

**SANJEEV AGRAWAL GLOBAL EDUCATIONAL  
(SAGE) UNIVERSITY, BHOPAL**

**Proposed Syllabus  
for**

**Bachelors of Arts in Journalism and Mass Communication  
(BAJMC) (SEMESTER-I)**

**Certificate/Diploma/Degree/Honors Degree/ Research  
Degree**

**wef 2023-24 (According to NEP 2020)**



**School of Journalism and Mass Communication  
SAGE UNIVERSITY BHOPAL**

CODE	Introduction to Mass Communication	Total Lecture:60
JM23DC001		4-0-0-4
Course Objectives:	<ul style="list-style-type: none"> <li>To develop the knowledge of basic elements of Communication.</li> <li>To inculcate the knowledge of Communication models.</li> <li>To introduce students to the theories of Communication.</li> <li>To acquaint students with the various types of Communication.</li> <li>To strengthen the 5Cs of Communication</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	1.1 Communication concept elements and process 1.2 Defining meaning and scope of communication 1.3 Types of Communication 1.4 Barriers to Communication 1.5 Function of Communication	12
II	2.1 Models Of Mass Communication 2.2 Aristotle's Model 2.3 Lasswell Model 2.4 ShannonWeaver Model 2.5 Osgood's Model	12
III	3.1 Theories of Communication 3.2 Dependency Theory, Cultivation Theory 3.3 Agenda Setting Theory, Use and Gratification Theory 3.4 Hypodermic Needle Theory 3.5 Limited Effects Theory	12
IV	4.1 Media Theories 4.2 Four Theories of Press 4.3 Interactive Theory: One Step Flow 4.4 Two step flow (Opinion Leaders) 4.5 Multi Step Flow	12
V	1.1 Relevance of Communication Theories to practice - Persuasion 1.2 Perception 1.3 Diffusion of Innovations 1.4 Social Learning 1.5 Participatory Communication	12
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	Students would be able to <b>introduce</b> themselves to the theories of Communication.	
CO2	Students would be able to <b>inculcate</b> the knowledge of Communication models.	

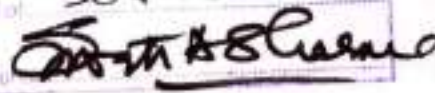
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CO3	Students would be able to <b>develop</b> the knowledge of basic elements of Communication.
CO4	Students would be able to <b>acquaint</b> themselves with the various types of Communication.
CO5	Students would be able to <b>inculcate</b> the 5 C's of Communication.
Text Books:	<ul style="list-style-type: none"> <li>Stanley J. Baran.(2015). Mass Communication Theory: Foundations, Ferment and Future. Cengage India</li> <li>Hasan.S.(2013). Mass Communication: Principles And Concepts. CBS Publication. 2nd Edition</li> </ul>
Reference Books:	<ul style="list-style-type: none"> <li>Dennis. Mcquial, Mass Communication Theory, Sage Publication, New Delhi.</li> <li>Schramm, W. &amp; Roberts, D.F., The Process and Effects of Mass Communication, Urbana,IL: University of Illinois Press.</li> <li>Bharat Hitaishi and Charanjit Ahuja, Patrakarita Evam Jansanchar.</li> <li>Kevel. J. Kumar, Bharat Me Jansanchar (Hindi Anuvaad), Forth Edition, Jaico Publication.</li> <li>Prof. Uma Shankar Pandey, Perspectives of Mass Communication Theory, First Edition S.I pvt.ltd., Kolkata.</li> </ul>

  
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<b>CODE</b>	<b>Introduction to Digital Journalism</b>	<b>Total Lecture:45</b> <b>Practical:30</b>
<b>JM23DM001</b>	<b>3-0-2-4</b>	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To impart the knowledge of the definitions and basic concept of Digital Journalism.</li> <li>To understand the need and importance of digital journalism.</li> <li>To learn the use of different on digital platforms.</li> <li>To make student skilled for digital content writing.</li> <li>To make student aware about the changes and impact of technology.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	1.1 Digital Journalism and Visualization 1.2 Journalism Basics: reporting, editing and presentations 1.3 Digital story telling techniques 1.4 News writing and reporting 1.5 Writing for the web	15
<b>II</b>	2.1 Multimedia journalism 2.2 Digital media management 2.3 Techniques for multimedia journalism 2.4 Convergence technology and journalism 2.5 Digital marketing and advertising	15
<b>III</b>	3.1 Digital content management and securities 3.2 Cyber laws and ethics 3.3 Digital media analytics 3.4 Digital media audience behavior 3.5 Issue based writing	15
<b>IV</b>	4.1 Computer application for digital journalism 4.2 Podcast and digital radio production 4.3 Digital photography and graphic designing 4.4 Digital television production 4.5 Digital audio video production	15
<b>V</b>	5.1 Structure and job roles in digital journalism 5.2 Digital journalism research 5.3 Digital journalism project 5.4 Digital presence analysis 5.5 Case Studies	15

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 Signature: Dr. Anshu Kumar

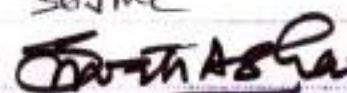
Course Outcome as per Bloom's Taxonomy	
CO1	Students would be learning the definitions and basic concepts of digital journalism.
CO2	Students would understand the importance of digital journalism.
CO3	Students would gain knowledge about the digital formats.
CO4	Student would learn data collection on digital media.
CO5	Students would learn to prepare digital content.
Text Books:	<ul style="list-style-type: none"> <li>• Dr. Kiran Thakur, Dr. Makarand Pandit, Dr. Yogesh Joshi, Fundamentals of Digital Journalism</li> </ul>
Reference Books:	<ul style="list-style-type: none"> <li>• Uwe Flick, (2006) An Introduction to Qualitative Research Sage Publication</li> <li>• J.A. Anderson, (1987) Communication Research : Issues and Methods, McGraw Hill, NYC</li> </ul>

  
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<b>CODE</b>	<b>Introduction to Electronic Media</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23EM001</b>	<b>3-0-2-4</b>	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• To understand the working pattern of electronic media platform.</li> <li>• To familiarize the students with the basic techniques of broadcasting.</li> <li>• To create understanding of electronic media content creation.</li> <li>• To inculcate the knowledge of script writing.</li> <li>• To develop the knowledge of online journalism.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	1.1 Brief history of broadcasting. 1.2 Broadcast in India 1.3 Objectives of policies of A.I.R 1.4 Committees on broadcasting: Chanda Committee, Prasar Bharti Act. 1.5 Radio programme Formats and writing process.	15
<b>II</b>	2.1 Radio Newsroom, Employee and Working Process. 2.2 Collection and writing of Radio News, Formats of news-based programmes. 2.3 Preparation of News Bulletin and Editing of News. 2.4 Traits of News reporters and Editors. F.M Local and Ham Radio, Web Radio, Radio Vision, World Space Radio.	15
<b>III</b>	3.1 Brief history of T.V. telecasting in India and the World, P.C Joshi Committee. 3.2 SITE Experiment. 3.3 General Activities of a T.V Centre. 3.4 Expansion and Reach of Television Media. Programme patterns of different D.D Channels & private News Channels.	15
<b>IV</b>	4.1 Concept of Scripting. 4.2 Objectives of Scripting. 4.3 Script Writing and Presentation (Voice Modulation, Quality & Pronunciation) 4.4 Steps and Formats of Script Writing. Writing for Anchoring.	15
<b>V</b>	5.1 Concept of web journalism. 5.2 Internet and its functions. 5.3 Search and Conceptualization of online material. 5.4 Major Newspapers, Magazines and their e-papers. Comparative role of Print Mediums, Channel Mediums and Internet Mediums in our Society.	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		

  
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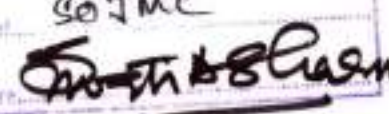
After successful completion of course students will able to:	
CO1	Students will be able to <b>understand</b> the working pattern of electronic media platform.
CO2	Students will able to <b>familiarize</b> the students with the basic techniques of broadcasting.
CO3	Students will be able to have <b>understanding</b> of electronic media content creation.
CO4	Students will be able to <b>apply</b> the knowledge of script writing.
CO5	Students will be able to <b>apply</b> the knowledge of Radio and Television programming.
Text Books:	<ol style="list-style-type: none"> <li>1.Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon :Rutledge</li> <li>2.Walter McDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.</li> <li>3.Keval J Kumar (2012). Mass Communication in India (4thedn), Mumbai: Jaico Publishing</li> </ol>
Reference Books:	<ul style="list-style-type: none"> <li>• David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications</li> <li>• M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage.</li> <li>• Television Production by Burrows/ Wood Pub. W.C. Brown IQWA USA.</li> <li>• Television Production by Allan Wurtzel, McGraw Hills Book Co. New Delhi.</li> <li>• Television Production by Zettl Herbert</li> <li>• The Technique of Television Production by Gerald Millerson 2019</li> </ul>

  
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CODE	Introduction to Advertising	Total Lecture:45 Practical:30
JM23APR001	3-0-2-4	
Course Objectives	<ul style="list-style-type: none"> <li>To introduce students to the current trends in Advertising.</li> <li>To enable students, analyze different concept of branding in modern times.</li> <li>Course content will provide students hands -on tactics and training in modern Advertising Practices.</li> <li>To make students understand the relation between Advertising and Society.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	<b>Advertising Basics</b> 1.1 Advertising – Definition, Need, Importance and Functions. 1.2 History and Development of Advertising. 1.3 Role of Advertising in Society, Economy. 1.4 Advertising Ethics & Social Responsibility. 1.5 Types of Advertising and Classifications of Advertising	15
II	<b>Ad Agency &amp; Media Planning</b> 2.1 Ad Agency – Structure and Functions. 2.2 Types of Ad Agencies, Composition of Ad Agency. 2.3 Media Planning – Definition & Role, Developing Media Plan, Media Objectives, Media Strategy. 2.4 Media Mix & Media Scheduling. 2.5 Media Buying.	15
III	<b>Creativity &amp; Advertising</b> 3.1 Creativity Concept and Importance in Advertising. 3.2 Creative thought process 3.3 Advertising Appeal, Visualization. 3.4 Layout Designing – Stages of developing a layout. 3.5 Principles of a good layout.	15
IV	<b>Copy writing</b> 4.1 Copy writing – Purpose and Types. 4.2 Writing effective Copy. 4.3 Writing Copy for different media. 4.4 T.V. and Radio Commercials. 4.5 Technical Writing.	15
V	<b>Advertising Campaign Planning</b> 5.1 Ad Campaign – Concept and Importance. 5.2 Planning and Managing Ad Campaign. 5.3 Role of Research in Advertising. 5.4 Creative Brief. 5.5 Target Group and Desired Effect.	15

