Credits (One credit is equivalent to 40 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers/presentations / seminars, etc.)

Course Objectives

- To acquaint students with the glorious journey of journalism.
- To enhance understanding of the origin of the traditional print, electronic and web media.
- To inculcate the knowledge of growth of print, electronic and cinema.
- To acquaint learner's with technological advancements in print, electronic and web media.
- To throw light on the present status of various mass media.

Learning Outcomes after completion of the course the learners will be able to:

- To acquaint the students with in chronological growth and development of mass media.
- To let the students know the development of electronic media i.e. cinema, radio, TV.
- To enhance the basic knowledge about cinema, TV, Radio and their functional role.
- To surge the knowledge and history of Internet

Evaluation Criteria:

- 1. Continuous Internal Assessment: 25%
- 2. End Term Examination: 75%

UNIT-I

- Origin and development of the press in India.
- The press and freedom movement
- Bhartendu era
- Tilak and Gandhi era
- Post-independence journalism

UNIT-II

- Invention of Radio and its advent as a tool of information/entertainment
- History of Radio in India
- Public service
- Commercial service
- Community service

UNIT-III

- Evolution and development of Television
- History of TV in India
- SITE
- Growth of Doordarshan and private channels,
- Public service and commercial TV broadcasting

UNIT-IV

- Evolution of Cinema
- Introduction to major Film Genres
- Silent Era of Indian Cinema, its major features and personalities
- The 'Talkies' Popular Cinema
- New Wave and 'Middle' Cinema

Suggested Readings:

1. Journalism and Politics: M.Chelapati Rao:Vikas publication New Delhi
2. Indian politics and role of the press:Sharad Karkhanis :Vikas publication New Delhi
3. Role of press in the freedom movement: M.Bhargwa:Reliance :New Delhi
4. Professional Journalism:M.V. Kamath: Vikas publication New Delhi\

Text Book:

1. Mass-Communication and Journalism in India :D.S. Mehta :Allied Publishers Delhi
2. Professional Journalism: Patanjali Sethi:Orient Longman Mumbai
3. Press in India : Annual report of the registrar of News paper for India: Publication Division New Delhi
4. The History of Press in India:B.N.Anja :Surgeet Publication New Delhi

Web Reference

1. <https://smallbiztrends.com/2013/05/the-complete-history-of-social-media-infographic.html>
2. <https://open.lib.umn.edu/mediaandculture/chapter/1-3-the-evolution-of-media/>
3. <https://owlcation.com/humanities/A-Short-History-of-Media>
4. <https://www.nimc-india.com/history-mass-media-india.html>

Paper No. JMCA-2

Course Name: INTRODUCTION TO JOURNALISM

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives:

- Introduce the students to the field of communication.

- Apprise the students of fundamentals of Mass Communication.
- Assist the students in developing theoretical and conceptual understanding of the field.
- Demonstrate skill and knowledge as producers of media.

Learning Outcomes: After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.
- To know the elements of effective communication and barriers of communication.
- To illustrate the fundamentals of Mass Communication and its various forms.
- To describe the theories of communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT– I

- Journalism: Concept, nature, scope, function and types
- Role of Journalism in Society
- Journalism and Democracy
- Concept of Fourth Estate. Concept of Mass CommunicationMass Communication in India.

UNIT – II

- Journalism: Contemporary Issues in Journalism
- Debates in Journalism
- Elements of Journalism
- Types of Journalism
- Alternative Journalism

UNIT – III

- Process of Journalism
- Citizen Journalism
- Yellow Journalism
- Investigative Journalism
- Advocacy Journalism.

UNIT – IV

- Skills of journalism
- Convergence
- Changing technology
- online journalism
- New trends in journalism

- Jargons of Journalism

Suggested Readings:

1. Journalism and Politics: M.ChelapatiRao:Vikas publication New Delhi
2. Indian politics and role of the press:SharadKarkhanis :Vikas publication New Delhi
3. Role of press in the freedom movement: M.Bhargwa:Reliance :New Delhi
4. ProfessionalJournalism:M.V. Kamath: Vikas publication New Delhi
5. Professional Journalism: Patanjali Sethi:Orient Longman Mumbai
6. Press in India : Annual report of the registrar of News paper for India:Publication Division New Delhi
7. The History of Press in India:B.N.Anja :Surgeet Publication New Delhi
8. The Romance of Indian Journalism:J.Basu:Kolkatta university Press Kolkatta

Text Book:

1. Mass-Communication and Journalism in India :D.S. Mehta :Allied Publishers Delhi
2. Bharat Men Sanchar aur Jansanchar:J.V.Vilanilam:M.P. Hindi Granth Academy Bhopal
3. Soochna, sanchar aur samachar: Mukul Srivastava, New Royal Publications, Lucknow.

Web Reference:

1. <https://www.britannica.com/topic/journalism>
2. <https://www.carolineuniversity.com/courses/an-introduction-to-journalism-write-like-a-journalist-master-class/>
3. <https://www.icm.education/subjects/introduction-to-journalism>

Paper No. JMCB-1

Course Name: ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives

- To understand the sociological concept and theories
- To understand the importance of sociology
- To create understanding of the human society
- To develop the knowledge of Indian culture and Society
- To inculcate the knowledge of current socio-cultural issues

Learning Outcomes: After completion of the course the learners will be able:

- Students would be able to understand the sociological concept and theories.

- Students would be able to understand the importance of sociology.
- Students would be able to create understanding of the human society
- Students would be able to develop the knowledge of Indian culture and Society.
- Students would be able to inculcate the knowledge of current socio-cultural issues

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT-I

- Historical backgrounds of social sciences in Indian Context
- Nature and scope of Sociology in Mass-Communication
- Social groups, Family, Community, Institution, Society
- Social change: Concept, Process; Types of Social change and Social change agents
- Media and Social Change, Technology for Social Change.

UNIT-II

- Introduction to Psychology
- Nature and scope of Psychology and its relationship with Mass-Communication
- Applications of Psychology: Behavior and attitude
- Contemporary Perspective: Biological, Psychoanalytical, Humanistic, Evolutionary, and Cross - Cultural
- Cognitive process: Perception, Learning and thinking
- Intelligence and creativity

UNIT-III

- Introduction to political thoughts: Karl Marx, Plato, Aristotle
- Need and significance of Political thoughts in Media studies
- Fundamental Rights, Human rights,
- Equality and Justice
- Political Participation and Democracy
- Basic Features of Indian Constitution
- Indian Political System, Multi-Party Systems – National and Regional Parties

UNIT-IV

- Introduction of Economics
- Nature and scope of Economics
- Basic feature of Indian Economy
- Economic Planning in India
- Liberalization and Globalization
- Essential Economic terms which are frequently used in media: Per capita Income, G.D.P, Budget, Inflation, FDI, Stock Market, Devaluation etc.

Suggested Readings:

1. Indian Economy: Dutta & Sundram
2. Indian Constitution: Kashyap
3. Political Theory: H.D. Aashirvadam
4. Structure of Sociological Theory: J.H. Turner
5. Social Theory: Lemort

Text Book:

1. Pashtay Rajneet ek Vicharak : Dr. Bhairav Dutta Tiwari
2. Rajneetike Sidhant: B.K. Tiwari
3. Samajik Anusandhan Ke Mool Tatva: Sunil Goyal
4. Bhartiya Samaj: Sunil Goyal
5. Indian Economy: Dutta & Sundram

Web Reference

1. [https://www.mcgill.ca/ahcs/files/ahcs/communication as social science and more.pdf](https://www.mcgill.ca/ahcs/files/ahcs/communication%20as%20social%20science%20and%20more.pdf)
2. https://link.shttps://www.sociologygroup.com/relationship-sociology-mass-media/pringer.com/content/pdf/10.1007/978-1-4612-5722-6_7.pdf
3. <https://www.jyu.fi/hytk/fi/laitokset/kivi/en/our-department/degree-programmes-disciplines/communication>

Paper No. JM CB-2

Course Name: MESSAGE & MASS-MEDIA AUDIENCE

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives:

- Introduce the students to the field of communication.
- Apprise the students of fundamentals of Communication and message.
- Assist the students in developing theoretical and conceptual understanding of the Message & Mass Media
- Demonstrate skill and knowledge as producers of media.

Learning Outcomes: After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.
- To know the elements of effective communication and barriers of communication.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process and media.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT-I

- Message: Concept and genesis
Effective messages: Clarity, Coherence and consciousness,
- Credibility of the source, Persuasion, Rhetoric's, Audience participation,
- Enhancing impact of Messages: Pathetic Stories,
- Statistics in support of correctness,
- Emotional appeal, Perception filters.
- Message and Media Relevance

UNIT-II

- Qualities of Messages
- Psychological Principles of messages: Selective Exposure, Selective Perception, Selective retention, Cultural insulation
- Elements of Messages
- Hot and Cold messages
- Difference between Media messages: Print, Electronic, Web and Film
- Role of Creativity in message formation

UNIT-III

- Meaning of Mass, Group, Public, Crowd
- Concept of Audience: Media reach, Media access, Media exposure, Media effects
- Duality of audience, Rise of audience
- Type of audiences: Elite audience, General audience, specialized audience,
- Audience as a market

UNIT-IV

- Nature of audience experience: Media explosion, Audience feedback systems:
- Market based feedback: Audience decision making, direct feedback,
- Media reviews, Research based Feedback
- Audiences of Various Media: Multiple media usage, Newspaper and magazine readership, Radio listeners,
- Television viewers, Film audiences, Book readers, Web User

Suggested Readings:

1. Brian Winston, Messages: Free Expression, Media and the West from Gutenberg to Google, Routledge, 2005.
2. Jack Lule, Understanding Media and Culture: An Introduction to Mass Communication.
3. Art Silverblatt, Donald C. Miller, Julie Smith, Nikole Brown-Media Literacy_Keys to Interpreting Media Messages-Praeger (2014).
4. Marshall McLuhan, Quentin Fiore-The Medium is the Message (2005).
5. Marshall McLuhan, W. Terrence Gordon-Understanding Media_ The Extensions of Man_ Critical Edition-Gingko Press (2003).

Text Book:

1. Professor Patrick Barwise, Professor Andrew Ehrenberg-Television and Its Audience (SAGE Communications in Society)
2. Richard Butsch-The Citizen Audience_ Crowds, Publics, and Individuals (2007).
3. Professor Barrie Gunter-Media Research Methods_ Measuring Audiences, Reactions and Impact (1999).
4. Elizabeth M. Perse-Media Effects and Society (Lea's Communication Series) (2001).
5. Bhartiya Samaj: Sunil Goyal

Web Reference

1. <https://thebusinesscommunication.com/characteristics-of-mass-communication/>
2. <https://sendpulse.com/support/glossary/mass-media>
3. <http://egyankosh.ac.in/bitstream/123456789/7198/1/UNIT-3.pdf>
4. <https://www.thoughtco.com/mass-media-and-communication-4177301>

Paper No. JMCM-1**Course Name: FEATURE AND CREATIVE WRITING**

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Provide an opportunity to develop writing skills in the gathering and creation of in-depth features.
- The students will be given practical assignments to drill the skills needed for writing different types of features.

Learning Outcomes: After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the writing creatively
- To know the elements of effective writings
- To develop the skills of feature writing

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT- I:

- Importance of writing, Types of writing: creative and non-creative, The substance of writing, most important norms of creative writing

- Qualities of a creative writer
- Authorial Voice, Structure of material, Dramatization of ideas, Preparing a press copy

UNIT- II:

- Definition and characteristics of a feature
- Classifications of features, Qualities of a feature writer.
- Difference between features, articles and news

UNIT - III:

- Feature writing process, Editing and organization
- Use of appropriate style and language
- Benefits of feature writing.
- Types of feature leads

UNIT - IV:

- Tools and techniques of writing
- Importance and uses of Interview in feature writing
- Types of feature and examples.
- Writing reviews of books and films

Suggested Readings:

1. Aggarwal, VirBala (2006). Essentials of Practical Journalism. Concept Publishing Company, New Delhi.
2. Wheeler, Sharon (2009). Feature Writing For Journalists. Taylor & Francis Group.
3. Johanson, Carla (2004). 21st Century Feature Writing. Allyn& Bacon.