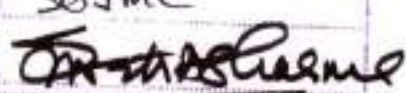
  
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Course Outcomes as per Bloom's Taxonomy	
CO1	Students will <b>understand</b> different aspects of advertisements.
CO2	Will develop capacity to <b>apply</b> tools and techniques associated with advertisement making.
CO3	Will <b>improve</b> relationship building skills from an industry perspective.
CO4	Students would be able to <b>acquaint</b> themselves with the concept of Ethical Advertising and Social responsibility associated with.
Text Books:	<ul style="list-style-type: none"> <li>• Reddi, Dr. C.V. Narasimha (2002), Public relation and communication Handbook, Publicrelation foundation, Hyderabad</li> <li>• Balan, R.K., Corporate public relations, Sterling publisher pvt. Limited, New Delhi.</li> <li>• Sam Black (1996), Practical public relation, Universal book stall, Ansari road, New Delhi</li> <li>• Maanen J V (1985), Qualitative Methodology, Sage Publication. Miller Delbert C (1991), Handbook of research Design and Social Measurement (London: sage)</li> </ul>
Reference Books:	<ul style="list-style-type: none"> <li>• Wells Williams et. Al (1995), Advertising principles and practices, 3th ed. Prentice Hall, New Jersey.</li> <li>• Morrison A. Margaret Et. Al (2012), Using Qualitative Research In Advertising, Strategies, Techniques and Applications (sage Publications Inc. Us</li> <li>• Monippally Mmand Pawar A S (2010), Academic Writing- A Guide for Management Students and Researchers (New Delhi: Response Book)</li> </ul>
E-Resources:	<ul style="list-style-type: none"> <li>• <a href="http://www.asa.co.nz/codes/codes/adverting-code-of-ethics">http://www.asa.co.nz/codes/codes/adverting-code-of-ethics</a></li> <li>• <a href="http://www.afaqs.com">www.afaqs.com</a></li> <li>• <a href="http://exchange4media.com">exchange4media.com</a></li> <li>• <a href="http://www.pitchonnet.com">www.pitchonnet.com</a></li> <li>• <a href="http://www.newmediastudies.com">www.newmediastudies.com</a></li> <li>• <a href="http://www.medianewsline.com">www.medianewsline.com</a></li> <li>• <a href="http://www.indiantelevision.com">www.indiantelevision.com</a></li> <li>• <a href="http://www.ourmedia.org">www.ourmedia.org</a></li> <li>• <a href="http://www.brandchannel.com">www.brandchannel.com</a></li> <li>• <a href="http://www.campaignindia.in">www.campaignindia.in</a></li> <li>• <a href="http://www.brandrepublic.com">www.brandrepublic.com</a></li> <li>• <a href="http://www.adsoftheworld.com">www.adsoftheworld.com</a></li> <li>• <a href="http://www.asci.co.in">www.asci.co.in</a> Mark</li> <li>• <a href="http://www.ofcomwatch.co.uk">www.ofcomwatch.co.uk</a></li> <li>• <a href="http://www.mediasoon.com">www.mediasoon.com</a></li> </ul>

  
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CODE	Introduction to Print Media	Total Lecture:45 Practical:30
JM23PM001		3-0-2-4
Course Objectives	The course provides deep knowledge about the following: <ul style="list-style-type: none"> <li>• To understand the working pattern of various print media platforms.</li> <li>• To familiarize the students with the basics of writing of print media.</li> <li>• To create understanding of various print media content.</li> <li>• To develop the knowledge of news agency.</li> <li>• To inculcate the knowledge of Book Editing.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	1.1 Writing a News for various Periodical Newspapers (Daily, Weekly, Fortnightly, Monthly) 1.2 Elements of News Writing 1.3 Writing a Photo caption for a News paper 1.4 Writing an Editorial, Article and Feature for a Newspaper 1.5 Writing news stories for different beats	15
II	2.1 Style sheet of a newspaper 2.2 Pagination of a Newspaper 2.3 Vocabulary for writing news in a Newspaper 2.4 Editorial Policy of a Newspaper 2.5 Opinion Writing	15
III	3.1 Difference between writing for a Newspaper and Magazines 3.2 Various types of Magazines and their writing styles (lifestyle, Developmental magazines) 3.3 Writing a Travelogue 3.4 Data Journalism 3.5 Writing for a Magazine	15
IV	4.1 Concept of News agency 4.2 Indian news agencies 4.3 foreign news agencies 4.4 Writing for news agencies 4.5 Difference between writing for news agencies & other forms of writing	15
V	5.1 Concept of Book Editing 5.2 Text books 5.3 Supplementary books 5.4 Concept of book publishing	15

  
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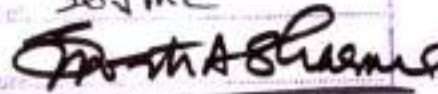


5.5 Online book publishing	
<b>Course Outcomes as per Bloom's Taxonomy</b>	
After successful completion of course students will able to:	
CO1	<b>Understand</b> the working pattern of various print media platform.
CO2	<b>Familiarize</b> themselves with the basics of writing of print media.
CO3	<b>Develop</b> the knowledge of news agency.
CO4	<b>Inculcate</b> the knowledge of Book Editing.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Natrajan J. (1 January 2017).History of Journalism in India. Publications Division, M/O Information &amp; Broadcasting, Govt. of India .Pages:357</li> <li>• Rao. M. Chelapati.(2008). The Press. Vikas.Pages:324</li> <li>• Shrivastava. K..M.(2007).News Agencies: From Pigeon to Internet. New Dawn Press. Pages:324</li> <li>• Ahuja. Charanjit. (March 17, 2016). Print Journalism: A Complete Book of Journalism. PartridgeIndia. Pages:224</li> </ul>
<b>ReferenceBooks:</b>	<ul style="list-style-type: none"> <li>• Alan. C. Hueth, Script Writing For Film Television And New Media, A Focal Press Book Publication</li> <li>• Frank Barnas, Broad Cast News Writing, Reporting, and Producing, Seventh Edition, A Focal Press Book Publication.</li> <li>• Krishna Bihari Mishra.(2019). Hindi Patrakarita : Ashvasti Aur Ashanka..Prabhat Prakashan. Pages:224</li> <li>• Fedler. Fred &amp; Bender. John .R.(2012).Reporting For The Media, Eighth Edition</li> </ul>



CODE	History Of Cinema	Total Lecture:40 Practical:60
PA23FM001		2-0-4-4
Learning Objectives	<ul style="list-style-type: none"> <li>• Develop film scholarly vocabulary, Precision in textual film analysis and refine understanding of the cultural dynamics of cinema.</li> <li>• To understand history of cinema and a variety of cinematic styles.</li> <li>• The students will be able to form and articulate a critical analysis and evaluation of a cinematic work.</li> <li>• Film screening of different genres and reviewing them.</li> <li>• To learn about world cinema and their prominent masters.</li> </ul>	
Pre-requisite	Nil.	
UNIT	CONTENT	HOURS
I	Brief History of World Cinema: Illusion of Movement, Pre cinema machines, Development of photography, Silent era to early talkies, Big studios (Paramount, Disney, Warner bros, 20th century fox etc& independent studios), Changes occurred in Cinema. Early Indian Cinema: Hiralal Sen, Dhundi.G. Phalke, Ardeshti Irani. Silent: Primitive and Pioneers. Reference films: Raja Harishchandra, Alam Ara, Emergence of Film Studios: New Theatres, Bombay Talkies, Imperial theatre, R.K. Studio etc. Art Cinema of India: BhuvanShome, Uski Roti, Mirch Masala, Neecha Nagar, Mother India, Cinema in Digital era: Changes of theme in Cinema.	20
II	Grammar of Cinema: Semiotics, Narratives, Inter-textuality, Mise-en-scene aspects, Shots, Light, Sound and Composition of Cinema. Fundamental of Film Narrative: Structural Analysis-Exposition, Risingaction, Falling action, Denouement. Types- Linear narrative non Linear narrative. Ideology and Issues representation- Gender, Race and caste. Cultural significance in relation to Film: Cross cultural characteristic, Portrayal of various culture.	20
III	Auteur Theory, Andre Bazin's theory of Realism, Eisenstein Montage theory. Reference Film- Battleship Potemkin. Christian Metz's theory of Film Language. (Semiotics), Western concept of Art-Aristotle, Hagel, German expressionism, French new wave. The Cabinet of Dr. Caligari, Breath less, 400 Blows, Breathless, Shoeshine etc.), Italian Neo Realism (Roberto Rossellini & Vitoria De Sica) Reference Film- (Rome, Open city, Paisa, Bicycle thieves.)	20
	Silent Era: D.W. Griffith, Charlie Chaplin. Reference Films- The birth of nation, Modern times, Great dictator, City Lights. Classical: J.L.Godard, Fredrico Fellini, Bergman, Akira Kurosawa, Alfred Hitchcock. Reference Films- Breath less, Seven samurai, Rashomon, Yojimbo, La Strada, 81/2, Wild Strawberries (1957), Modern age: Mike Nicholas, Arthur Penn.	