Text Book:

1. Garrison, Bruce (2010). Professional Feature Writing. Routledge publisher.
2. Kamath, M. V. (1992). Journalist's Handbook. Vikas Publishing House, New Delhi.
3. Friedlander, Edward Jay & Lee, John (2010). Feature Writing: The pursuit of Excellence. Allyn& Bacon Publisher.

Web Reference

1. <https://study.com/academy/lesson/what-is-creative-writing-definition-types-examples.html>
2. <https://www.superprof.co.uk/blog/essential-features-creative-writing/>
3. <https://www.writingforward.com/creative-writing/types-of-creative-writing>
4. <http://www.newberry.org/09292012-elements-creative-writing>

SEMESTER -II

Paper No. JMCA-3

Course Name: LANGUAGE & CULTURAL STUDIES

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives:

The Course is designed to:

- Introduce the students to the field of language and cultural studies in field of communication.
- Apprise the students of fundamentals of language and cultural studies.
- Assist the students in developing theoretical and conceptual understanding of the field.
- Demonstrate skill and knowledge as producers of media.

Learning Outcomes:After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of communication and its cultural aspects
- To know the elements of language and culture in communication.
- To illustrate the fundamentals of cultural aspects in communication.
- To describe the concepts of language and culture communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT-I

- Origin of Languages
- History and growth of Languages
- Development of Languages
- Role of languages in human communication
- Difference between Language & speech

UNIT-II

- Elements of Speech: Articulation, Voice, Fluency, Modulation
- Semiotics: Definition & Concept
- Semiotic Models of C.S Peirce and Ferdinand Suassure
- Codes & conventions: technical codes, symbolic codes
- Media language: written, verbal, non- verbal, visual, aural, denotation, connotation
- Culture as a tool of consumerism.

UNIT-III

- Cultural Studies: An Introduction
- Evolution and Culture
- Core ideas in Cultural Studies
- Structuralism
- Marxism
- Post Structuralism

UNIT-IV

- Popular Culture: Trends, Transformations and its impact on Society
- Commodification of Cultures and its impact
- Oral traditions: Folklore and its importance
- Digital Media Culture
- Global Cultural Flows
- Homogenization and Fragmentation

Suggested Readings:

1. Experiences in interpersonal communication: Prentice Hall Publication, New Jersey
2. Introduction to human Communication: Devito Joseph L
3. Communication Theories, origins, methods and uses in the mass media: Warner J Sever
4. Introduction to Communication Studies: John Fiske, Routledge Communication Series.
5. Meenakshi Gigi Durham and Douglas M. Kellner, Media and cultural studies, Blackwell publishing house, 2012.

Text Book:

1. Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
2. Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
3. Chris Baker, "Theory and Cultural Studies", Sage Publication, 2003.
4. Media aur sanskriti : Roopchand Gautam, Sri Natraj Publishers
5. Sampreshan: Pratirop Evam Sidhant: Dr. Shrikant Singh
6. Media aur sanvaad : S. Vikram, Sri Natraj Publishers

Web Reference

1. <http://facta.junis.ni.ac.rs/lal/lal2004/lal2004-01.pdf>
2. <https://www.sil.org/why-language-culture-studies>
3. <https://www.futurelearn.com/courses/cultural-studies>
4. <https://www.eastern.edu/academics/colleges-seminary/college-arts-and-humanities/departments/language-and-cultural-studies-4>

Course Name: COMPUTER APPLICATIONS FOR JOURNALISM

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To enable students to handle computer applications needed for journalists
- To enable students to design newsletters, tabloids and web pages with the help of different software applications
- To develop special skills needed for computer assisted reporting

Learning Outcomes:After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of computer
- To understand various computers and significance of computer applications
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT- I:

- Introduction to Computers
- Different Computer Operating Systems
- Introduction to page make up applications
- Basics of Visual Design
- Visual balance, Contrast in design
- Quark Express, InDesign, Adobe Pagemaker

UNIT - II:

- Computer Data: Origins, History, Scope and its various use.
- Finding news stories from data
- Introduction to Spreadsheet applications
- presenting quantitative data for media audience

UNIT - III:

- Basics of photo editing
- Photo editing for the print media
- Introduction to photo editing applications
- Cropping an image
- Adjusting brightness and contrast of an image

UNIT- IV:

- What is Computer assisted reporting
- Internet sources for CAR in India
- Using search engines effectively as a journalist
- Deep searching using Google or other meta search engines
- Social Media as a news source
- Verifying Social Media News sources
- Verifying User Generated Content

Suggested Readings:

1. Niemann Reports (2012) Truth in the Age of Social Media. The Nieman Foundation for Journalism at Harvard University
2. Hermida, A. (2012). Social journalism: exploring how social media is shaping journalism. In Siapera, E., & Veglis, A. (Eds). The handbook of global online journalism. Malden, Mass: Wiley-Blackwell 309-328.

Text Books:

1. Harrower, Tim (2007). The Newspaper Designers Handbook, Sixth Edition, McGraw-Hill Education
2. Houston, Brant(2003) Computer Assisted Reporting: A Practical Guide, Bedford/St. Martin's Publishers
3. Silverman, C. (2014). Verification handbook. Maastricht : European Journalism Centre

Web Reference

1. <https://kkhsou.ac.in/eslm/E-SLM-for-Learner/5th%20Sem/Bachelor%20Degree/Journalism/NEW%20MEDIA%20AND%20COMPUTER%20APPLICATION/Block%201/NEW%20MEDIA%20AND%20COMPUTER%20APPLICATION%20BLOCK%201.pdf>
2. <https://ccsuniversity.ac.in/bridge-library/pdf/JMC-0305-MJMC-IIInd-Sem-IT-AND-COMPUTER-APPLICATION-IN-MASS-MEDIA.pdf>
3. <https://massmediaassignments.wordpress.com/2017/03/11/use-of-computer-in-mass-communication/>

Paper No. JMCB-3

Course Name: INTRODUCTION TO COMMUNICATION PRINCIPLES AND MODELS

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- Introduce the students to the field of communication.
- Apprise the students of fundamentals of Communication.
- Assist the students in developing theoretical and conceptual understanding of the models of communication.

Learning Outcomes: After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.
- To know the elements of effective communication and barriers of communication.
- To illustrate the fundamentals of Mass Communication and its various forms.
- To describe the theories of communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT-I

- Nature and Process of Human Communication
- Communication: Definition, Elements, Process,
- Functions
- Barriers
- Verbal, non-verbal, Paralinguistic

UNIT-II

- Need and Significance of communication
- Kinds of Communication
- Models of Communication :
- Relevance & limitations
- Need of the communication Model
- Lasswell& SMCR
- Shannon and Weaver
- Osgood & Wilbur Schramm

UNIT-III

- Need of Understanding Theories of Communication
- Sociological, Cultivation, Uses and Gratification, Dependency theory.
- Bullet, Psychological or Individual Difference, Personal Influence theory.
- Normative theory: Authoritarian, Free Press, Social Dependency, Agenda Setting, Development, Communist Media theory

- Democratic Participant Media Theory.

UNIT-IV

- Mass communication as a agent of Social change
- Demassification, Demystification, Decentralization and convergence
- Characteristics of Audiences, audience fragmentation,
- Type of audiences: Elite audience, General audience, specialized audience, target audience
- Limitations of Mass Communication

Suggested Readings:-

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail:Sage Delhi
3. Mass-Communication: Concepts and issues: D.V.R Murthy: Olive green:Kochi
4. Mass-, Culture, Language and arts in India: Mahadev L.Apte: Popular Prakashan, Mumbai
5. News,Information &Communication:Dr.MukulSrivastava,New Royal Book Company Lucknow.

Text Book:

1. Media of the Mass Communication: John F. Viviab
2. Introduction to Communication Studies: John Fiske: Methuen London
3. Soochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow

Web Reference

1. <https://pressbooks.bccampus.ca/professionalcomms/chapter/3-2-the-communication-process-communication-in-the-real-world-an-introduction-to-communication-studies/>
2. <https://ecampusontario.pressbooks.pub/evolutionhumancommunication/chapter/chapter-1/>
3. <http://egyankosh.ac.in/bitstream/123456789/7156/1/UNIT-2.pdf>
4. <https://helpfulprofessor.com/communication-models/>

Paper No. JMCB-4

Course Name: IMPLEMENTATION OF COMPUTERS IN JOURNALISM-LAB

Course Name: Practical / Viva Voce

Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

Course Objectives: The Course is designed to:

- Assist the students in understanding practical usage of computers in media.
- Gain practice in the usage of different software required for media.
- Familiarize them with the process of page designing.

Learning Outcomes:

After completion of the course the learners will be able to:

- Design Newspaper Pages
- Work with MS Word & PowerPoint
- Edit photographs and videos

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination
(Practical/Viva Voce): 75%

Designing Two pages of Newspaper in A3 Size.

MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment

PowerPoint: At least one presentation of not less than 10 slides on any topic assigned.

Coral Draw: 5 Items

Photoshop: Editing 5 Photograph

Note: All assignment should be submitted in a CD/DVD/Pen Drive

The above mentioned assignments will be evaluated for its content and presentation by External Examiner. The end term evaluation will also be based on attendance as well as confidential feedback report from the respective department.

Paper No. JMCM-2**Course Name: EDITORIAL WRITING**

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: This course is designed to

- Introduce the students to the field of editorial writing, audience understanding and persuasion.
- The students will be given practical assignments to drill the skills needed for writing and it will help them develop new skills as a critical thinker.
- Discuss the skills and judgment needed for writing and selection of opinion pieces.

Learning Outcomes: After completion of the course the learners will be able:

- Learn to write editorials for newspaper
- To give different angles to the story with their writing skills

- To gather news content for their target audience

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT- I:

- The editorial page: Concept and History
- Defining editorial and importance
- Qualities and responsibilities of the editorial writer

UNIT- II:

- Rules for editorial writing
- Concept of op-ed page, Editorial policy
- The editorial board
- Tools: Reading, library, clippings and research

UNIT – III:

- Difference between News & Opinion
- Kinds of editorial writing: Leaders’ opinion articles, analytical articles, current topics, importance of letters to editor.
- Structure and types of editorials

UNIT - IV:

- Planning and writing columns for newspaper & magazine
- Types of column and importance
- Current Trends in editorial

Suggested Readings:

1. Clark, Roy Peter (2006). Writing Tools: 50 essential strategies for every writer. Little, Brown and Company, New York.
2. Nicholls, Brian (1972). Features with Flair. Vikas Publications, Delhi.
3. Rystrom, Kenneth (1983). The why, who and how of the Editorial Page. Random House, New York.

Text Book:

1. Editorials and Editorial-Writing by Robert Wilson Neal (Author)
2. Writing Opinion for Impact by Conrad C. Fink
3. Pulitzer Prize Editorial by W. David Sloan (Author), Laird B. Anderson (Editor)

Web Reference

1. https://www.edu.gov.mb.ca/k12/cur/socstud/frame_found_sr2/tns/tn-26.pdf
2. <https://www.edoriumjournals.com/10-tips-for-writing-an-editorial/>
3. <https://grammar.yourdictionary.com/grammar-rules-and-tips/tips-on-writing-newspaper-editorial-format.html>

SEMESTER -III

Paper No. JMCA-5

Course Name: INTRODUCTION TO PRINT MEDIA

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers/presentations / seminars, etc.)

Course Objectives

- To understand the working pattern of various print media platforms
- To familiarize the students with the basics of writing of print media.
- To create understanding of various print media content.
- To develop the knowledge of news agency.
- To inculcate the knowledge of book editing.

Learning Outcomes: After completion of the course the learners will be able:

- Students would be able to understand the working pattern of various print media platform.
- Students would be able to familiarize themselves with the basics of writing of print media.
- Students would be able to create understanding of various print media content.
- Students would be able to develop the knowledge of news agency.
- Students would be able to inculcate the knowledge of book editing.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT- I

- Column: Definition, Importance and Types
- Writing a News for various periodical Newspapers (Daily, Weekly, Fortnightly, Monthly)
- Elements of News Writing
- Writing a Photo caption for a News paper
- Functions of Columnist current trends in Column Writing.