  
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IV	Francis Ford Coppola, Orson Welles. Reference films- Who's Afraid of Virginia Woolf, Citizen Kane, The Miracle Worker. Independent Film Makers: Jane Campion, James Foley; Reference Films - The Piano. Indian Film Makers : Dada Saheb Phalke, V.Shantaram, Guru Dutt, Bimal Roy, Ritwik Ghatak, Satyajit Ray, Hrishikesh Mukherjee, Mahaboob, K. Asif Raj Kapoor, Shyam Benegal, Sai Paranjape, Sanjay Leela Bansali, Rajkumar Hirani.	20
V	Regional Cinema: Northern and Western India. (Punjab, Gujarat, Haryana, Marathi), Eastern Region Cinema (Bengali, Assamese, Manipuri), Central Region Cinema (Bhojpuri cinema, Chhattisgarhi), Southern Region Cinema (Tamil, Telugu, Malayalam, Kannada), Regional Film Makers and their Contributions.	20

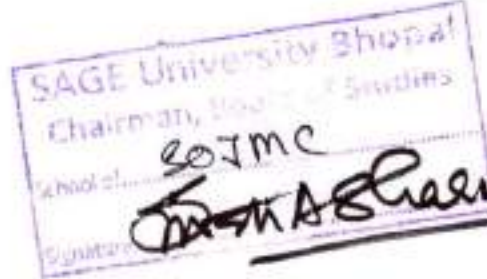
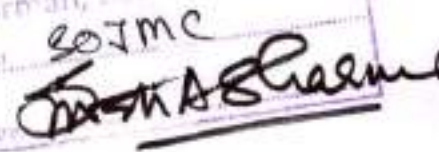
**Course Outcomes as per Bloom's Taxonomy**

At the end of the course the students should be able to:

CO1	Express attributes of various Film genres.
CO2	Identify significant movements, innovations, and figures in film history.
CO3	Demonstrate a basic knowledge of film making and be able to place a Film in its Historical context.
CO4	Analyze various kinds of film making principles.
CO5	Understand of the Word Cinema.

<b>Text Books</b>	<ul style="list-style-type: none"> <li>• Braudy, Leo and Marshall Cohen, Film Theory and Criticism, 6th ed. Oxford: Oxford University Press, 2004</li> <li>• Yves Thoraval, The Cinema of India, MacMillan India, 2000</li> <li>• Nasreen Munni Kabir, Guru Dutt life in Cinema, Oxford University Press, 2005</li> <li>• Huda, Anwar. The Art and Science of Cinema. New Delhi. Atlantic Publishers and Distributors, 2004</li> </ul>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Geoffrey Nowell-Smith, The History of Cinema: A short Introduction, OXFORD 2018</li> <li>• Cook, David A., A History of Narrative Film, 4th ed. New York: Norton, 2004</li> </ul>

  
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**Proposed Syllabus  
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**Bachelors of Arts in Journalism and Mass Communication  
(BAJMC) (SEMESTER-II)**

**Certificate/Diploma/Degree/Honors Degree/ Research  
Degree**

**wef 2023-24 (According to NEP 2020)**



**School of Journalism and Mass Communication**

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CODE	Introduction to Journalism	Total Lecture:60
JM23DC002		4-0-0-4
Course Objectives	The course aims to provide deep knowledge about the following: <ul style="list-style-type: none"> <li>To introduce students to the basics of Journalism.</li> <li>To inculcate the knowledge of elements of Journalism.</li> <li>To acquaint them with important aspects of the process of Journalism.</li> <li>To develop the knowledge of skills of Journalism.</li> <li>To enhance understanding of the technical terms and jargons of Journalism.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	1.1 Journalism: Concept, nature, scope, function and types 1.2 Role of Journalism in society 1.3 Journalism and Democracy 1.4 Concept of Fourth Estate. Concept Of Mass Communication 1.5 Mass Communication in India.	12
II	2.1 Journalism: Contemporary Issues in Journalism 2.2 Debates in Journalism 2.3 Elements of Journalism 2.4 Types of Journalism 2.5 Alternative Journalism	12
III	3.1 Process of Journalism 3.2 Citizen Journalism 3.3 Yellow Journalism 3.4 Investigative Journalism 3.5 Advocacy Journalism	12
IV	4.1 Skills of Journalism 4.2 Convergence 4.3 Changing Technology 4.4 Online Journalism 4.5 New trends in Journalism	12
V	5.1 Technical terms of Journalism 5.2 Jargons of Journalism 5.3 Introduction to regional Journalism 5.4 Journalism and globalization 5.5 Journalism and society	12
<b>Course Outcomes as per Bloom's Taxonomy</b>		
After successful completion of course students will able to:		
CO1	Students would be able to <b>understand</b> the basics of Journalism.	
CO2	Students would be able to <b>inculcate</b> the knowledge of student elements of Journalism.	
CO3	Students would be able to <b>develop</b> the knowledge of skills of Journalism.	
CO4	Students would be able to <b>enhance</b> understanding of the technical terms and jargons	

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	of Journalism.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Kumar. Kewal. J.(1994).Mass Communication in India, Jaico Publications .Mumbai.Forth Edition</li> <li>• Roy.Barun(2013).Beginners Guide To Journalism And Mass Communication : Effective Guide To Write Well, Influence People and Remain In News.V&amp;S Publishers</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Hasan .Secma.(2016).Mass Communication: Principles and Concepts.CBS Publishers. Second Edition</li> <li>• Mehta .D.S.(2014). Mass Communication and Journalism In India.Allied Publishers.401 Pages</li> <li>• Greer .Graham. .(1998). A New Introduction to Journalism. Juta and Company Ltd.240 Pages</li> <li>• Rudin. Richard &amp; Ibbotson. Trevor. (October 10, 2002).Focal Press.1st edition</li> </ul>

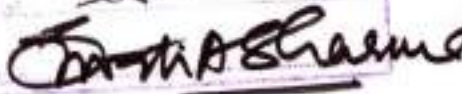
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CODE	Digital Media and Society	Total Lecture:45 Practical:30
JM23DM002	3-0-2-4	
Course Objectives	<ul style="list-style-type: none"> <li>To develop an understanding of Digital Media and enable them to appreciate potential and limitations of Digital Media</li> <li>To introduce students to theories of new media, and examine their social, cultural, political and economic implications</li> <li>To develop skills to encourage the production of media messages using variety of digital tools.</li> <li>To explore the dynamics of digital media and on-going processes of social and cultural change.</li> <li>To introduce students to various career opportunities in New Media.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	<b>Understanding Digital Media</b> 1.1 Concept and definition 1.2 Evolution and Development of Digital Media 1.3 Types of Digital Media 1.4 Trends of Digital Media 1.5 Convergence in Digital Media	15
II	<b>Digital Technologies</b> 2.1 Internet concepts, its working style & uses 2.2 Cloud-Society 2.3 The Digital Hive Mind 2.4 Journalistic uses of Internet 2.5 Application for Journalists	15
III	<b>Digital Media Cultures</b> 3.1 Digital Communities and Digital Relationships 3.2 Crossover between Digital Communities and Physical Communities 3.3 The Reality of Digital Communities 3.4 Media Literacy 3.5 Mass Media Adaptation into Digital Media	15
IV	<b>Digital Audience</b> 4.1 Understanding Audiences: Group, Crowd, Public, Mass & Audience 4.2 Characteristics of Audiences 4.3 Types of Audiences 4.4 Audience Conception Tradition: Structural, Behavioural and Cultural 4.5 Social Media Campaigns and Engagement	15
V	<b>Effect of Media</b> 5.1 Disinformation and Misinformation 5.2 Privacy and Surveillance 5.3 Cybercrime and Security 5.4 Fake News and Cyber Bullying 5.5 Games and Gaming	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		

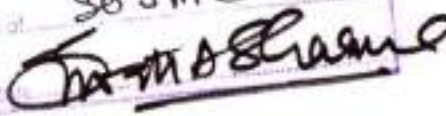
  
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CO1	Assess both positive and negative effects of digital media on individuals, communities, and institutions
CO2	Explain and discuss issues related to digital media and their implications for, and interactions with, their social, political, economic and cultural environment.
CO3	Articulate how digital tools and technology can be used for the society.
CO4	Evaluate the impact of participation in digital media on the development of individual and group identities.
CO5	You should be able to critique and synthesize the ways others have characterized the social impact of digital technologies
Text Books:	<ul style="list-style-type: none"> <li>• Lindgren, S. (2017). Digital media and society. Sage.</li> <li>• Athique, A. (2013). Digital media and society: An introduction. John Wiley &amp; Sons</li> </ul>
Reference Books:	<ul style="list-style-type: none"> <li>• Couldry, Nick (2013) Media, Society, World: Social Theory and Digital Media Practice. London: Wiley</li> <li>• Fred Turner, "Burning Man at Google: A Cultural Infrastructure for New Media Production," New Media &amp; Society, April 2009.</li> </ul>


  
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CODE	Film Studies		TOTAL LECTURE:45 Practical: 30 3-0-2-4
JM23EM002	<p><b>Course Objectives</b></p> <ul style="list-style-type: none"> <li>Analytical Skills: Students will develop the ability to critically analyze films, including the identification and interpretation of various cinematic techniques, themes, and narrative structures.</li> <li>Historical Perspective: Students will gain a comprehensive understanding of the history of cinema, including its evolution, major movements, and significant figures, enabling them to contextualize films within broader cultural and artistic contexts.</li> <li>Communication Skills: Students will enhance their written and oral communication skills through the analysis and discussion of films, effectively articulating their interpretations and evaluations using appropriate film terminology.</li> <li>Cultural Awareness: Students will explore films from different cultures and regions, fostering an appreciation for diverse cinematic traditions, perspectives, and social issues represented in international cinema.</li> <li>Research and Writing: Students will develop research skills and the ability to critically evaluate academic sources, enabling them to conduct in-depth research projects related to film studies and write well-structured essays or reports.</li> </ul>		
<b>PRE-REQUISITE</b>	Nil		
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>	
<b>I</b>	<p><b>Introduction to Film Studies</b></p> <p>1.1 Definition and scope of film studies  1.2 Overview of film genres and styles  1.3 History of Cinema, Early developments of cinema, Evolution of technology in film production  1.4 Major film movements and their impact, Elements of Film Language  1.5 Visual composition and framing, Cinematography techniques  1.6 Sound design and editing</p>	15	
<b>II</b>	<p><b>Film Theory and Criticism</b></p> <p>2.1 Major film theories and theorists, Formalism, realism, and other approaches  2.2 Semiotics and film interpretation, Genre Studies, Analysis of different film genres  2.3 Genre conventions and subversions  2.4 Cultural and historical contexts of genres, Auteur Theory  2.5 Case studies of prominent film auteurs</p>	15	
<b>III</b>	<p><b>Film Production</b></p> <p>3.1 Pre-production, Concept development and scriptwriting  3.2 Storyboarding and shot planning, Casting and location scouting  3.3 Production, Camera operation and cinematography, Lighting techniques  3.4 Directing actors and crew management</p>	15	



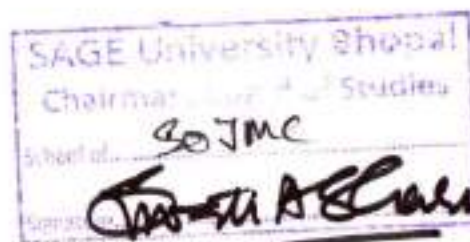
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	3.5 Post-production, Film editing and sequencing 3.6 Sound design and mixing, Color correction and grading	
IV	<b>Film Analysis and Critique</b> 4.1 Narrative structure and storytelling 4.2 Film aesthetics and visual symbolism, Interpretation and critical analysis of films 4.3 Formalist, Marxist, feminist, and other critical perspectives 4.4 Cultural and ideological analysis of films 4.5 Postcolonial and intersectional readings of cinema 4.6 Film Criticism and Writing, Writing film reviews and critiques	15
V	<b>Film Appreciation</b> 5.1 Early cinema: Hiralal Sen, D. G. Phalke 5.2 Studio system: New Theatres, Bombay Talkies 5.3 Post Studio System: 5.4 Melodrama 5.5 [Reference Films: Mother India (1957), Anand (1971), Sholay (1975), Parinda (1989), 5.6 Dilwale Dulhaniya Le Jayenge (1996)]	15
<b>COURSE OUTCOMES AS PER BLOOM'S TAXONOMY</b>		
CO1	Understand and apply key concepts and terminology related to film analysis, including cinematography, editing, sound, narrative, and genre.	
CO2	Recognize and analyze various film styles, techniques, and aesthetics employed by filmmakers across different genres and periods.	
CO3	Demonstrate a comprehensive knowledge of significant movements and directors in film history, and the ability to analyze and compare films within their historical and cultural contexts.	
CO4	Communicate effectively about film through oral presentations, discussions, and written assignments that incorporate critical analysis, research, and appropriate film theory.	
CO5	Engage in independent research and produce well-structured and well-argued academic papers on topics related to film studies, incorporating evidence and references from scholarly sources.	
TEXT BOOKS	<ul style="list-style-type: none"> <li>• "Film Art: An Introduction" Author: David Bordwell and Kristin Thompson Year: 2019 Publisher: McGraw-Hill Education</li> <li>• "Understanding Movies" Author: Louis Giannetti Year: 2019 Publisher: Pearson</li> <li>• "Film History: An Introduction" Author: Kristin Thompson and David Bordwell Year: 2018 Publisher: McGraw-Hill Education</li> </ul>	
REFERENC E BOOKS	<ul style="list-style-type: none"> <li>• "The Oxford History of World Cinema" Editor: Geoffrey Nowell-Smith Year: 2017 Publisher: Oxford University Press</li> <li>• "Film Theory and Criticism: Introductory Readings" Editor: Leo Braudy and Marshall Cohen Year: 2016 Publisher: Oxford University Press</li> <li>• "The Routledge Companion to Film History" Editor: William Guynn Year: 2019 Publisher: Routledge</li> </ul>	

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CODE	Introduction to Public Relations	Total Lecture:45 Practical:30 3-0-2-4
JM23APR002		
Course Objectives	<ul style="list-style-type: none"> <li>To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.</li> <li>To Know the differences between public relations and corporate communication, public relations and advertising, public relations and propaganda, public relation and publicity, propaganda and publicity.</li> <li>To understand the basic tools of public relations.</li> <li>To impart the fundamental of public relations writings.</li> <li>To learn the ethics and laws of public relations.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	1.1 Definitions and concept of public relations. 1.2 Definitions and concept of publicity. 1.3 Definitions and concept of propaganda. 1.4 Definitions and concept of advertising 1.5 Definitions and concept of e-PR	15
II	2.1 Difference between public relations and corporate communications. 2.2 Differences between public relations and advertising. 2.3 Difference between public relation and propaganda. 2.4 Difference between public relations and publicity. 2.5 Difference between propaganda and publicity.	15
III	3.1 Tools of Public Relation. 3.2 Newspaper and magazine. 3.3 Radio, television and film 3.4 New media and social media 3.5 Alternative media and traditional media	15
IV	4.1 Writing for P.R 4.2 Press Release writing 4.3 Promotional article writing 4.4 Writing for internal Publics 4.5 Writing for social media	15
V	5.1 Ethics of Public Relations 5.2 Code of ethics by professional bodies 5.3 ASCI Codes. 5.4 PRSI and PRCAI 5.5 Working of PR Agencies	15

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Course Outcomes as per Bloom's Taxonomy	
CO1	Students would <b>learn</b> the definitions and concepts of public relations, publicity, and propaganda.
CO2	Students would be able to <b>differentiate</b> between PR.& Advertising and propaganda .
CO3	Students would <b>gain knowledge</b> about the tools and techniques of P.R.
CO4	Students <b>would know</b> the public sector and private sector working of P.R.
CO5	Students would <b>learn</b> the code of ethics of Public Relation practices.
Text Books:	<ul style="list-style-type: none"> <li>• Jaishri Jethwani and N.N. Sarkar, (2009) Public Relations Management, Sterling Publishers PVT.LTD. New Delhi.</li> <li>• Dann Lattimore, (2012).Public Relation the Profession and Practice, McGraw Hill Publication</li> </ul>
Reference Books:	<ul style="list-style-type: none"> <li>• E.Granig James and Hunt Todd.(2002) Managing Public Relations , Rinehart and Winston Publication, New york.</li> </ul>

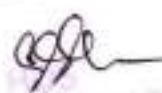
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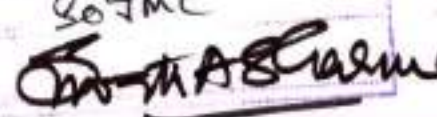
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CODE	Communication Theories	Total Lecture:45 Practical:30
JM23PM002		3-0-2-4
Course Objectives	<ul style="list-style-type: none"> <li>To orient learners towards basic constituents of communication practice and relevance.</li> <li>To understand concept of mass communication and be acquainted with its various components.</li> <li>To critically understand the models and theories of Mass Communication.</li> <li>To explore how mass communication can be effectively used for Societal Action.</li> <li>To develop Communication experts.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	<b>Understanding Communication</b> 1.1 Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication. 1.2 Levels of Communication: Intrapersonal (Concept of Self and others, Johari Window), Interpersonal (Dyadic Communication and theories) and Group Communication (types of groups and their styles), Mass Communication (Media and their functions), Interactive Communication (Digital, Social, Mobile). 1.3 Verbal (Oral and Written) and Non-verbal Communication (Body language, Sign language): Types, Importance and uses; Semiotics and Semantics 1.4 Barriers to Communication( Physical, Mechanical, Psychological); Effective Communication:7 Cs of Communication 1.5 Visual Communication: Concepts and Processes; Visual literacy and perception.	15
II	<b>Models of Communication</b> 2.1 Aristotle's model, Lasswell's Model, Berlo's SMCR Model 2.2 Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model. 2.3 Wilbur Schramm's Interactive Model 2.4 Newcomb's Model of Communication, George Gerbner's Model 2.5 Dance's Helical Model, Spiral of Silence Model and Ecological Models	15
III	<b>Communication Theories - I</b> 3.1 Mass Society theory; Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Diffusion of Innovation, Gate keeping. 3.2 Sociological Communication Theories: Agenda Setting, Uses and gratification, Dependency Theory, Cultivation Theory, knowledge-gap theory 3.3 Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention, Balance	15

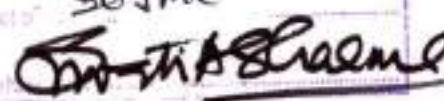
  
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	<p>theory and Cognitive Dissonance theory.</p> <p>3.4 Normative Theories of Press: Authoritarian, libertarian, socialist, communitarian, social responsibility, development media theory, democratic-participant theory.</p> <p>3.5 Critical and Cultural Theories: Media Hegemony; Structuralism; Cultural theory; Post Modernism; Feminist Media Theory; Frankfurt School</p>	
IV	<p><b>Communication Theories - II</b></p> <p>4.1 Social Learning and Persuasion theories: Social learning theory, Attitude theory, Reasoned Action theory, ELM theory.</p> <p>4.2 Indian Communication Theories: Concept and Process (Sahridaya and Sadharanikaran)</p> <p>4.3 New Media theories: Interactivity, digitization and convergence, online media and network society: their application, uses and limitations.</p> <p>4.4 Audience: Concept and Characteristics; Audience as Public, as market; Media effects and Audience; Media Content and Audience</p> <p>4.5 Audience types: Rural, Urban, local, regional national, international/global; Gender classification; Audience structure and formation</p>	15
V	<p><b>International Communication</b></p> <p>1.1 International Communication Theories: Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda model (Chomsky &amp; Herman)</p> <p>1.2 Asian Perspective of Communication: Wimal Dissanayake, Bhattnayak, Chen and Mike</p> <p>1.3 Media Imperialism, Mass Communication and Modernization, globalization</p> <p>1.4 Mass Media and popular culture, Media Convergence and effects, issues, challenges and trends in developing nations.</p> <p>1.5 New World Information and Communication Order (NWICO), MacBride Commission Report</p>	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	Differentiate between various kinds of Communication and perform as an effective Communicator.	
CO2	Capable of applying analytical and critical thinking to explore the working of Media Industry.	
CO3	Able to Plan and execute effective communication strategies that connect to the target audiences.	
CO4	Demonstrate effective communication skills.	
CO5	Competent of applying communication strategies in various platforms.	
Text Books:	<ul style="list-style-type: none"> <li>Kumar. J. Keval, Mass Communication in India. Mumbai, India: Jaico Publishing house (New Ed.)</li> <li>Littlejohn, W. Stephen (1989). Theories of Human Communication. 3rd ed., California: Belmont.</li> </ul>	