UNIT- II

- Style sheet of a Newspaper
- Pagination of a Newspaper
- Vocabulary for writing news in a News paper
- Editorial policy of a News paper
- Opinion Writing

UNIT-III

- Difference between writing for a Newspaper and Magazines
- Various types of Magazines and their writing styles (lifestyle, developmental magazines, etc.)
- Travelogue : Definition, Importance
- Structure and style of Travelogue
- Importance of Research in Travelogue

UNIT - IV

- Concept of News agency
- Indian news agencies
- Foreign news agencies
- Writing for news agencies
- Difference between writing for news agencies & other forms of writing

Suggested Readings

1. History of Journalism in India - J. Natrajan
2. Press - M. Chalapati Rao
3. Press Commission Report - Publication Division Govt. of India
4. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
5. PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.

Text Book:

1. Journalism in India: From the Earliest Times to the Present Day, RangaswamiParthasarthy, Sterling Publishers, New Delhi, 1989
2. Journalism in India, RangaswamiParthasarthy, Sterling Publishers, New Delhi, 1997
3. Modern History of Indian Press, SUNIT Ghosh, Cosmo Publications, New Delhi, 1998
4. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000

Web Reference

1. <https://nios.ac.in/media/documents/srsec335new/ch5.pdf>
2. <https://www.flexiprep.com/NIOS-Notes/Senior-Secondary/Mass-Communication/NIOS-Class-12-Mass-Communication-Ch-5-Introduction-to-Print-Media-Part-1.html>
3. <http://ecoursesonline.iasri.res.in/mod/page/view.php?id=117790>

Course Name: BASICS OF REPORTING & EDITING

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- Introduce the students to the field of communication.
- Apprise the students of fundamentals of Mass Communication.
- Assist the students in developing theoretical and conceptual understanding of the field.
- Demonstrate skill and knowledge as producers of media.

Learning Outcomes: After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.
- To know the elements of effective communication and barriers of communication.
- To illustrate the fundamentals of Mass Communication and its various forms.
- To describe the theories of communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

Course Name: Basics of Reporting & Editing

UNIT-I

- News: Definition & Type, Sources of news
- Elements of news, Structure of News Story: Intro, Body (Inverted Pyramids) etc.,
- Types of Intro or Lead News Value judgment
- Qualities & Responsibilities of Reporter

UNIT-II

- News Writing Process
- Problems in News Writing
- Headline: Meaning, Significance Writing and types
- Interview: Methods, Importance and types
- Book review, Film Review
- Feature: Definitions, Importance and Types of Features

UNIT-III

- Editing: Meaning, Definition & Need Newsman's language; sentences and their structure, Negative and double negative expression
- Attributions and identification of sources
- Role of sub editor, Qualities & Duties of Sub editor
- Structure of editorial Department, Proof reading symbols

UNIT-IV

- Different types of Beat & Importance
- Cultural reporting, Political Reporting
- Data journalism, Intercultural journalism
- Science & Technology reporting
- Education Reporting, Environmental Reporting
- Crime reporting

Suggested Readings:

1. News Writing: George A. Hough: Boston Hough Mifflin company.
2. News culture: Allen Stuart: Buckingham open university press.
3. Modern Journalism and News writing: Savita Chadda
4. News Editing Theory and practice: Sourin Banerji: K.P. Bagchi and company New Delhi.
5. Sanchar madhyam aur electronic media: Gyanendra Rawat, Sri Natraj Publications
6. Soochna, sanchaar aur samachar: Dr. Mukul Srivastava, New Royal Publications
7. Patrakarita ke vibhinnaswaroop: Gyanendra Rawat, Sri Natraj Publications

Text Book:

1. Feature and Magazine Writing: Action, Angle, and Anecdotes by David E. Sumner and Holly G. Miller
2. Beginning Radio and TV Newswriting: A Self-Instructional Learning Experience
3. by K. Tim Wulfemeyer
4. Basic Journalism: Rangaswami Parthasarathi, Macmillan India Ltd.

Web Reference

1. <https://www.flexiprep.com/NIOS-Notes/Senior-Secondary/Mass-Communication/NIOS-Class-12-Mass-Communication-Ch-7-Reporting-and-Editing-Part-1.html>
2. <http://www.nraismc.com/wp-content/uploads/2017/03/104-REPORTING-EDITING.pdf>
3. <http://www.universityofcalicut.info/SDE/sde%20NEWS%20%20REPORTING%202014%281%29.pdf>

Course Name: INTRODUCTION TO BROADCAST MEDIA: RADIO

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objective

- To make the students aware of the growth and development of All India Radio
- To understand the structure and composition of AIR
- To know role of Radio in development of the country.
- To be aware of the current trends in the field of radio.

Learning Outcomes:After completion of the course the learners will be able:

- Students will be able to understand the working pattern of electronic media platform.
- Students will be able to familiarize the students with the basic techniques of broadcasting.
- Students will be able to have understanding of electronic media content creation.
- Students will be having the knowledge of script writing.
- Students will be having the knowledge of radio

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT -I

- Development of broadcasting in India
- Pre- independence period
- Post-independence period
- Commissions and committees on broadcasting
- Chanda committee
- Vergheese committee
- Prasarbharti act 1990
- Verdhan committee 1992
- Objectives of radio broadcast
- Characteristics of radio as a medium

UNIT-II

- News service division
- External service division
- Public service and commercial radio
- Familiarization with studio and equipment
- Formal of radio programmes

UNIT-III

- Rural and agricultural broadcast
- Educational broadcast- UGC and school programme
- Special audience broadcast
- Regional and local broadcast

UNIT-IV

- FM broadcasting
- Local broadcasting
- Interactive Radio: History & Importance
- Podcast broadcasting and importance
- Social responsibility of radio
- HAM Radio

Suggested Readings

1. Indian broadcasting by H.R. Luthra (chapter 1-3)
2. Broadcasting in India by P C Chatterjee (chapter 1-3)
3. Committee's reports- publication division
4. Annual reports of AIR
5. Annual reports of ministry of information and broadcasting
6. Radio broadcasting- Hillard robert (chapter 2,3)
7. Broadcasting in India by P C Chatterjee (chapter 5-7)
8. Indian broadcasting by H.R. Luthra (chapter 4,7)
9. Verghese committee report (chapter-3)
10. Articles in 'communicator' published by IIMC, N. Delhi
11. Articles in 'Sanchar Madhyam' published by IIMC
12. Issues in mass communication by JS Yadav

Text Book:

1. Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media by Joseph Dominick, Barry Sherman
2. The Radio Station: Broadcasting, Podcasting, and Streaming by John Allen Hendricks and Bruce Mims
3. Radio Broadcasting: A History of the Airwaves by Gordon Bathgate

Web Reference

1. <http://www.nraismc.com/wp-content/uploads/2018/04/Introduction-to-Broadcast-Media.pdf>
2. <http://rbvrrwomenscollege.net/wp-content/uploads/2017/09/Final-Yr-Sem-V.pdf>
3. <https://www.britannica.com/topic/radio>

Course Name: TECHNOLOGY OF T.V. PRODUCTION

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course objective:

- The unit supplements the learning inputs of technology of TV production.
- It familiarizes the students with the art of TV production further.
- It introduces students to various other inputs such as lighting, color, electronic cinema, lenses, etc.
- At the end of this unit the student is expected to acquire the basic skills to come up with one's own creative idea to shoot a small episode for a serial or produce a documentary film.
- The student would be able to do news reporting/anchoring confidently and precisely.

Learning Outcomes:After completion of the course the learners will be able:

- Student will be able to learn inputs of technology of TV production.
- Students will be able to learn the art of TV production further.
- It introduces students to various others in puts such as lighting, color, electronic cinema, lenses, etc.
- At the end of this UNIT the student is expected to acquire the basic skills to come up with one's own creative idea to shoot a small episode for a serial or produce a documentary film.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT-I

- How television camera works?
- Different Parts of the Camera
- From light to video signal- beam splitter, imaging device
- Camera chain- Camera control UNIT, sync generator and power supply
- Types of cameras – analog vs digital cameras
- Studio cameras, ENG/EFP cameras and camcorders
- Consumer camcorders and prosumer camcorders

UNIT-II

- Aspect ratio
- White balance
- Resolutions
- Operating light level
- Gain
- Video noise and signal to noise ratio
- Image blur and electronic shutter
- Smear and moiré, contrast, shading

UNIT III

- Operational items and controls: studio cameras
- Operational items: ENG/EFP cameras and camcorders
- External operational controls: ENG/EFP cameras & camcorders
- Light to video image CCD process
- Nature of color: color attributes, color mixing
- Chrominance and luminance channels
- Electronic camera

UNIT IV

- What lenses are?
- Types of zoom lenses
- Studio and field lenses
- Zoom range
- Lens format
- Optical characteristics of lenses: focal length, focus, light transmission
- Aperture, f-stop
- Depth of field
- How lenses see the world- wide angle lens, normal lens, narrow-angle or telephone lens, Basic camera mounts
- Camera mounting heads (pan and tilt)
- Camera movements

Suggested Readings

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing , William L. Rivers.
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India,P.CChatterji,Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.

Text Book:

1. Television Production by Jim Owens
2. Zettl's Television Production Workbook, 12th (Broadcast and Production) by Herbert Zettl
3. Television Field Production and Reporting: A Guide to Visual Storytelling by Fred Shook, John Larson,

Web Reference

1. <https://www.encyclopedia.com/media/encyclopedias-almanacs-transcripts-and-maps/television-broadcasting-technology>
2. <https://www.britannica.com/technology/television-technology>
3. <https://www2.deloitte.com/ng/en/pages/technology-media-and-telecommunications/articles/gx-future-of-tv-video.html>

Paper No. JMCM-3**Course Name: WRITING FOR JOURNALISTS**

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- Introduce the students to basic principles of writing for print media.
- Apprise the learners of basics of English Grammar.
- Assist them in learning techniques & skills required for writing in various print media formats.

Learning Outcomes: After completion of the course the learners will be able:

- Students would be able to understand the working pattern of JOURNALIST
- Students would be able to familiarize themselves with the basics of writing
- Students would be able to create understanding of various writing styles
- Students would be able to develop the knowledge of parts of speech

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT I:

- Parts of speech
- Articles and Tense
- Syntax & Punctuation

- Verbs: Voice
- Words: Synonyms/Antonyms/Paronyms/Homonyms/Homophones

UNIT II:

- Figures of speech
- Narration
- Idioms & Phrases
- Slang/Colloquialism/Circumlocution/Euphemism

UNIT III:

- Steps involved in process of Copywriting
- Creating the structure: The introduction, the background & the body
- Checklist for copy preparation

UNIT IV

- Writing news using different formats
- Quotations & attributions
- Using examples, description and humor
- Editing & production of final copy

Suggested Readings

1. Brian Winston, Messages: Free Expression, Media and the West from Gutenberg to Google, Routledge, 2005.
2. Jack Lule, Understanding Media and Culture: An Introduction to Mass Communication.
3. Art Silverblatt, Donald C. Miller, Julie Smith, Nikole Brown-Media Literacy_Keys to Interpreting Media Messages-Praeger (2014).
4. Marshall McLuhan, Quentin Fiore-The Medium is the Massage (2005).
5. Marshall McLuhan, W. Terrence Gordon-Understanding Media_ The Extensions of Man_Critical Edition-Gingko Press (2003)

Text Book:

1. Writing for Journalists By Wynford Hicks
2. Writing for Journalists (Media Skills) 1st Editionby Sally Adams
3. The Responsible Journalist: An Introduction to News Reporting and Writingby Jennie Dear and Faron Scott

Web Reference

1. <https://www.masterclass.com/articles/how-to-write-like-a-journalist>
2. <https://coschedule.com/blog/how-to-write-like-a-journalist>
3. https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/index.html

SEMESTER -IV

Paper No. JMCA-7

Course Name: MEDIA MANAGEMENT AND NEWSPAPER PRODUCTION

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The Course is designed to

- Understand the principles and functions of media management.
- Describe the various types of ownership patterns of the press industry and its working.
- Discuss the organizational structures, economics and marketing of media-management.

Learning Outcomes: After completion of the course the learners will be able:

- Students will be able to understand the principles of management
- Students will be able to know about the ownerships of newspaper
- Students will be able to have understanding of departments of a newspaper
- Students will be having the knowledge of Indian Market

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

Course contents:

UNIT I:

- Management : concept and scope
- Principles of management
- Functions of management
- Pricing and price war in Newspaper
- Newspaper management
- Changing nature of newspaper management
- Economics and marketing of Newspaper

UNIT II:

- Newspaper ownerships and various forms of newspaper ownership
- Sole proprietorship
- Partnership
- Company
- Cooperatives
- Trusts and societies
- Newspapers ownership in India.
- Foreign equality in Indian Media.

UNIT III:

- Functions and co-ordinations of different departments of a newspaper: Editorial department
- Advertising department
- Circulation department
- Printing and production department
- Changing role of editorial and other department
- Problems of small and medium newspapers
- Brand Promotion (Space/time, circulation)

UNIT IV:

- Market Survey Techniques
- The government's print and related media organizations
- Government -run film medium organizations
- Government publicity organizations
- Government-funded centre for media learning

Suggested Readings:

1. Kothari, Gulab (1995). Newspaper Management in India. Intercultural Open University, The Netherlands.
2. Kamath, M. V. (2009), professional Journalism, Vikas Publishing House, New Delhi.
3. I. A. guide for Newspapers, R. N.I. New Delhi.
4. Lingam TNM Circulation Problems in Indian Newspaper PII, New Delhi.
5. IGNOU notes.

Text Books:

1. Kamath, M. V. (1992), Journalist's Handbook, Vikas Publishing House, New Delhi.
2. Aggarwal, VirBala and Gupta, V.S. (2001), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
3. Aggarwal, VirBala (2006), Essentials of Practical Journalism, Concept Publishing Company, New Delhi.

Web Reference

1. <https://grrajeshkumar.com/UNIT-3-media-management-class-notes-ma-journalism-mass-communication/>
2. https://www.google.com/search?q=media+mangement+and+news+paper+production&rlz=1C1VDKB_enIN955IN955&oq=media+mangement+and+news+paper+production&aqs=chrome..69i57j69i60l2.1130j0j15&sourceid=chrome&ie=UTF-8
3. <https://universitybooksng.com/product/magazine-newspaper-management-and-production/>

Course Name: ADVERTISING

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives

- Impart basic concepts of advertising and its development.
- Aware importance of advertising in media.
- Encourage graduates for self employability.
- Inculcate knowledge of economy of media.
- Knowledge of the functioning of advertising agencies.

Course Outcomes

- Students would learn development of advertising and basic concepts.
- Students would be able to know about role and importance of advertising in media.
- Learner will have the knowledge of self-employment.
- Students would know about advertising agencies.
- Learner would know about the advertising industry and its functioning.

Learning Outcomes:After completion of the course the learners will be able:

- Students will be able to understand the identification of target consumer
- Students will able to know about development taking place in India
- Students will be able to have understanding of basic principles and Vocabulary
- Students will be having the knowledge of Campaign planning

Evaluation Criteria

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT -I

- Advertising: concepts, definitions, needs
- Development of advertising in India and World
- Importance and role of advertising in media
- Trends in advertising
- Basic Principles and Vocabulary

UNIT-II

- Product advertising
- Market segmentation
- Sales promotion

- Identification of target consumer
- Market trends

UNIT-III

- Advertising campaign
- Campaign planning
- Brands image, positioning
- Advertising strategies
- Types of advertising, general objectives, slogans and appeals

UNIT-IV

- Advertising Agencies, growth and development
- Structure and function
- Media selection, print, audio visual, digital
- Design, budget, client relations
- Advertising copy writing, testing: pre and post testing

Suggested Readings

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher Himalaya Publishing House, Delhi, 2000.
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.
3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.

Text Book:

1. ISE Advertising and Promotion: An Integrated Marketing Communications Perspective by George Belch and Michael Belch
2. Advertising Creative: Strategy, Copy, and Design by Tom Altstiel, Jean M. Grow
3. Advertising and Integrated Brand Promotion by Thomas O'Guinn, Chris Allen

Web Reference

1. <https://economictimes.indiatimes.com/definition/advertising>
2. <https://www.adjust.com/glossary/advertisement/>
3. <https://www.oberlo.in/ecommerce-wiki/advertising>

Paper No. JM CB-7

Course Name: PHOTOGRAPHY

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers)

/ presentations / seminars, etc.)

Course Objectives

- Impart basic concepts and importance of Photography
- Prepare photo journalist.
- Encourage self-employment.
- Encourage creative skills
- Develop interest in photo journalism

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Development of journalistic photography skill.
- Understanding of the use of photographs to communicate in different media.
- Understanding of journalistic ethics applied in photojournalism and about the special ethical issues that arise in photojournalism
- Skills like solid visual storytelling and working on multi-media project.
- To develop the discretion of students with reference to significance of visuals i.e. photographs in print media.
- To provide the technical knowledge aspects of photography and related areas in print media.

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT-I

- Mass-Communication & Photography
- Origin and history of Photography
- Development of photography in Indian context
- News Photography
- Qualities of Photo journalist

UNIT-II

- Different Parts of camera
- Camera: Classification Merit demerit analysis (Special reference to SLR & TLR)
- Depth of Field
- Light meter: Incident light meter & reflected light meter
- Aperture: Effects of varying the aperture, f number, Focusing

UNIT-III

- Role of Light in Photography
- Rule of thirds
- Role of Filters and Reflector
- Types of lenses: Zoom Macro Wide Tele etc
- Colour temperature and its relevance

UNIT-IV

- Introduction to Digital Photography
- Aesthetics of Photography: Power of the visual and composition
- Resolution and different formats: JPEG, TIFF, BITMAP, GIF
- Photo Editing
- Software for photography: Adobe Photoshop

Suggested Readings:

1. Colour/Filter/Slides/Enlarging/Low Light/Exposure: Focal Guide
2. Encyclopedia of Photography: Focal Press
3. Photo Journalism: Rothfein
4. 35 mm. hand book: Michael Freeman
5. The Photographer's hand Book: John Hedgecoe
6. The Manual of Photography: R.E.Jacobson
7. Basic Photography: Michael Langford
8. Photography-Art& Technique: AlferdA.Blaker

Text Book:

1. The Art of Photography: A Personal Approach to Artistic Expression by Bruce Barnbaum
2. Mastering Aperture, Shutter Speed, ISO and Exposure: How They Interact and Affect Each Other by Al Judge
3. Photography, Fourth Edition: A Cultural History by Mary Warner Marien

Web Reference

1. <https://photographylife.com/what-is-photography>
2. <https://www.britannica.com/technology/photography>
3. <https://time.com/4839246/photographers-passion/>

Paper No. JMCB-8

Course Name: MULTIMEDIA PRODUCTION

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To acquaint students with the fundamental technologies of the multimedia production.
- To make the students understand the multimedia production, the intricacies and its usefulness in modern media industry.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Understanding of the multimedia
- Understanding of animation and compression techniques

- develop the Skills of Graphics
- To develop the knowledge of editing software's

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT I

- Genesis of multimedia: Linear and non-linear
- Fundamental of computer application
- Communication technologies and multi-media
- Role of Multimedia in web media
- Graphics in Newspaper & magazine.

UNIT II

- Still photography
- Videography
- Importance of sound
- Light and its use
- Script writing
- Advanced Principles of Animation

UNIT III

- Introduction to Animation : 2 D and 3 D
- Still and animated graphics
- Web & Interactive Media
- Animation and cartoon development
- Compression techniques – Lossless, Lossy – JPEG, MPEG, GIF, TIFF, RIFF- H.261, H.262, H.263 -File formats - Display technologies (output) – input

UNIT IV

- Video production and editing
- Effects and transitions
- Sound effects
- Photoshop, Adobe Premier Pro, Final Cut Pro
- Maya and WizRT
- Pagemaker and Quark Express
- Data and file conversion formats

Suggested Readings:

1. Ralf Steinmetz and Klara, “Multimedia Computing, Communications and Applications,” Pearson Education, 2004.
2. K.Andleigh, Kiran Thakrar , Multimedia Systems Design, PHI, 2007.
3. Ze Nian Li, S. Drew, “Fundamentals of Multimedia” , PHI,2006.
4. Fred Halsall, “Multimedia Communications- Applications, Networks, Protocols and Standards, Pearson Education, 2007

Text Book:

1. Multimedia: Making It Work, Ninth Edition by Tay Vaughan
2. The World History of Animation by Stephen Cavalier and Sylvain Chomet
3. The Book of Audacity: Record, Edit, Mix, and Master with the Free Audio Editor by Carla Schroder

Web Reference

1. https://www.brainkart.com/article/Multimedia-Production_37405/
2. <https://www.igi-global.com/dictionary/agile-management-for-multimedia/34143>
3. https://ftms.edu.my/v2/wp-content/uploads/2019/02/MMGD0101-chapter-4_062015.pdf

Paper No. JMCM-4**COURSE NAME: BUSINESS JOURNALISM**

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of journalistic writing work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/group work/ house journals; obligatory/ optional work placement; literature survey/ library work; writing of papers/ presentations/ seminars, etc.)

Course Objectives: The Course is designed to:

- Enable the students to learn to research and write on economy and business.
- Assist the students in understanding the basic concepts related with business and economy.
- Equip students with the knowledge and skills required to cover economy, businesses, financial markets as well as related socio-economic issues such as poverty, unemployment, sustainable development, and consumer affairs.
- Inculcate explanatory writing skills in the students.
- Enable the students to appreciate the role of Business Journalism in growth and advancement of developing economies.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Understanding of the fundamentals of Banking systems
- Knowledge of stock markets and various
- Develop the Skills and know the role of a business journalist
- To know the different types of banks working within our country

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT I

- Business Journalism: Concept, Significance origin and Scope.
- Objectives of Business Journalism.
- Basic Skills Required for Writing Business News Stories.
- Role and Responsibilities of a Business Journalist.
- Sources for Gathering Business News.

UNIT II

- Economics: Concept and Definitions
- Market: Meaning and Types
- Capitalism, Socialism and Mixed Economy
- National Income: Meaning and Concepts
- Government Budget
- Fiscal Policy & Deficit Financing
- Economic Planning – Meaning and Types. 12th Five Year Plan

UNIT III

- Fundamentals of Banking System
- The Central Bank of India & its Role
- Monetary Policy
- Inflation
- Types of Banks and their Role
- Micro-Finance Institutions
- Bonds, Share, Debentures, Mutual Funds.

UNIT IV

- Securities and Exchange Board of India.
- Large, Medium, Small and Micro Sector Enterprises
- Key Industry Associations in India: CII, ASSOCHAM and FICCI
- Indian Stock Market: BSE & NSE
- FII & FDI
- Corporate Governance Practices in India
- Fundamentals of Stock Markets.

Suggested Reading:

1. Stiglitz, J.E. 2006. Making globalization work. London: Allen Lane.
2. Vaitilingham, R. 2001. The Financial Times guide to using the financial pages, London: Prentice Hall.
3. Jay Taparia, (2004), Understanding Financial Statements: A Journalist's Guide, Marion Street Press, 2004.

Text Book:

1. Business Journalism: How to Report on Business and Economics by Keith Hayes
2. Funding Journalism in the Digital Age: Business Models, Strategies, Issues and Trends by Jeff Kaye and Stephen Quinn
3. Writing About Business by Terri Thompson

Web Reference

1. <https://qz.com/1878256/what-is-the-purpose-of-business-journalism/>
2. <https://www.educationtimes.com/article/careers-media/70818448/here-is-why-business-journalism-has-emerged-as-a-sought-after-field-in-india>
3. <https://timesofindia.indiatimes.com/home/education/news/business-journalist-key-skills-required/articleshow/77525122.cms>

SEMESTER -V

Paper No. JMCA-9

Course Name: PUBLIC RELATIONS

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives

- To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
- To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
- To understand the basic tools of public relations.
- To impart the fundamentals of public relations writings.
- To learn the ethics and laws of public relations.