  
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	<ul style="list-style-type: none"> <li>• McQuail, Denis. (2010). McQuail's Mass Communication Theory. Thousand Oaks, United States: Sage.</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication. Boston, USA: Houghton Mifflin.</li> <li>• Melvin L. De fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication. New York : Pearson. Rogers M. Everett. (1997). A History of Communication Study. New York: Free Press.</li> <li>• Vilanilam, J.V (2002). Mass Communication: Theory and Practice. Bhopal, India: MCNUJC.</li> </ul>

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CODE	Film Appreciation		Total Lecture:40 Practical:60
PA23FM002	2-0-4-4		
Course Objectives	<ul style="list-style-type: none"> <li>To acquaint students with Grammar of film making..</li> <li>To make the students understand about the values, representation of views and ethical issues associated with films.</li> <li>To offer proper understanding about the art and craft of visual story telling.</li> <li>To acquaint students with the ability to differentiate different genres of film making.</li> <li>To acquaint students with the ability to appreciate the craft of different legendary film makers of Indian Cinema.</li> </ul>		
UNIT	CONTENT	HOURS	
I	<b>Understanding Cinema</b> 1.1 Genres of Films 1.2 Cultural Significance in Relation to Film 1.3 Introduction to Indian and World Cinema 1.4 Film Screening	20	
II	<b>Basics of Film Appreciation</b> 2.1 Introduction to Film Appreciation 2.2 Basic Elements of Film Appreciation 2.3 Film Review Writing 2.4 Glossary for Film Review Writing	20	
III	<b>Study of Indian Cinema-I</b> 3.1 Awaara - Raj Kapoor (1951) 3.2 Pather Panchali - Satyajit Ray (1955) 3.3 Mother India- Mehboob Khan (1957) 3.4 Kagaj Ke Phool- Gurudutt (1959)	20	
IV	<b>Study of Indian Cinema-II</b> 4.1 Sujata - Bimal Roy (1959) 4.2 Mughal-E-Azam - K Asif's (1960) 4.3 Guide-Vijay Anand (1965) 4.4 Sholay - Ramesh Sippy (1975)	20	
V	<b>Study of Indian &amp; International Cinema-III</b> 5.1 Rashomon -Akira Kurosawa (1950)-Japan 5.2 Gone with the wind - Victor Fleming (1939) – USA 5.3 How Green was my valley – John Ford (1941) – USA 5.4 Bicycle Thieves – Vittorio De Sica (1945) - Italy	20	
<b>Course Outcome as per Bloom's Taxonomy</b>			
CO1	The course will equip students with knowledge of Film as a medium of expression.		
CO2	They will learn the importance of Various elements of the craft of film making.		
CO3	They will learn various styles of films making.		
CO4	They will learn the specialty of film making styles and genres of film making.		


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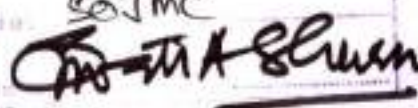
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<b>Course Book:</b>	<ul style="list-style-type: none"> <li>• Bolas, Terry.(2013) Screen Education: From Film Appreciation to Media Studies. University of Chicago Press.</li> <li>• Bone, Jan. and Johnson, Ron.(2001) Understanding the Film: An Introduction to Film Appreciation. NTC Publishing Group.</li> <li>• Doraiswamy, Rashmi. and Padgaonkar, Latika. (2011)Asian Film Journeys: Selection from Cinemaya. Wisdom Tree Publishers.</li> </ul>
<b>Reference Book:</b>	<ul style="list-style-type: none"> <li>• Kracauer, Siegfried.(1998) Theory of Film: The Redemption of Physical Reality. Oxford University Press.</li> <li>• Perkins, Victor F. (1993) Film As Film: Understanding And Judging Movies. Da Capo Press.</li> </ul>

  
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**SANJEEV AGRAWAL GLOBAL EDUCATIONAL  
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**Proposed Syllabus  
for**

**Bachelors of Arts in Journalism and Mass Communication  
(BAJMC) (SEMESTER-III)  
Certificate/Diploma/Degree/Honours Degree/ Research  
Degree**

wef 2023-24 (According to NEP 2020)



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CODE	Basic of Photography	Total Lecture:60
JM23DC003		4-0-0-4
<b>Course Objectives</b>	The course aims at providing students with a broad outlook of the fascinating world of photography, taking them through the birth and development of the medium. The course also introduces key elements and principle of photography, photography equipment, visual language and image editing.	
<b>Pre-requisites</b>	NIL	
UNIT	CONTENT	HOURS
I	<b>Photography optics:</b> 1.1 Early experiments and later developments 1.2 Reflection and refraction of light 1.3 Different kinds of image formation 1.4 Principal focus and focal length 1.5 Depth of field, angle of view	12
II	<b>Principle parts of Photographic cameras:</b> 2.1 Types of cameras 2.2 Lens 2.3 Aperture 2.4 Shutters, various types and their functions. 2.5 Exposure-correct exposure and its determination 2.6 Photographic Light Sources 2.7 Color and color filters	12
III	<b>Visual language:</b> 3.1 Elements and principles-visual language 3.2 Perspective and composition 3.3 Rules of composition	12
IV	<b>Image editing and digital output:</b> 4.1 Basic Editing with Photoshop 4.2 Photo essays-photo features 4.3 Digital Photography & the Web	12
V	<b>Field Photography</b> 5.1 Photographing a Subject under different lenses 5.2 Group Photos & Arrangements 5.3 Use of color filters lighting and effects 5.4 Preparing full and ¼ portraits under different lighting conditions	12
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	Students would be able to <b>Identify</b> and understand the basic components of a camera.	
CO2	Students would be able to <b>Evaluate</b> the use of natural and artificial light and its relation to the photographic process.	

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<b>CO3</b>	Students would be able to <b>Compare</b> and <b>evaluate</b> advanced studio and location lighting technique.
<b>CO4</b>	Students would be able to <b>apply</b> the knowledge of visual language.
<b>CO5</b>	Students would be able to <b>do</b> image editing.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Peterson. Bryan.(2016). Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera.Amphoto Books</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Barnbaum, B.(2010). The Art of Photography.Rocky Nook Inc,</li> <li>Dirck, H. (2004).Moments in time. Focal Press.</li> <li>Hartwig R.L.(2005).Basic TV Technology Digital and Analog.Focal Press.</li> <li>Kobré. K. &amp; Brill.B.(2004). Photojournalism: The Professionals' Approach.Focal Press.</li> </ul>

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CODE	Digital Public Relations	Total Lecture:45 Practical:30
JM23DM003		3-0-2-4
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To provide knowledge about the definitions and concepts of public relation, publicity, propaganda, advertising and PR.</li> <li>To Know the differences between public relations and corporate communications, public relations and advertising, public relation and propaganda, public relation and publicity, propaganda and publicity.</li> <li>To understand the basic tools of Digital public relations.</li> <li>To impart the fundamental of public relations writings.</li> <li>To learn the ethics and laws of Digital Public Relations.</li> </ul>	
<b>Pre-requisites</b>	NIL	
UNIT	CONTENT	HOURS
I	<b>NewMedia— Introduction</b> 1.1 New Media- Definitions, Concept and Scope 1.2 The Characteristics of New Media and Significance 1.3 A Brief History—How Communication has been forever changed with the coming of Digital Media 1.4 Key Milestones 1.5 Overview: Digital Literacy	15
II	<b>NewMediaandtheEmerging Trends</b> 2.1 The Evolution of Media 2.2 Old Media vs. New Media 2.3 The New Media Landscape 2.4 The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc) and its Impact on Society. 2.5 Interactivity and Active Audiences 2.6 Digitization and Convergence 2.7 The Power of New Media 2.8 Hands on skills – Various Modes and Usages of Social Media.	15
III	<b>Digital PR</b> 3.1 PR in the age of New Media: Scope, Challenges and Opportunities 3.2 Changing Trends and Leveraging the Potential of New Media 3.3 PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases) 3.4 Social Media –Platforms, Analytics and Campaigns 3.5 Online PR Strategies	15

  
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	3.6 Relationship Building in an Internet age – How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media 3.7 Building Relationship through Interactivity	
IV	<b>Digital PR in Marketing and Brand Promotions</b> 4.1 Use of Digital Media in the overall Marketing Mix 4.2 Use of Digital Media in Brand Building 4.3 The need for synergy between Digital Marketing and PR to achieve marketing goals 4.4 Online Sponsorships and Brand Promotions 4.5 Case Studies of Brands that have used Digital Media to be successful	15
V	<b>Issue Management and Crisis Communication</b> 5.1 Managing Issues Online 5.2 Crisis Communication on Digital Media and Solutions 5.3 Case Studies	15

**Course Outcomes as per Bloom's Taxonomy**

After successful completion of course students will be able :

<b>CO1</b>	To provide <b>knowledge</b> about the definitions and concepts of public relation, publicity, propaganda, advertising and e-PR.
<b>CO2</b>	To <b>differentiate</b> between public relations and corporate communications, public relations and advertising, public, relation and propaganda, public relation and publicity, propaganda and publicity
<b>CO3</b>	To <b>understand</b> the basic tools of Digital public relations.
<b>CO4</b>	To <b>impart</b> the fundamental of public relations writings.
<b>CO5</b>	To <b>recall</b> the ethics and laws of Digital Public Relations
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• BROWN, ROB.( 2009)Public Relations &amp; the Social Web, (Kogan Page)</li> <li>• CARPENTER PHIL: Brands (Harvard Business School Press, US, (2000)</li> <li>• CARROLL CRAIG E: Corporate Reputation and the New Media (US: Taylor and Francis, 2011)</li> <li>• DOORLEY JOHN &amp; GARCIA MELIO FRED: Reputation Management, the Key to successful Public Relations and Corporate Communication (Routledge Taylor &amp; francis Group, New York, London 2007)</li> <li>• FLEW TERRY: New Media an Introduction (Oxford University Press, 2002)</li> <li>• HINTON SAM &amp; HJORTH LARISSA: Understanding Social Media (Sage Publications India, 2013)</li> <li>• HOLTZ SHEL: Public Relations on the Net, Winning Strategies to inform &amp; influence the Media, the Investment Community, the Government, the Public, &amp; More! (Amacon, USA, 1999)</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• LISTER MARTIN, DOVEY JON, GIDDINGS SETH et. al.: New Media: A Critical Introduction (Routledge Taylor &amp; Francis Group, London &amp; New York, 2003 ed.)</li> </ul>