Course Outcomes

- Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
- Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
- Students would gain knowledge about the tools of public relations.
- Students would learn the basics of public relations writings.
- Students would gain knowledge about the basic ethics and laws of public relations.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Knowledge of Public relation structure
- Knowledge of E-public relation
- Develop the Skills and know the concept of public relation
- To know the different laws related to public relation

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT-I

- Definitions and concept of public relations
- Definitions and concept of propaganda

- Definitions and concept of advertising
- Definitions and concept of e-PR

UNIT-II

- Difference between public relations and corporate communications
- Difference between public relations and advertising
- Difference between public relations and propaganda
- Difference between public relations and publicity
- Difference between propaganda and publicity

UNIT-III

- Tools of public Relations
- Newspaper and magazine
- Radio, television and film
- New media and social media
- Alternate media and traditional media

UNIT-IV

- Ethics of public relations
- Ethics of e-PR
- Code of ethics by professional bodies
- Laws relating to public relations and corporate communications
- Laws relating to e-PR

Suggested Readings

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul.Kolkotta:NayaProkash.
4. 'PR as Communication Management' By CrableE.Richard.Edina,Min: Bellwether Press
5. 'Public Relations: The Profession and the Practice' By Baskin W.Otis, AronoffE.Croig andLattimore Dan. Dunuque: Brown & Benchmark.
6. 'Vigyapanaurjansampark' By JaishriJethwaney,RaviShanker and NarendraNath Sarkar. New Delhi:Sagar Publications

Text Book:

- Public Relationsby Tom Kelleher
- Discovering Public Relations: An Introduction to Creative and Strategic Practicesby Karen Freberg
- Public Relations: Strategies and Tactics (11th Edition)

Web Reference

1. <https://smallbiztrends.com/2020/01/what-is-public-relations.html>
2. <https://courses.lumenlearning.com/clinton-marketing/chapter/reading-public-relations/>
3. <https://www.5wpr.com/new/what-is-public-relations-and-why-is-it-important/>

Course Name: ECONOMICS OF NEW MEDIA COMMUNICATION

Credits Equivalent:4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Introduce the students to the application of economic theories, concept and principles to study the macroeconomic and microeconomic aspects of mass media industry.
- To make the students understand methodological approaches to examine various financial, historical and policy driven data to understand the various dimensions of media economics.
- Familiarize the students with some contemporary issues of media industries and market conditions, the policy and regulatory concerns and finally a broad understanding of the political economy of media.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Understanding of media Industries
- Knowledge of consumer Taste and demands
- To know the role of a Economic Modernization
- To know the different types strategies for Media markets

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT- I

- Overview of Media Industries
- Composition of Media Industries
- Mergers and Acquisitions
- Investment and Outsourcing
- Global Consolidation of Media Industries
- Interrelation between economic and communication process.

UNIT- II

- Labor and Capital Issues in Media Markets
- Policy and Regulatory Concerns
- Political Economy of Media Markets
- Influence of New Communication Technologies on Media Markets
- Expansion of Global and Indian Media Markets
- Branding and brand analysis.
-

UNIT- III

- Demographic and Psychographic Profiles of Media Consumers
- Consumer Segmentation and Fragmentation
- Consumer Demands vs. media contents
- Consumer Tastes and Preferences
- Shifts in Audience Composition and its effects on media contents
- Media and economic Modernization

UNIT - IV

- Convergence of Media Ownership
- New Global Economy
- Globalization and Domestication of Media Operations
- Rise and Growth of Global and National Media Conglomerates
- Cost Effective Strategies for Media Markets – Horizontal and Vertical

Suggested Readings:

1. Alan B. Albarran, 2009, The Media Economy, Taylor & Francis.
2. Alan B. Albarran, 2002, Media Economics: Understanding Markets, Industries and Concepts, Iowa State University Press.
3. Robert Waterman McChesney, 2008, The Political Economy of Media: Enduring Issues, Emerging Dilemmas, Monthly Review Press.
4. Gillian, Doyle, 2002, Understanding Media Economics, Sage.
5. Gillian, Doyle, 2002, Media Ownership: The Economics and Politics of Convergence and Concentration in the UK and European Media, Sage.

Text Book:

1. Media Economics: Applying Economics to New and Traditional Media by Colin Hoskins
2. The New Media Monopoly: A Completely Revised and Updated Edition With Seven New Chapters by Ben H. Bagdikian
3. Converging Media by John V. Pavlik and Shawn McIntosh

Web Reference

1. <https://journalism.utexas.edu/sites/default/files/08230%20Chyi.pdf>
2. http://eprints.lse.ac.uk/21388/1/New_media_the_new_economy_and_new_spaces_%28LSERO%29.pdf
3. https://saylordotorg.github.io/text_understanding-media-and-culture-an-introduction-to-mass-communication/s16-economics-of-mass-media.html

Course Name: MOBILE COMMUNICATION

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make the student aware about the basics of mobile technology, functions, industry trends, regulatory authorities and future prospectus.
- The focus of this course is to expose students to mobile techniques that will allow them to develop mobile applications, content and understand mobile market.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Mobile Applications and conceptual frame work of mobile advertising
- Various types of mobile communication tools and trends
- About the importance and use of mobile local search
- How to study any case related to various Acts

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

Course Contents:

UNIT -I:

- Evolution of mobile
- Mobile technology
- The land marks- iphone, blackberry, Samsung, nokia etc.
- Media convergence- integration of mobile & internet technology
- Smartphone, Tablet and Phablet

UNIT- II:

- What is mobile applications
- Top ten mobile applications
- Conceptual framework of mobile advertising
- Recent trends in mobile advertising

UNIT - III:

- Understanding the IT Act 2000
- Case studies of IT Act 2000
- The screen war-cinema to mobile
- Mobile learning
- Mobile for e-governance practice
- Trends in mobile communication industries

UNIT - IV:

- Consumption pattern of news in mobile era
- Mobile news-concept and applications
- Social media access through mobile device
- GPS Navigation- Concept and Importance
- Mobile local search-Use and importance

Suggested readings:

1. Broadcasting, Cable, the Internet and Beyond: An Introduction to Modern Electronic Media Joseph R Dominick 2010 McGraw Hill
2. New Media Technology and the Information Superhighway J.V. Pavlik & E.D. Everette 1996 Boston: Allyn & Bacon
3. Multimedia Communications: applications, Networks, Protocols and standards Halsall F. Addison 2008 Wesley
4. The Reconstruction of Space and Time: Mobile Communication Practices Richard Seyler and Ling, Scott W. Campbell 2009 Transaction Publishers

Text Book:

1. Mobile Communications Systems Development: A Practical Introduction to System Understanding, Implementation and Deployment by Rajib Taid
2. 5G Simplified: ABCs of Advanced Mobile Communications by Jyrki T. J. Penttinen
3. Security of Mobile Communications by Nouredine Boudriga

Web Reference

1. [https://www.javatpoint.com/mobile-communication-introduction#:~:text=Mobile%20Communication%20is%20the%20use,connection%20\(wires%20or%20cables\).&text=It%20is%20an%20electric%20device,stations%20known%20as%20cell%20site.](https://www.javatpoint.com/mobile-communication-introduction#:~:text=Mobile%20Communication%20is%20the%20use,connection%20(wires%20or%20cables).&text=It%20is%20an%20electric%20device,stations%20known%20as%20cell%20site.)
2. <https://www.igi-global.com/dictionary/communicame/34130>
3. <https://www.intechopen.com/books/the-fifth-generation-5g-of-wireless-communication/introductory-chapter-the-future-of-mobile-communications>

Course Name: NEW MEDIA AS A TOOL FOR SOCIAL CHANGE

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

- To make the student aware about the new media concept and its tools towards social change
- The focus of this course is to impart knowledge to the students about impact of new media on social movements, education and cultural transformation.
- It also encompasses the theories related to new media.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Tools that have the power to change or influence society
- Various convergence and difference between new and old media
- Various theory related to social movements
- Various trends like E-learning, smart board etc

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT I

- What is new media?
- New v/s old media
- Media convergence
- New Media technology- www,web2.0 and smart phone
- Constitutional framework: An overview
- Cultural Convergence

UNIT II:

- Understanding media practice- Marshal Mc Luhan
- Uses and Gratification theory
- Diffusion of innovation
- Social network theory- Evert roger
- Technopoly- Neil Postman
- The technological society- Jaques Ell

UNIT III:

- E-learning & LMS (learning management system)
- Moodle
- Smart board
- E-learning2.0
 - Concept
 - Wikis
- m-Learning
- Social Media and Free Culture

UNIT IV:

- Social movement –perception
- Social movement theories
- Case studies
 - Arab Spring
 - Anna Movement
- Theorizing Social Media Policy
- Networked youth and mobile culture

Suggested Readings

1. Paul Anderson (2007), what is Web 2.0? Ideas, technologies and implications for education, JISC, Technology & Standards Watch (Report)
2. Robert Hassan and Julian Thomas (2006), The New Media Theory Reader, Open university Press, McGraw-Hill Education
3. Anna Everett and John T. Caledwel (2003), New Media Theories And Practices Of Digitextuality, Raoutledge.
4. Lister, Dovey, Giddings, Grant, and Kelly.2003. New Media: A Critical Introduction. London: Routledge.
5. Pavlik, McIntosh. 2003. Converging media: an introduction to mass communication. Boston: Pearson Education, 2004.

Text Book:

- Media/Society: Technology, Industries, Content, and Users by David R. Croteau and William D. Hoynes
- Slanted: How the News Media Taught Us to Love Censorship and Hate Journalism by Sharyl Attkisson
- Influencer: Building Your Personal Brand in the Age of Social Media by Brittany Hennessy

Web Reference

1. <http://www.clubmadrid.org/2011conference/?p=1644>
2. <https://nealschaffer.com/social-media-catalyst-social-change/>
3. <https://www.thedrum.com/opinion/2020/06/19/the-importance-social-media-instigating-social-change>

**Course Name: MEDIA INTERNSHIP/ MINOR PROJECT/ NEWSPAPER
PRODUCTION/ DOCUMENTARY PRODUCTION**

Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner). The students will be given a choice of four projects out of which **any one** is to be done. The learner's progress shall be evaluated by an External Examiner)

1. MEDIA INTERNSHIP

Course Objectives: The Course is designed to:

- Facilitate attainment of professional industry experience by the students.
- Prepare them for the challenges of the professional world.

Learning Outcomes:

After completion of the course the learners shall be:

- Able to make industry connections which may help them in acquiring jobs after completion of the course.
- Able to gain first-hand experience of the media industry.

Evaluation Criteria:

1. Project Report Evaluation: 75%
2. End term Evaluation: 25%

For Media internship a student will join an organization of repute working either in the area of mass communication or the communication department of an organization of repute, provided that the work undertaken during industry internship is in the following areas: journalism, public relations, advertising, web portal, development communication, or visual communication. A student can also have the following work profiles: writing, copy editing, production, or designing in television, radio, print publications, internet publications, etc. A student who joins industry internship may complete 120 working hours with the organization where (s)he is placed. These 120 hours may be completed by working either part-time or for the whole working days depending upon the convenience of the institution of studies and the organization offering internship.

Students shall submit a comprehensive Internship Report along with a Power Point Presentation incorporating the work done during the training.

The students shall have to submit a hard copy of the Internship Report (in duplicate) along with a soft copy of Power Point Presentation.

Media Internship Reports will be evaluated for its content and presentation by External Examiner. The end term evaluation will be based on attendance as well as confidential feedback report from the training department.

2. MINOR PROJECT

Course Objectives: The Course is designed to:

- Let the students learn how to cover stories for different beats.
- Students shall be able to learn the importance of capturing a moment worth meaning.

Learning Outcome:

- Students will be able to cover news events and write their original news reports making them ready for media industry.
- Students will be able to click photographs that can complement their news reports making it more credible.

The student is required to cover any five news stories (each one of different beat, for example: Political, Sports, Crime, Science & Technology, Cultural, Entertainment etc.) and write a detailed report along with self clicked original picture. It should be submitted in a file containing a proper acknowledgement and certificate of originality.

3. NEWSPAPER PRODUCTION

Course Objectives: The Course is designed to:

- To understand the elements of print design.
- To know different types of layouts for newspapers and magazines.

Learning Outcomes:

After completion of the course the learners shall be:

- Able to understand the concept and process of print designing
- Able to design types of layouts for newspapers and magazines.