  
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	<ul style="list-style-type: none"> <li>• MARSHALL DAVID P: New Media Cultures (Arnold, Hodder Headline Group, London, 2004)</li> <li>• SANDRA C DUHE: New Media and Public relations (Peter Lang, 2007)</li> <li>• SRIVASTAVA KM: Public Relations in the Digital Era (Pilgrims Publishing, Varanasi, 2007)</li> <li>• TIM JORDAN: Hacking: Digital Media and society series (UK Polity Press 2008)</li> <li>• VINCE JOHN AND EARNSHAW RAE (Eds): Digital Convergence: The Information Revolution (Springer – Verlag London Limited 1999)</li> <li>• YOUNG ANTONY: Brand Media Strategy ( Palgrave macmillan, US, 2010)</li> </ul>
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<b>CODE</b>	<b>Writing for Electronic Media</b>	<b>Total Lecture:45</b> <b>Practical:30</b>
<b>JM23EM003</b>		<b>3-0-2-4</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• To learn about the difference between writing for print media and writing for electronic media.</li> <li>• To understand the different types of electronic mediums.</li> <li>• To analyze importance of writing formats for electronic media.</li> <li>• To develop skill of writing for electronic media.</li> <li>• To create scripts for different electronic media formats.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	1.1 Concept of writing for electronic media 1.2 Media difference 1.3 Basic writing skills 1.4 Audience and distribution 1.5 Script Variations	15
<b>II</b>	2.1 Writing for media production 2.2 What is production 2.3 Video production techniques 2.4 Audio production techniques 2.5 Digital and web production techniques	15
<b>III</b>	3.1 Public service announcement 3.2 Promotional announcement 3.3 Commercial announcement 3.4 Writing spot copy 3.5 Copy writing and copy formatting, Instructions for dual column format using, instructions for single column using (MS Word)	15
<b>IV</b>	4.1 News the Fourth Estate 4.2 Print Newswriting Basics 4.3 Interviewing 4.4 Debate 4.5 Analysis	15
<b>V</b>	5.1 Docudramas 5.2 Writing Documentaries 5.3 Script and production pattern 5.4 Writing corporate media script 5.5 E-mail, chat lines, internet messaging	15

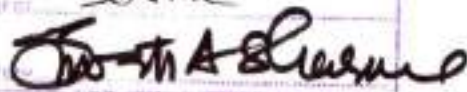


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Course Outcome as per Bloom's Taxonomy	
CO1	Students would be able to learn about the writing for electronic media.
CO2	Students would understand the difference of print and electronic media writing.
CO3	Students would gain knowledge to analyze the importance of media writing.
CO4	Student would develop a skill to write for different electronic media formats.
CO5	Students would be able to create electronic media content and scripts.
Text Books:	<ul style="list-style-type: none"> <li>• Dr. Sanjeev Bhanawat (1996) Electronic Media, Rajasthan Hindi Granth Acadmi, Jaipur.</li> <li>• Larry Brody, (2003) Television Writing Inside Out, Published by applause.</li> </ul>
Reference Books:	<ul style="list-style-type: none"> <li>• Brian Champagne (2017) Writing for Electronic Media, Rebus Community Publishers.</li> <li>• Robert B. Musburger, (2007) Writing for Electronic Media , Script Writing Essentials Across the Geners, Published by Routledge.</li> </ul>

  
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<b>CODE</b>	<b>Brand Management</b>	<b>Total Lecture:45 Practical:30</b>
JM23APR003	3-0-2-4	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To develop understanding of the complex world of brands.</li> <li>It aims to keep the students abreast with the emerging concepts of Branding, Marketing &amp; Advertising.</li> <li>Helps to build clear vision of Branding to establish corporate image and henceforth creation of an identity in different marketplaces.</li> <li>To provide hands-on-training for planning and production of brands for today's markets.</li> <li>To sensitize the value of brands in different communities and societies</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Understanding Brand</b> 1.1 Meaning and Definitions of Brand 1.2 Concept of brand and branding 1.3 Characteristics and importance of Brand 1.4 Elements of brand 1.5 Brand- product and organization	15
<b>II</b>	<b>Developing Brand</b> 2.1 Developing Product Strategies 2.2 PLC, Product Strategies Over the Life Cycle 2.3 Managing New Product Development 2.4 Product Modification 2.5 Line Extension & Brand Extension	15
<b>III</b>	<b>Brand Equity</b> 3.1 Meaning, measurement of brand equity 3.2 David Aaker's Brand Equity Model 3.3 Brand name and creative 3.4 Naming guidelines, Naming procedure, 3.5 Awareness, Brand Associations	15
<b>IV</b>	<b>Brand Identity and strategies</b> 4.1 Meaning of Brand identity 4.2 Dimensions of brand identity 4.3 Brand identity prism 4.4 Brand Value: Definition, Core Brand values 4.5 Strategic Brand Management Process	15
<b>V</b>	<b>Brand Management and Branding Decisions</b> 5.1 Selecting a brand name 5.2 Branding decisions 5.3 Co-branding and corporate branding 5.4 Strategic Brand Management Process 5.5 Evaluation of brand	15



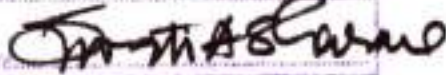
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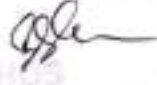
Course Outcomes as per Bloom's Taxonomy	
CO1	Clarity of concepts related to Branding and Brand Management.
CO2	Compare the different brands available through various platforms.
CO3	Develop Branding Strategies independently through strategic research.
CO4	Capable of identifying and establishing brand positioning and values.
CO5	Competent to plan and implement brand marketing programs.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Clifton Rita &amp; John Simmons (2011). Brands and Branding. UK: Profile Books Ltd.</li> <li>• Gelder Sicco Van (2004). Global Brand Strategy. UK: Kogan Page.</li> <li>• Ghosal, Subhash (2002). Making of Advertising, Noida, India: McMillan.</li> <li>• Haig, Matt (2008). Brand Failures. India: Kogan Page.</li> <li>• Halve Anand (2012): Darwin's Brands, Adapting for Success. New Delhi: Sage Publications India Pvt. Ltd.</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Jethwancy Jaishri &amp; Jain Shruti (2011). Advertising Management, Second Edition. New Delhi: Oxford University Press</li> <li>• Kevin Lane Keller(2009): Strategic Brand Management - 3rd Edition (Prentice Hall Financial Times</li> <li>• Kapferer Jean-Noel (2009). Strategic Brand Management- Creating &amp; Sustaining Brand Equity. London: Kogan Page</li> <li>• Kapferer J.N &amp; Bastien V (2012). The Luxury Strategy (2 Edition). London: Kogan Page.</li> <li>• Lepla, Joseph F (2002). Integrated Branding. London: Kogan Page</li> </ul>

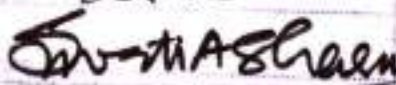
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CODE	Journalistic Writing	Total Lecture:45 Practical: 30
JM23PM003		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To acquaint students with advanced journalism and writing for media practices.</li> <li>To make the students understand about the news values, representation of news-views and ethical issues associated with it.</li> <li>To offer proper understanding about the writing skills and it's techniques for different mass media.</li> <li>To acquaint students with writing capabilities for different media formats.</li> <li>To acquaint students with the knowledge of Audio-Visual storytelling and implement it in writing.</li> </ul>	
UNIT	CONTENT	HOURS
<b>I</b>	<b>Media Writing</b> 1.1 Concept and meaning of media writing 1.2 Media writing as communication 1.3 Principles of good writing 1.4 Basic tools of writing, Characteristics of media writings 1.5 Revision of grammar, syntax and style. Drafting and revising	15
<b>II</b>	<b>Forms of Writing</b> 2.1 Ideas for writing 2.2 Narrative writing, Introduction to narratives 2.3 Telling stories, Non-fiction 2.4 Engaging the reader Descriptive writing; 2.5 Explanatory writing; Persuasive writing, writing for community	15
<b>III</b>	<b>Writing News</b> 3.1 News meaning and definition 3.2 The language of journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist. 3.3 Principles of News writing, 3.4 News values, News story, News structure, concept of inverted pyramid, 3.5 Quotations and back grounding, Lead writing	15
<b>IV</b>	<b>Writing of different media</b> 4.1 Print Media Writing: Headlines and caption writing. 4.2 Feature writing, types of feature 4.3 Writing book reviews and film reviews 4.4 Writing columns. Stylebook, writing for magazines 4.5 Writing for broadcast: Writing for eyes and ears, and writing for web	15

  
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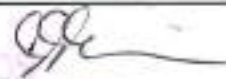


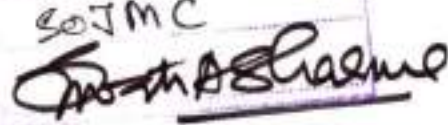
<b>V</b>	<b>Writing for Cinema</b> 5.1 Introduction to a script 5.2 Elements of Script 5.3 Script writing for Cinema 5.4 Importance of Narration 5.5 Features of successful Scripts	15
<b>Course Outcome as per Bloom's Taxonomy</b>		
<b>CO1</b>	The course will equip students with knowledge of Reporting/Writing/News room functioning/Understanding media	
<b>CO2</b>	They will learn the importance of writing skills. and various styles for different mass media.	
<b>CO3</b>	They will learn various styles of writing for different mass media formats.	
<b>CO4</b>	They will learn to implement understanding of Audio-Visual story telling in writing.	
<b>Text Book:</b>	<ul style="list-style-type: none"> <li>• Quinn Stephen. Convergent Journalism: The Fundamentals of Multimedia Reporting. Lang Publishing.</li> <li>• Batty Craig and Cain Sandra. Media Writing: A Practical Introduction, Palgrave Macmillan.</li> <li>• Stovel G. Writing for Mass Media, 6th edition, Allyn and Bacon.</li> <li>• Melvin Mencher. News Reporting and Writing, 10th edition, McGraw-Hill.</li> </ul>	
<b>Reference Book:</b>	<ul style="list-style-type: none"> <li>• Clark, Roy Peter. Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.</li> <li>• Raman, Usha, Writing for the Media, OUP.</li> <li>• Strunk, William &amp; White, E.B., The Elements of Style. Longman.</li> <li>• Foust James, Online Journalism – Principles and Practices of News for the Web,</li> <li>• Holcomb Hathaway Publishers, Scottsdale, AZ.</li> </ul>	