1. The group of students shall collect the required number of articles for designing at least four pages of newspaper.. **It will be a group assignment.**
2. Students shall write them in the required news format (Inverted Pyramid preferably)
3. Students shall learn writing and reporting techniques.
4. Students shall study newspaper coverage and audience needs.
5. Students shall have to learn newspaper terminology and types of news articles.
6. Designing basic News Page on Quark Express or Adobe InDesign.
7. Basic photo editing on Adobe Photoshop and picture placement etiquettes on a newspaper page.

4. DOCUMENTARY PRODUCTION

Course Objectives: The Course is designed to:

- To understand the need and importance of documentary as a genre.
- To learn the process documentary making.
- To learn to edit the raw files and come up with a final meaningful product.

Learning Outcomes:

After completion of the course the learners shall be:

- Able to understand the need and importance of documentary as a genre.
 - Able to make a short documentary on topic of public importance
 - Able to learn the post production phase i.e. editing of raw videos.
1. This course covers all aspects of producing a documentary, including production of a 10-15 to -minute finished film. It will be a group assignment. It will discuss the development and production of a documentary, including the discovery of the story and techniques for presenting that information on screen.
 2. The course would consist of interviewing techniques and sources for additional footage to add depth to the production. After all interviews are completed, the student will review the existing footage and begin to find an efficient and effective method for telling each story.
 3. On the production side, the teacher will discuss lighting and camera techniques, graphic requirements, music selection and implementation, and title design.
 4. 4. In post-production, each team will have roughly Students designated as editors by their teams will have the opportunity to learn Adobe Premier Pro or any equivalent software for post production.
 5. The overall assignment will be in three major phases.
 - The first phase will primarily be pre-production: research, fact-finding and story development.
 - The middle phase is production: lighting, shooting, sound.
 - The last phase will be post-production: including editing, sound and finishing.

Students shall submit a comprehensive project report along with a Power Point Presentation incorporating the work done during the assignment.

The Students shall have to submit a hard copy of the Report (in duplicate) along with a soft copy of Power Point Presentation.

Project/Production Reports will be evaluated for its content and presentation by External Examiner. The end term evaluation will be based on attendance as well as confidential feedback report from the respective department.

SEMESTER -VI

Paper No. JMCA-11

Course Name: EXPOSURE TO NEW MEDIA INDUSTRIES

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Introduce the students about the concept and issues of new media industries.
- Make the students understand various business structures for various media industries.
- Familiarize the students with the issues and problems of third wave of capitalism transforming the global market place into an exciting place to do innovative media business.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- New Digital Media and its impact on global market
- Issues and challenges of media segment and how to deal with the barriers
- Role of a Production management and knowledge of internet media business
- Barriers in production of films and music

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

Course Contents:

UNIT -I:

- Entertainment and Media Industry Overview
- Media Segments, Growth Drivers, Issues and Challenges
- Ownership and Politics of Convergence
- Introduction to Animation and Gaming Industry

UNIT- II:

- Forms and Structures
- Content Sourcing and Production Management
- Media Business Shifts into Hyperdrive
- Mobile and Internet Media Business Opportunities

UNIT- III:

- Digital Capitalism and New Digital Media Industries
- Technology Convergence and Transition to Digital Broadcasting

- New Communication Policy and Regulatory Frameworks

UNIT - IV:

- Business Structures for Film and Music Industry
- Issues of Production and Distribution of Film and Music
- Digital Cinema and Digital Music

Suggested Readings:

1. The Business of Media: Corporate Media and the Public Interest by David R. Croteau, Routledge (2005)
2. Broadcasting, Cable, the Internet and Beyond: An Introduction to Modern Electronic Media by Joseph R. Dominick, McGraw Hill (2011)
3. HDTV and Transition to Digital Broadcasting by Phillip J. Cianci, Focal Press (2007).
4. FICCI-KPMG Media and Entertainment Industry 2010 by KPMG, FICCI
5. Media Economics: Understanding Markets, Industries and Concepts by Alan B. Albarran, Iowa State University Press (2002)

Text Book:

1. Understanding Media Industries by Timothy Havens and Amanda Lotz
2. Dealmaking in the Film & Television Industry, 4th edition: From Negotiations to Final Contracts by Mark Litwak
3. Media/Impact: An Introduction to Mass Media by Shirley Biagi

Web Reference

1. <https://opentext.wsu.edu/com101/chapter/1-3-the-evolution-of-media/>
2. <https://courses.lumenlearning.com/sociology/chapter/media-and-technology-in-society/>
3. <https://opentextbc.ca/introductiontosociology2ndedition/chapter/chapter-8-media-and-technology/>

Paper No. JMCA-12

Course Name: BASICS OF DEVELOPMENT COMMUNICATION

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives

- To impart basic concepts meaning and models of development
- To make students aware about problems and issues of the development.
- Inculcate knowledge of development communication and relations with media and society.
- Know the functioning of media in development coverage.

- Understanding the rural India and its problems.

Course Outcomes

- Students would learn the concepts meaning and model of development
- Students would be able to understand the problems and hurdles in development communication.
- Learner would understand the working of government and administration in development.
- Students would know different programmes and policies of the development.
- Learner would know the rural India and its problems he also will understand the communication gap.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Gap between developed and developing Societies
- Concept of development communication
- International organizations for development
- About how to plan any message and how to target the audience

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT-I

- Development: Meaning, Concept, Models of development, Theories, Approaches to development, Indicators of development
- Problems and Issues in Development
- Characteristics of developing Societies, Rich and Poor
- Development Dichotomies: Gap between developed and developing Societies
- International organizations for development such as World Bank, UNDP, IMF

UNIT-II

- India's Demographic Profile:-Population size distribution and density, Biological characteristics of population: age, sex, race, mortality
- Development Communication: Meaning, Concept, Definition & Philosophy
- Role of Media in Development Communication, Diffusion of Innovation, Change Agent
- C4D, Planning and strategies in development Communication
- Social cultural and economic barriers
- Democratization and decentralization of communication services: Panchayati Raj System etc.

UNIT-III

- Issues in Development Communication: Population control

- Family welfare, Health, Education, Environment
- Problems in development Communication
- Need and Significance of development communication in Indian Context
- Agricultural Communication & Rural Development: The genesis of agricultural extension
- approach system, Approaches in agricultural communication models of agricultural extension

UNIT-IV

- Difference between Development Communication, Mass Communication, and Development
- Journalism, Alternative Communication
- The development agencies: Government, non-government, co- operative and others
- Planning development Messages: Identifying target audience, Topic selection
- Place Time and Purpose
- Developing, structuring presenting and adopting development Messages through Print media,
- Radio & T.V and other modern technologies

Suggested Readings:

1. Communication and Indian Agriculture, R. Ostman (Ed.): New Delhi, Sage
2. Jansancharkalaaj aur kal:C K Sardana & K S Mehta, Prabhat Prakashan.
3. Communication and Social Development in India: B.Kuppuswamy: Sterling Mumbai
4. Communication and Nation Building: P.C. Joshi: Publication Division New Delhi
5. Communication as Development: Uma Narula, W.B.Pearce: Southern Illinois University Press
6. Mass-Media and Village life in India: Paul Hartmann & B.R.Patel: Sage New Delhi

Text Book:

1. Education and Communication for Development by O.P.Dhama & O.P Bhatnagar: Oxford New Delhi
2. Media, Communication and Development by S.C.Mishra: Rawat publication Jaipur
Problems of Communication in Developing Countries: Krishan Sondhi: Vision Publication New Delhi
3. Mass-Media and Rural Development by Arbind Sinha

Web Reference

- <https://wecomcommunication.blogspot.com/2015/02/basic-principles-of-development.html>
- http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/approaches_to_development_communication.pdf
- <https://www.caluniv.ac.in/global-mdia-journal/Winter%20Issue%20December%202011%20Commentaries/C-2%20Kaul.pdf>

Course Name: SCIENCE AND ENVIRONMENT JOURNALISM

Credits Equivalent: 4 Credits (One credit is equivalent to 40 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

- To prepare students for a professional career as science and environmental writers, reporters and editors in the media industry, research institutions and environment related organizations.
- Describe the difference between general reporting and science reporting.
- Develop an understanding of science and environmental issues. It enables them to include these issues in their media productions and develop an understanding to the solutions of the problems related to the environment communication.

Learning Outcomes:After completion of the course the learners will be able to have knowledge of:

- Various research institutions and scientific developments
- About the problems faced by the environment and how to deal with it
- Biodiversity and ecological succession
- What are the threats to our biodiversity

Evaluation Criteria:

1. Continuous Internal Assessment: 25%
2. End Term Examination: 75%

UNIT- I:

- Science and science journalism.
- Different sources of scientific news
- Various research institutions and scientific developments in India
- Language in science reporting for popular appeal: words, sentences and readability
- Report structure
- Human interest, avoiding exaggeration and sensationalism
- Importance of rewriting
- Writing of science features and articles

UNIT - II:

- Definition, scope and importance, need for public awareness via media
- Natural resources and associated problems: forest resources
- Water resources
- Mineral resources
- Food resources

- Energy resources
- Land resources
- Role of an individual and media in conservation of natural resources

UNIT - III:

- Concept of an ecosystem: structure and function of an ecosystem
- Producers, consumers and decomposers
- Ecological succession
- Introduction, definition: genetic, species and ecosystem diversity
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India, media's role in disseminating of information in ecology

UNIT- IV:

- Environmental pollution, causes, effects and control measures of: air pollution, water pollution
- Soil pollution, marine pollution
- Noise pollution, thermal pollution, nuclear hazards, role of an individual and media in prevention of pollution
- Role of media in disaster management: foods, earthquakes, cyclones and landslides
- Environmental ethics: issues and possible solutions
- Laws for environment protection: environment protection act
- Air (prevention and control of pollution) act, water (prevention and control of pollution) act,
- Wildlife protection act, forest conservation act

Suggested Readings:

1. N. K. Uberoi, (2010), Environmental Studies, Excel Books, New Delhi, ISBN 978-81-7446-886-4
2. IGNOU, (2008), Specialised Reporting, Communication Division, New Delhi.
3. P. C Joshi & Namita Joshi (2009), A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3

Text Book:

1. Covering the Environment: How Journalists Work the Green Beat by Bob Wyss
2. Sustainable Media: Critical Approaches to Media and Environment by Nicole Starosielski and Janet Walker
3. Choked: Life and Breath in the Age of Air Pollution by Beth Gardiner

Web Reference

1. <https://www.frontiersin.org/articles/10.3389/fcomm.2018.00031/full>
2. <https://www.grin.com/document/286909>
3. <https://naaee.org/eepro/research/library/science-training-and-environmental>

COURSE NAME: MEDIA AND SOCIAL ISSUES

Credits Equivalent: 4 Credits (One credit is equivalent to 40 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The Course is designed to:

- Assist the students in understanding the effects of media on the society.
- Acquaint the students with the contemporary issues pertinent to the representations of various sections of the society in the media.
- Explain to the students the manner in which various sections of the society are affected by the media in light of the theories of media effects.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Our human rights in media industries
- The gender representation in media and what are the perspectives on stereotype
- What are the ethics that has to be followed by journalist while covering or gathering news from the society
- What are the roles society plays for the development of our country

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

UNIT I

- Role of Media in a Society.
- Media and Society: Concept of the Media Effects.
- Mass Society and Media Audiences.
- Perspectives on Media Effects: Pro-Social vs. Anti-Social.
- Theories of Media Effects: An Overview.
- Media and Rural Development.

UNIT II

- Perspectives on Stereotyping.
- Gender Representations in Media.
- Media and Representation of Minorities.
- Media Representations of Differently Abled Persons.
- Media and National Integration.

UNIT III

- Media Culture: Concept and Contemporary Issues.
- Perspectives on Phenomenon of Cultural Imperialism.
- Media and Cultural Integration vs. Cultural Disintegration.
- Media Content in Multi-Ethnic Societies.
- Media and Education.

UNIT IV

- Human Rights: Concept and Contemporary Issues.
- UNITED Nations Declaration on Human Rights.
- Representation of Human Rights Issues in Media.
- Role of Media in Propagation of Human Rights.
- Media and Public Health.