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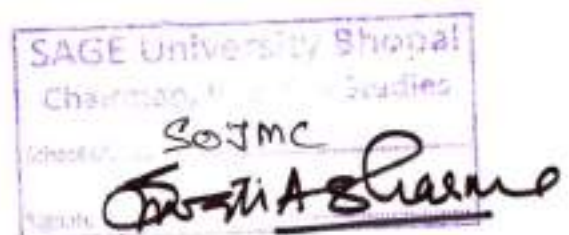
CODE	Screenplay Writing	Total Lecture:40 Practical:60
PA23FM003		2-0-4-4
Course Objectives:	<ul style="list-style-type: none"> <li>To make the students understand the ideation process</li> <li>To enable student execute the research work for developing a script</li> <li>To help students acquire the elementary knowledge of visual writing</li> <li>To acquaint the students with concepts of story building</li> <li>To make the students familiar with the screen writing process</li> </ul>	
Pre-requisites:	English and Hindi writing skills	
UNIT	CONTENT	HOURS
I	<b>Ideation Process</b> 1.1 Idea Generation: Ideology, Semiotics and significance Ways of looking Art 1.2 Concept of Research: Putting authenticity in terms of time, Space and character in visualization. 1.3 Planning for Writing: Purpose, Duration, Mode, and Target Audience. 1.4 Developing Story: Narrative structure, Introduction to genre. 1.5 Different Genres: Action, Adventure, Comedy, Crime, Drama, Fantasy, Historical, Romantic, Suspense, etc.	20
II	<b>Writing for Video</b> 2.1 Purpose of Script 2.2 Types of Conflicts- Human vs. self, Human vs. human, Human vs. nature, Human vs. environment, Human vs. technology (machine), Human vs. supernatural, Human vs. god, etc 2.3 Types of Plot-Overcoming the monster, Rags to Riches, The Quest, Comedy, Tragedy, Rebirth, etc 2.4 Types of Theme: Redemption, Transformation, Vengeance, Innocence, Justice, Sacrifice, Jealousy, Friendship, Fate, etc 2.5 Sound : Need & Importance- Emotion, Action, Mood	20
III	<b>Camera Techniques</b> 3.1 Principle of Composition: Aspect Ratio, Head Room, Lead room/ Looking space. 3.2 Types of Shots, Camera placement, Camera angles. 3.3 Shot composition during rehearsal 3.4 Camera Transition: Cut, Wipe, Dissolve. 3.5 Swish Pan And Zoom Effects, Split screen shots, montage	20
IV	<b>Story Building</b> 4.1 Plotting A Story 4.2 Character Building For Story 4.3 Scene Visualization Process 4.4 Synopsis, Outline And Treatment Methods 4.5 Various Approaches For Story Telling	20
V	<b>Writing Process</b>	20

  
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	5.1 Screenplay Formats 5.2 Do And Dont's Of Screenplay Writing 5.3 Developing Screenplay. 5.4 Study Of Indian Screenplay (Hindi Cinema) 5.5 Study On Popular Film Review (International)	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students will gain the understanding of the ideation process.	
<b>CO2</b>	Student will be able to execute the research work for developing a script.	
<b>CO3</b>	Students will acquire the elementary knowledge of visual writing.	
<b>CO4</b>	Students will be acquainted with concepts of story building.	
<b>CO5</b>	Students will have familiarity with the screen writing process.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Chamberlain. Jill. (2016). The Nutshell Technique: Crack the Secret of Successful Screenwriting. University of Texas Press. 219 pages</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Vogler, Christopher.(2007). The Writer's Journey. Michael Wiese Productions.ISBN. 978-1-932907-36-0 . 407 pages</li> <li>Bork.Erik.(2018). The Idea: The Seven Elements of a Viable Story for Screen, Stage Or Fiction. Overfall Presss.ISBN. 1732753016, 9781732753013. 228 pages</li> <li>Trottier. David.(2019). The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script. Silman-James Press.ISBN. 1935247212, 9781935247210. Edition 7th. 450 pages</li> <li>Aronson. Linda.(2010). 21st Century Screenplay: A comprehensive guide to writing tomorrow's films. Allen &amp; Unwin. 512 pages</li> </ul>	

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**Proposed Syllabus  
for**

**Bachelors of Arts in Journalism and Mass Communication  
(BAJMC) (SEMESTER-IV)  
Certificate/Diploma/Degree/Honors Degree/ Research  
Degree**

**wef 2023-24 (According to NEP 2020)**



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CODE	Indian Constitution And Socio-Economic Polity	TOTAL Lecture:60
JM23DC004		4-0-0-4
Course Objectives	<ul style="list-style-type: none"> <li>To develop an understanding of Indian Constitution.</li> <li>To orient students in understanding their surroundings so that they can understand and analyze issues implicit in polity, economy, culture, history and other subjects, that concern humanity.</li> <li>To develop aptitude of students so that they can learn to take initiatives in acquiring knowledge about issues and developing own expression by responding on these issues.</li> <li>To develop an understanding of world political system as well as Indian political system.</li> <li>To develop critical thinking among students about socio economic and political system</li> </ul>	
UNIT	CONTENT	HOURS
I.	1.1 Objectives and Ideals of Indian Constitution 1.2 Fundamental Rights, fundamental duties and Directive Principles of State. 1.3 Federal and Unitary nature, Center-State relationship. 1.4 Election, Electoral reforms, role of election commission 1.5 Emergency Powers, Amendments of Constitution.	12
II.	2.1 Introduction to various political systems (America , Britain, India, Switzerland) 2.2 Parliamentary and Legislative procedure in India 2.3 Social security, RTI. 2.4 Right of Privacy, RTE. Write to food (Food Security Act) 2.5 Indian Judicial system, LokAdalat, PIL.	12
III.	3.1 Characteristics of the main stages of Indian History. 3.2 Cultural diversity of India, concept of nationalism 3.3 Ideology & Indian political thinkers : Secularism,Communism and Fundamentalism 3.4 Aspects of various social concerns: Poverty, Gender studies, Census. 3.5 Women rights and empowerment,Child Rights & Human Rights.	12
IV.	4.1 Nature of Indian economy, before LPG and post LPG.(Liberalization, Privatization and Globalization) 4.2 Essential economic terms like Inflation, Devaluation, Budget deficit, GDP. 4.3 Indian agriculture: Issues and Problems, Indian Industry: Challenges	12

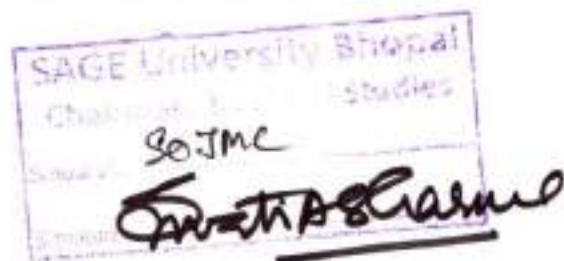
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	4.4 World Trade Organization (WTO), World Bank, IMF, ADB. 4.5 Capitalism, Socialism.	
V.	5.1 Indian Foreign Policy. 5.2 PANCHSHEEL, Non Alignment Movement (NAM) 5.3 United Nations: BRICS, OPEC, African Union, ASEAN. 5.4 Introduction to International Politics : Current major issues 5.5 International organization: UNESCO, UNDP, UNEP, UNFCC, World Economic forum, AMNESTY INTERNATIONAL, TRANSPARENCY INTERNATIONAL	12
	<b>Course Outcomes as per Bloom's Taxonomy</b>	
CO1	Students are able to understand the Indian constitution, which results in better and responsible citizens and journalists as well	
CO2	Students will get the knowledge of socio-economic and political systems of different countries which will sharpen the global and national understanding.	
CO3	Awareness about RTI, Parliamentary and legislative procedure, judicial system etc., results and reflects in their journalistic skills in form of responsible reporting.	
CO4	Competent to talk and discuss on socio-economic issues of the country.	
CO5	Able to participate in parliamentary discussions.	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Bakshi, P.M., The Constitution of India. Universal Law Publishing Co. Pvt. Ltd. 2017.</li> <li>Debates of Constitution Assembly. (2014). Lok Sabha Secretariat.</li> <li>Chandra, B., In the Name of the Democracy. Penguins Book Pvt. Ltd. 2003.</li> <li>Das, G., India Unbound: From Independence to Global Information Age. Panguin Books India, 2007.</li> <li>Guha, R., India After Gandhi. Harper Collins 2007.</li> <li>H.K. Sahare., Parliamentary and Constitutional Law Dictionary . Universal Law Publishing, 2016.</li> <li>Kothari, R, Politics in India. Orient Blackswan, 1970.</li> <li>Khilnani, S, Idea of India. Paperback, USA: Farrar, Straus &amp; Giroux, 1997.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Marx, Das Capital. Verlag Von Otto Meisner, 1867.</li> <li>Nehru, J. L, Discovery of India. UK: Meridian Books, 1946.</li> <li>S. Sarkar, J., The Constitution of India. Allahbad: Alia Law Agency, 1950.</li> <li>Smith, A., The Wealth of Nation. Scotland: W. Stranhan and T. Cadell, London, 1776.</li> <li>Tagore, R, Nationalism. San Francisco: The Book Club of California, 1917.</li> </ul>	