Suggested Reading:

1. Morley, D., & Robins, K. (1995). *Spaces of Identity: Global Media, Electronic Landscapes and Cultural Boundaries*. London: Routledge.
2. Cottle, S. (Ed.). (2000). *Ethnic Minorities and the Media: Changing Cultural Boundaries*. Philadelphia: Open University Press.
3. Hartley, J. (2002). *Communication, Cultural and Media Studies: The Key Concepts* London: Routledge.
4. Kumar, K. J. (2010). *Mass Communication in India*. Mumbai: Jaico Publication.
5. Giles, D. (2003). *Media Psychology*. New Jersey: Lawrence Erlbaum Associates, Inc.

Text Book:

1. Privacy and Social Media (Contemporary Issues) by Ashley Nicole
2. SAMAJIK MEDIA AUR HAM / सामाजिकमीडियाऔरहम: Social media and usHindi by Ravindra Prabhat
3. Social Media Law and Ethics by Jeremy Harris Lipschultz

Web Reference

1. <https://www.cs.odu.edu/~tkennedy/cs300/development/Public/M03-SocialMedia/index.html>
2. https://www.caluniv.ac.in/global-mdia-journal/COMMENTARY-JUNE-2014/C_1.pdf
3. <https://www.lifespan.org/lifespan-living/social-media-good-bad-and-ugly>

Course Name: SPORTS JOURNALISM

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 10 hours writing assignments / practical / field work / Tutorial / teacher-led activity and 10 hours of other workload such as independent individual/ group work/ house journals; obligatory/ optional work placement; literature survey/ library work; writing of papers/ presentations/ seminars, etc.)

Course Objectives: The Course is designed to:

- Introduce the students to the field of Sports Journalism.
- Train the students to cover sports stories objectively and provide them training to write effective sports news stories.
- Acquaint the students with the nuances of journalistic style for writing sports news stories.
- Provide the students with an opportunity to discuss and deliberate upon various sports reporting related issues in order to prepare them for professional sports journalism.

Learning Outcomes:After completion of the course the learners will be able to have knowledge of:

- How a sports journalist work and what are the skills he has to perform while staying in field
- How print media deals with the sports news
- What are the writing styles of an sports reporter
- How to plan and conduct sports interview

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

UNIT I

- Sports Journalism: A Primer.
- A Brief History of Sports Journalism.
- Sports Journalism in India.
- Major Global Sports and Sporting Events: An Introduction.
- Major Indian Sports and Sporting Events: A Brief Overview.

UNIT II

- Sports Journalism for Print Media.
- Key Attributes of a Sports Journalist.
- Journalistic Writing Style for Sports Reporters.
- Sports News Values.
- Sources of Sports News.

- Online Sports Journalism.
- Writing Sports News Stories for the Web.
- Photojournalism for Sports.
- Sports Features.
- Sports Interviews.

UNIT III

- Print Sports Journalism vs. Broadcast Sports Journalism.
- Key Elements of Television Sports Journalism.
- Key Elements of Radio Sports Journalism.
- Language for Broadcast Sports Journalism
- Writing and Performing Scripts for Broadcast Radio Journalism.
- Interviews for Broadcast Sports Journalism.
- Story Structure of Broadcast Sports News Stories.

UNIT IV

- Sports and Politics.
- Sports, Culture and Society.
- Sports and Gender.
- Sports and Ethnicity.
- Sports in the Era of Globalization and Commercialization.
- Sports and Corruption.

Suggested Reading:

1. Steen, R. (2008). *Sports Journalism: A Multimedia Primer*. New York: Routledge.
2. Stofer, K. T., Schaffer, J. R., & Rosenthal, B. A. (2010). *Sports Journalism: An Introduction to Reporting and Writing*. USA: Rowman & Littlefield Publishers, Inc.

Text Books:

1. Boyle, R. (2006). *Sports Journalism: Context and Issues*. London: Sage Publications.
2. Andrews, P. (2005). *Sports Journalism: A Practical Guide*. London: Sage Publications.

Web references

1. <https://timesofindia.indiatimes.com/home/education/news/how-to-become-a-sports-journalist/articleshow/69408504.cms>
2. <https://www.futureactive.co.uk/job-hunting-and-careers-advice/career-profiles/careers-in-sport/careers-in-sport-how-to-become-a-sport-journalist>

Course – LANGUAGE OF COMMUNICATION AND TRANSLATION

Credits Equivalent: 4 Credits (One credit is equivalent to 40 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial /teacher-led activities and 15 hours of other workload such as independent / group work /house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- Introduce the students to the field of translation.
- Apprise the students of fundamentals of translation.
- Assist the students in developing theoretical and conceptual understanding of the field.

Learning Outcomes: After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to fundamentals of translation and its different forms.
- To know the elements of effective translation and barriers of translation.
- To illustrate the fundamentals of translation and its various forms.
- To describe the ethical issues in translation.
- To understand the process of translation.
- To understand various translation models and significance of models in understanding translation process.
- To identify the scope and area of translation in India

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

Language of communication and translation

UNIT-I

- Elements of language
- Meaning and importance of language of communication
- General rules of grammar: Hindi and English
- Essentials of good writing, exceptions in mass media writing, tenses, etc.

UNIT-II

- Types of sentences, their structure and use
- Words and their redundancies- words and phrases; use of adjectives and adverbs
- Negative and double negative translational devices
- Methods of paraphrasing, attribution and quoting

UNIT-III

- Concept of translation: history, need and scope

- Difference between translation and transliteration
- Principals of translation
- Modes of translation
- Translation theories

UNIT-IV

- Mass media and translation
- Translation and adaptation
- Impact of machine translation and computer aided translation (CAT) and its impact on translation
- Problem of translations
- Qualities and role of translator.

Suggested reading

1. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
3. Webster Frank, Theories of the information Society Routledge, New York, 1995.
4. Michael Mandiberg, The Social Media Reader (eBook)
5. AnkitLal,India Social,Hachette India 2017.

Text Book:

1. A Handbook of Translation Studiesby Bijay Kumar Das
2. Translation: A Very Short Introduction (Very Short Introductions)by Matthew Reynolds
3. Translation Effects: Language, Time, and Community in Medieval England (Interventions: New Studies Medieval Cult)by Mary Kate Hurley

Web Reference

1. <https://translationjournal.net/journal/50culture.htm>
2. <https://www.ilstranslations.com/blog/language-vs-communication-theyre-not-the-same-thing/>
3. <https://ideas.repec.org/a/eur/ejsrj/406.html>

SEMESTER –VII

Paper No. JMCA-14

Course Name: WEB JOURNALISM

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed

- To offer a broad perspective about the emerging forms of journalism based on the Internet and other digital platforms.
- To enable students to develop the skills needed for functioning as a web journalist.
- To equip students to work as a convergent journalist

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- The fundamentals of writing in a web with the use of hyperlink
- How to Repurposing content for Social Media
- What is the main difference between web and conventional journalist
- Knowledge of audio and sound to write for multimedia sector

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

UNIT- I

- Introduction to web journalism
- The rise and popularity of web journalism
- Web Journalist Vs. Conventional journalist

UNIT - II

- Basic writing skills
- Writing for interactivity
- Use of hyperlinking
- Different story formats
- Repurposing content for Social Media

UNIT - III

- Conventional news narratives Vs Multimedia news narratives

- Basics of multimedia story telling
- Writing for multimedia
- Multimedia production techniques
- Telling audio stories through tools such as SoundCloud

UNIT- IV

- Participatory journalism on web
- Citizen journalism
- Social Media as a tool for web journalists
- Live reporting for web journalists
- Responsive design and other trends

Suggested Readings:

1. Alice Ju, Sun Ho Jeong & Hsiang Iris Chyi (2014) Will Social Media Save Newspapers?, Journalism Practice, 8:1, 1-17, DOI: 10.1080/17512786.2013.794022
2. Seth C. Lewis, Kelly Kaufhold & Dominic L. Lasorsa (2010) Thinking About Citizen Journalism, Journalism Practice, 4:2, 163-179, DOI: 10.1080/14616700903156919

Text Books:

1. Siapera, E. & Veglis, A. (Eds), (2012), The Handbook of Global Online Journalism, Wiley-Blackwell, West Sussex. ISBN: 978-1-4443-3855-3
2. Nieman Report: Truth in the age of social media (2012), Vol. 66 No. 2, summer 2012, Cambridge, Nieman Foundation at Harvard University.

WebReferences

1. <https://www.slideshare.net/cubreporters/web-design-for-journalists-42233080>
2. <https://wdfj.umasscreate.net/>
3. <http://egyankosh.ac.in/bitstream/123456789/57137/1/UNIT%2011.pdf>

Course Name: e-EDUCATION AND LEARNING

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / classroom activity / contact hours; 5 hours of practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Introduce the students to the basic concepts of e-learning, its importance and dynamics.
- Construct a model to conceptualize, organize and thereby understand the process and techniques of e-learning.
- Familiarize the students with some important e-learning platforms.
- Impart cognitive skills for e-learning course development.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Benefits and completion in e-education sector
- Understanding the concept of digital learning
- Different modes of giving gathering the knowledge
- Dealing with the evaluation assessment and feedback of E-learning

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

UNIT- I

- Conceptual framework
- Scope and challenges of e-learning
- Digital learning v/s e Learning
- F2F, ODL,E, and blended modes of learning

UNIT- II

- Self paced and Instructor led
- Asynchronous and synchronous
- Components of e-learning
- Selection a model-ADDI Model
- Evaluation, Assessment and feedback
- Discussion/Debate/Form

UNIT - III

- LMS (learning management system)
- Moodle
- Smart board

- Video conferencing
- E-learning2.0
- m Learning

UNIT - IV

- Case Studies in e-learning
- Khan academy V/s Byjus
- A-view virtual classroom
- Wikis
- CEC, Gyandarshan
- IGNOU

Suggested readings:

1. E-Learning Concepts and Techniques Bloomsburg University of Pennsylvania's Department of Instructional Technology 2006 Springer
2. Research on e-Learning and ICT in Education AthanassiosJimoyiannis (Editor) 2012 Springer
3. Mobile Learning Edited by Mohamed Ally 2009 AU Press, Athabasca University Handbook of e-Learning Strategy Bill Brandon, Editor 2007 The eLearning Guild

Text Book:

- Smart Education and e-Learning 2021 (Smart Innovation, Systems and Technologies Book 240)
- by Vladimir L. Uskov, Robert J. Howlett,
- E-Learning and Education for Sustainabilityby Ulisses Miranda Azeiteiro, Walter Leal Filho,
- E-Learning 4.0: Mobile Learning, Lernenmit Smart Devices und Lernen in sozialenNetzwerken

Web Reference

1. <https://www.indiatoday.in/education-today/featureophilia/story/how-e-learning-is-transforming-the-education-sector-1759690-2021-01-16>
2. <https://www.edsys.in/e-learning-how-its-important-to-our-education-system/>
3. <https://elearningindustry.com/advantages-and-disadvantages-online-learning>

Course Name: INDIAN CULTURE

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Elaborate the foundations of Indian Culture & Civilization
- Explain the socio- cultural aspect of Indian life in medieval India
- Describe the stages of freedom struggle and the role of social reformers in the national movement
- Differentiate between the socio-economic-political milieu in pre and post-colonial India

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Indian Culture, Civilizations & its foundations
- Socio- cultural aspect of Indian life in medieval India and the post Colonial India

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

UNIT I

The Foundations of Indian Culture & Civilization: The Vedas, The Upanishads, The Puranas, The Epics, The Indus Valley Civilization, The Aryan, The Dravidian and the other races, Buddhism, Jainism, Science & Technology in the Ancient Period, Trade Relations with other countries, Cultural unity, Cultural inroads into other Asian countries.

UNIT II

The Medieval Period: The Advent of Islam, Bhakti movement, Sufism, Sikhism, the birth of Hindi, the flourishing of Arts and Crafts, Literature, Architecture, the loss of the Scientific impulse.

UNIT-III

The Colonial Period: British Colonization, emergence of the middle class, the birth of the modern state, the economics of colonization, the emergence of the Indian entrepreneur class, western education and social mobility.

UNIT IV

The National Awakening & The Postcolonial India: The social reformers & religious revivalism, the freedom struggle. Economic Resurgence: Pre and post liberalization. The Indian middle class, modernization and westernization. The Swadeshi Agenda, Future of Indian Culture.

SUGGESTED READINGS:

1. Shyam Benegal Bharat Ek Khoj (Series)
2. Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin
4. H.R. Ghosal An Outline History of Indian People
5. A.L. Basham A Cultural History of India: The Wonderthat is India: Volume-1 & 2
6. A.N. Aggarwal Indian Economy
7. Rajni Kothari Caste in Indian politics
8. Ministry of I &B Facts about India
9. Pandit Jawahar Lal Nehru The Discovery of India

Paper No. JMCA-17

Course Name: MEDIA & GENDER

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Understand gender as a social construct and its application to understand various social phenomena.
- Develop familiarity on the current social problems related to gender and development.
- To impart the basic journalistic skills and techniques to the students in the critical areas of gender inequalities and make them communicate effectively through different media for women empowerment.

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Gender related issues and about our patriarchy structure
- Relationship between gender and media
- Portrayal of women on television, advertisements
- Violence against women and what are the opportunities they get

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

UNIT- I

- What is Gender? Gender Inequality and Sexism
- Patriarchy - Social structure and social institutions, Feminism
- Communication, Relation between gender and media

- Role of Media in a Society. Sourcing and reporting of news.
- Women in journalism and media profession

UNIT - II

- Gender inequalities and its causes in India: education, health conditions
- Violence against women
- Economic opportunities, political participation
- Roles of social movements and media for women rights
- Media as a tool in the crusade for women's education

UNIT-III

- Universal declaration of human rights
- Constitutional provisions in India
- Legal provisions in India
- Special initiatives for women, India's sexual assault laws
- Social Media and Women

UNIT- IV

- Gender equality/ inequality in the news stories, gender stereotypes
- Portrayal of women in the media
- Portrayal of women on television, advertisements
- Print media and women issues
- Social Media and Gender Issues.

SUGGESTED READINGS:

1. Mathur, K. (2004). Countering Gender Violence, Sage Publication, New Delhi.
2. IGNOU, (2008). Mass Media and Contemporary Social Issues, Communication Division, New Delhi.
3. Hindi and English Newspapers and Journals.
4. Pilcher, J. & Whelehan, I. (2004). 50 key Concepts in Gender Studies, Sage Publication, New Delhi.
5. Basu, A. & Jefferey, P. (2004). Appropriating Gender, Routledge, London.

Text Book:

1. Gender and Media: Representing, Producing, Consuming (Communication and Society) by Tonny Krijnen and Sofie Van Bauwel
2. Gender and Media: Critical Perspectives by Dr Juby Thomas, Surjit Singh
3. Gender and Media: Representing, Producing, Consuming (Communication and Society) by Tonny Krijnen and Sofie Van Bauwel

Web Reference

1. <https://www1.udel.edu/comm245/readings/GenderedMedia.pdf>
2. <https://www.coe.int/en/web/freedom-expression/gender-and-media>
3. <https://www.annualreviews.org/doi/pdf/10.1146/annurev-devpsych-051120-010630>

Course Name: PRODUCTION MANAGEMENT

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To guide the students about the most important updates in electronic media management.
- To acquaint the students about the recent changes taking place in broadcast industry due to internet and convergence.

Learning Outcomes:After completion of the course the learners will be able to have knowledge of:

- Television production and TV programmers and there distribution
- Structure of Television and radio and how they broadcast
- Armature Internet Creators how they grew up and what are their future plans
- How to get the license for broadcasting media business

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

UNIT -I

- T.V. Programme Production System Work Flow
- Studio, PCR, MSR
- News Production Systems
- Playout and Distribution of TV programmes

UNIT- II

- Programme Production System Work Flow
- Studio, PCR, MSR
- Playout and Distribution of Radio programmes

UNIT- III

- TV News Channel Structure.
- FM Radio Station Structure.
- Cable and Satellite Television Broadcasting Structure.
- Armature Internet Creators.

UNIT - IV

- Content Sourcing and Creation
- Content Management

- Customization and Distribution of contents over multiple platforms
- Licensing for Broadcast Media Business
- IPR and Rights Management

Suggested Readings:

1. The Business of Media: Corporate Media and the Public Interest by David R. Croteau, Routledge (2005)
2. FICCI-KPMG Media and Entertainment Industry 2022 by KPMG, FICCI
3. Media Economics: Understanding Markets, Industries and Concepts by Alan B. Albarran, Iowa State University Press (2002)
4. Management of Electronic Media by Alan B. Albarran, Cengage Learning (2009).
5. Electronic Media Management by Peter Pringle and Michael F Starr, Focal Press (2011).

Text Book:

1. Production and Operations Management by Panneerselvam
2. Radio Programme Production by M. Neelamalar
3. Television Production by Jim Owens

Web References

1. <https://www.winman.com/blog/bid/341826/the-basic-principles-of-production-management>
2. <https://ayomenulisfisip.files.wordpress.com/2014/08/radio-program-production.pdf>
3. <https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/radio-production.php>
4. <https://beonair.com/types-of-radio-broadcasting>

Paper No. JMCA-18 B

Course Name: EVENT MANAGEMENT

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

- To teach students the various spectrums of event management
- To Enumerate different steps involved in planning an event
- To Explain the revenue generating process for an event
- To elaborate the steps involved in evaluation and assessment of an event

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Event Managements, its basic and advanced concepts

- How to plan an event practically
- Overall and assessment of an event

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

UNIT-I

Events and Event Management: What are events, Types of Events & Event Management

Understanding Events: Events as a communication tool, 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.

UNIT-II

Conceptualization and Planning: The Nature of Planning, Project Planning, Planning the Setting, Location and Site, The Operations Plan, The Business Plan, Developing the Strategic Plan

Organization: Setting up an Event Organization structure, The Committee Systems, Committee and Meeting Management

Programming and Service Management: Programme Planning, The Elements of Style, Developing a Program Portfolio, The Programme Life Cycle, Scheduling

UNIT-III

Human Resource Management

Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and

Motivation Generating Revenue Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales,

The Price of Admission, Sponsorship Financial and Risk Management

The Budget and Cost-Revenue Management, Cash Flow Management,

Accounting ,The Key Financial Statements, Measures of Financial Performance,

Financial Controls,Risk Management.

UNIT-IV

Market Research: Why People Attend Events, Consumer Research on Events, Visitor Surveys,

The Sampling Method, Attendance Counts and Estimates, Market Area Surveys

Communications-Reaching the Customer , The Communication Mix, Developing and

Communicating a Positive Image. Evaluation and Impact Assessment Evaluation Concepts,

Observation Techniques and Applications, Evaluation of Costs and Benefits.

SUGGESTED READINGS:

1. Bruce E Skinner Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002, ISBN 0471126012
2. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
3. Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000

SEMESTER- VIII

Paper No. JMCA-19

Course Name: RESEARCH METHODOLOGY

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To acquaint research scholars with a variety of research methods and approaches
- To train the scholars in qualitative and quantitative analytical techniques
- To familiarize students with current research writing styles

Learning Outcomes: After completion of the course the learners will be able to have knowledge of:

- Research work how it is conducted and how to create the blue print of research work
- Various ways of data collection and analysis
- What are the methods we will use to conduct any research
- How to search for an research question

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

UNIT I

- Introduction to research in communication studies
- Conceptualization, Operationalisation & Measurement
- Qualitative and Quantitative Approaches
- Research Ethics

UNIT II

- Planning Research
- Research Design
- Hypothesis Formulation
- Collecting and Documenting Data
- Organizing, Coding and Analysis of Data
- Planning and Action
- Textual and Visual Analysis

UNIT III

- Key Methods of Communication Research
- Participant Observation
- Field Notes
- In-depth Interviews
- Group Interviews
- Diaries and Self Documentation
- Media Audit and Content Analysis
- Questionnaire/Schedule based Surveys
- Published Information and Documentary Material
- Feedback Mechanism

UNIT IV

- Doing research and writing a paper
- Introduction
- Literature Review
- Theoretical Framework
- Research Questions
- Research Methodology
- Results
- Discussion
- Conclusion
- References (In-text citations and bibliography)

SUGGESTED READINGS

1. Angrosino, Michael. (2007). Doing Ethnographic and Observational Research. London: Sage.
2. Poindexter, Paula & McCombs, Max. (2000). Research in Mass Communication: A Practical Guide. Boston: Bedford/St. Martins’.
3. Lowery, S. & Defleur, M.L. (1995). Milestones in Mass Communication Research (3rd Edition). White Plains, NY: Longman.
4. Koivisto, Juha and Thomas, Peter. (2008). Mapping Communication and Media Research: Paradigms, Institutions, Challenges. Department of Communication Research, University of Helsinki Research Reports 11/2008. Available at <http://www.helsinki.fi/crc/Julkaisut/Koivisto-ThomasPDF.pdf>
5. Katz, Elihu. (1959). Mass Communication Research and the Study of Popular Culture. Departmental Paper, Annenberg School for Communication, University of Pennsylvania. Available at http://repository.upenn.edu/cgi/viewcontent.cgi?article=1168&context=asc_papers

Text Book:

1. Research Methodology : Methods And Techniques (Multi Colour Edition)by C.R. Kothari and Gaurav Garg
2. Research Methodology: Concepts and Cases: Concepts & Casesby Deepak Chawla and NeenaSondhi
3. Research Methodologyby Panneerselvam R

Web Reference

1. <https://imotions.com/blog/communication-research/>
2. <https://www.sciencedirect.com/topics/social-sciences/communication-research>
3. <https://www.ukessays.com/essays/communications/importance-communication-research-3106.php>

Paper No. JMCA-20**Course Name: TERM PAPER**

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The Course is designed to:

- To enable student to learn to conduct thorough and methodical research using both primary and secondary sources.
- To guide students for a research-based effort.
- To apply concepts and theories learned in class to real-world or theoretical scenarios, demonstrating their understanding and ability to transfer knowledge into a research paper.

Learning Outcomes:

- The students will be able to conduct thorough research, evaluate sources, and synthesize information to construct well-supported arguments.
- The students will be able to write a clear, coherent, and well-organized paper that adheres to academic standards, including proper citation and referencing.
- The students will be able to apply relevant theories and concepts learned in the course to analyze the chosen topic, demonstrating a deep understanding of the subject matter

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

Term paper: Every student will have to write a research paper in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. The

objective of the term paper is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication.

Students shall submit a term paper during the research. The Students shall have to submit a hard copy of the research paper.

Course Name: MAJOR PROJECT (DISSERTATION)

Credits Equivalent: 12 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The Course is designed to:

- To enable student to learn to conduct an in depth research on any topic of public importance in the arena of mass communication.
- To guide students for a research-based effort.
- To create new knowledge in any area of mass communication.

Learning Outcomes:

- The students will be able to conduct an in depth research on any topic of public importance in of mass communication.
- The student will be able to infer the methods of research and execution of a research project.
- The student will be able to illustrate their knowledge of research in mass communication.

Evaluation Criteria:

1. Internal Assessment: 25%
2. End Term Examination: 75%

Major Project: Every student will have to do a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication.

A thesis (or dissertation) may be arranged as a thesis by publication or a monograph, with or without appended papers respectively. It should include the following:

1. A title page,
2. An abstract,
3. A table of contents comprising the various chapters (introduction, literature review, findings, etc.)
4. An Introduction which introduces the research topic
5. The methodology, as well as its scope and significance, explaining how the research has been

designed and why the research methods/population/data collection and analysis being used have been chosen.

6. Literature Review
7. A Findings chapter, outlining the findings of the research
8. An Analysis and Discussion chapter, analyzing the findings and discussing them in the context of the literature review (this chapter is often divided into two—analysis and discussion)
9. Conclusion.
10. Bibliography/ References section (in current APA format).

Students shall submit a comprehensive Dissertation Report along with a Power Point Presentation incorporating the work done during the research.

The Students shall have to submit a hard copy of the Dissertation along with a soft copy of Power Point Presentation.

Dissertation Report will be evaluated for its content and presentation by External Examiner.