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<b>CODE</b>	<b>Digital Advertising</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23DM004</b>	<b>3-0-2-4</b>	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To understand Digital media and its various applications in advertising.</li> <li>To integrate various digital tools into the practice of advertising.</li> <li>To master web advertising with social media tools and search engine marketing in real world.</li> <li>To develop socially responsible marketers.</li> <li>To develop the skills as per the market trend and requirement.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Introduction to Digital Advertising</b> 1.1 Digital Advertising- Definitions, Scope, Importance 1.2 Measuring effectiveness of Digital Advertising 1.3 History and Business of Digital Advertising 1.4 Indian perspective for digital advertising practice 1.5 International perspective for digital advertising practice	15
<b>II</b>	<b>Digital advertising formats</b> 2.1 Search advertising 2.2 Video advertising 2.3 Native advertising 2.4 Pay per click 2.5 Point and Click	15
<b>III</b>	<b>Tools of Digital advertising</b> 3.1 Search Engine Optimisation 3.2 Social Media Optimisation 3.3 Search engine Marketing 3.4 Google advertisement 3.5 Google Analytics	15
<b>IV</b>	<b>Content creation</b> 4.1 Developing content for advertising on the Internet 4.2 Website content as advertisement 4.3 Role of user generated content on the internet 4.4 One line promotional content 4.5 Advertisement content analysis	15
<b>V</b>	<b>Case Study of successful digital ad campaigns</b> 5.1 Flipkart 5.2 Zomato 5.3 Times of India 5.4 Lays 5.5 Burger King	15

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Course Outcomes as per Bloom's Taxonomy	
CO1	Clarity about the skills to plan, write and evaluate digital advertising tactics intended for publics.
CO2	Understand the strategic digital advertising function social media can perform.
CO3	Be familiar with the knowledge, skills and techniques required to communicate effectively by the tools of new media and technologies.
CO4	Accustom the students with the advertisement placement for digital media.
CO5	Acquire skills to create and manage content for the digital media.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Esther Thorson, Shelly Rodgers (2017): Digital Advertising :Theory and Research, Taylor &amp; Francis</li> <li>• Andrew McStay, (2017): Digital Advertising, Bloomsbury Publishing</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Harry J. Gold, (2014): The Digital Advertising Guide, Overdrive Marketing Communications, LLC</li> <li>• Ian Dodson, (2016):The Art of Digital Marketing, Wiley</li> </ul>

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CODE	Basics of T.V. Production	TOTAL Lecture:45 Practical: 30
JM23EM004		3-0-2-4
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• This course is designed to offer students opportunities to work with advanced techniques and equipment.</li> <li>• The aim of the course is to shape students for the real world of film and television production and to simulate industry conditions as closely as possible.</li> <li>• The Television Production concentration teaches students the technical skills needed to gain entry-level positions in the field of Television production.</li> <li>• You will become comfortable with the operation of a small production studio.</li> <li>• You will recognize how the theory and techniques learned can be applied to succeed in larger professional studios.</li> </ul>	
UNIT	CONTENT	HOURS
<b>UNIT-I</b>	<b>Introduction TV</b> 1.1 Introduction to Television 1.2 Characteristics of Television broadcasting 1.3 Organizational structure of TV news channel 1.4 Modern TV newsroom: Input/output and Assignment Desks 1.5 Television Format (Fictional & Non Fictional)	15
<b>UNIT-II</b>	<b>Television Production</b> 2.1 Television System (NTSC, PAL SECAM, HDTV) 2.2 Television Production : Meaning and scope 2.3 Video Production Process I: Pre Production 2.4 Video Production Process II: Production 2.5 Video Production Process III: Post Production	15
<b>UNIT-III</b>	<b>Production Studio</b> 3.1 Structure and Working of Production Studio 3.2 Multi Camera Setup 3.3 Video Switcher 3.4 Audio Switcher 3.5 Set Designer	15
<b>UNIT-IV</b>	<b>Camera and Lighting</b> 4.1 Introduction to Camera 4.2 Components of Video Camera 4.3 Types of a Video Camera 4.4 Camera Movements and Camera angle 4.5 Techniques of Lighting	15

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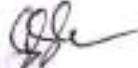



<b>UNIT-V</b>	<b>Program Production Essentials</b> 5.1 Scripting 5.2 Video Editing 5.3 Duties and Function of TV Reporter 5.4 News based program 5.5 Talk, Discussion, Interview etc.	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students will Understand Television and nature of importance of Television in daily life.	
<b>CO2</b>	Characterize and analyze Television Production.	
<b>CO3</b>	They will learn the working of Production studio and its uses in various productions.	
<b>CO4</b>	They will learn the Types of Camera and lights and its uses in various practical productions.	
<b>CO5</b>	They will also have capacity to produce TV program in the various field of production work.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Television Programme Production (ASHOK JAILKHANI) Jun 1, 2015</li> <li>• Television Production (Jim Owens) 17th Edition</li> </ul>	
<b>Reference Book:</b>	<ul style="list-style-type: none"> <li>• Television Productions (Stephen J. Cannell) May 13, 2009</li> <li>• Television Production Handbook (Herbert Zettl) January 1, 2014</li> </ul>	

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<b>CODE</b>	<b>Corporate Communication</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23APR004</b>		<b>3-0-2-4</b>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To develop understanding of the need of Corporate P.R. and the role of Corporate Communication</li> <li>Imparting knowledge and skills of Corporate Communication tools and their dimensions and their field application</li> <li>To provide students with the skill-set required to be able to construct communications planning tools and understand their relevance</li> <li>To broaden an understanding of the business world by exposing them to selected case studies, through both readings and presentations by reputed senior public relations practitioners.</li> <li>To form a basic comprehension of corporate communications, how its operates, where it originated, how it has evolved and where it is applicable today</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Understanding Organisational Communication</b> 1.1 Defining structure of an organisation 1.2 Various kinds of organisations 1.3 Management hierarchy 1.4 Various kinds of communication in an organisation 1.5 Interface of corporate communication department with various management disciplines	15
<b>II</b>	<b>Understanding Corporate Communication</b> 2.1 Corporate Communication: Definition, Role, Scope, Function, Difference between PR and Corporate Communication 2.2 Role of Corporate Communicator and Skills required 2.3 Difference and similarities between PR and CC 2.4 Ethics and laws in corporate communication	15
<b>III</b>	<b>Corporate Identity and Image</b> 3.1 Vision and Mission of organization, importance and maintenance 3.2 Identity & Image used by Business entities and Industry 3.3 Integrating corporate identity into communication process 3.4 Image & Reputation: Imperatives, image repair theory: spin doctoring, lobbying 3.5 Case studies in corporate identity	15
<b>IV</b>	<b>Internal Communications</b> 4.1 Employee Relations: Concept and definition; developing and Maintaining 4.2 Employee Communications: strategies and implementation	15

  
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	<p>4.3 Managing Conflicts: Understanding and resolving, Contingency management</p> <p>4.4 Corporate Communication tools for Internal Communication: roles and uses</p> <p>4.5 House Journals (print/e- version), Annual Reports, Communication through Mobile app. and other tools: design &amp; benefits</p>	
V	<p><b>External Communication</b></p> <p>5.1 Corporate Literature: importance and types</p> <p>5.2 Various Publications of Organizations: Brochures, Magazines, Corporate literature, Coffee table book</p> <p>5.3 Corporate Films &amp; Videos: formats, dos and don'ts</p> <p>5.4 Using Mass Media for Image Building and reputation management</p> <p>5.5 Corporate Advertising, Social Advertisements &amp; Advertorials/ infomercials</p>	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	Identify various communications roles within an organization	
CO2	Develop key messages according to a specific context and set of objectives	
CO3	Understand and use effectively certain communications and public relations processes	
CO4	Construct a realistic communications plan	
CO5	Appreciate how communications affects an organization	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Dhar, Neemo (2014). Public Relations and Corporate Communication. Bhopal, India: Makhn Lal Chaturvedi National University of Journalism &amp; Communication.</li> <li>Center, Allen H. Jackson, Patrick. Smith, Stacey. Stansberry, Frank R (2008). Public Relations Practices. Delhi, India : PHI Learning Pvt.Ltd.</li> <li>Lesly, Philip.(2002). Handbook of Public Relations and Communication. Delhi, India: Jaico Publishing House.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Banik, G.C.(2006). PR &amp; Media Relations. Mumbai, India: Jaico Publishing House.</li> <li>Butterick, Keith.(2012). Introducing Public Relations .New Delhi, India: Sage Publications India Pvt Ltd.</li> <li>Reddi, C V Narasimha.(2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd.</li> </ul>	

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CODE	Basics of Reporting	Total Lecture:45 Practical : 30
JM23PM004		3-0-2-4
Course Objectives	<ul style="list-style-type: none"> <li>To understand the basics of reporting.</li> <li>To familiarize the students with different types of reporting.</li> <li>To create understanding of specialized reporting.</li> <li>To develop the general understanding of art culture and sports reporting.</li> <li>To inculcate the knowledge of crime reporting.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	1.1 Concept, definitions and elements of Reporting 1.2 Sources of News, News gathering, Verification and Validation 1.3 Reporting hierarchy in News Organizations General Interests 1.4 Cultivation of sources 1.5 Ethics and laws related to reporting	15
II	2.1 Reporting Techniques and Skills 2.2 Types of Reporting, Beat Reporting 2.3 Press conferences, Press briefing and Meet the Press 2.4 Human interest stories 2.5 Hard stories	15
III	3.1 Understanding of Political Trends and Political Parties 3.2 Conducting Political Interview 3.3 Legislative Reporting (Parliament, Assembly and Local Bodies) 3.4 Rural Reporting 3.5 Reporting of Autonomous bodies	15
IV	4.1 How to Report Cultural Events (Drama, Music, Dance etc.) 4.2 Difference between cultural Reporting and Review Articles 4.3 Film Coverage 4.4 General Introduction of Sports Journalism 4.5 How to Report Cricket, Football, Hockey, Athletics and Tennis Events.	15
V	5.1 Basics of Investigative Reporting 5.2 How to cover a Crime Incident? 5.3 Analytical Coverage of Crime 5.4 Complete Understanding of Rural – Urban Crime Pattern 5.5 Court Reporting	15
<b>Course Outcome as per Bloom's Taxonomy</b>		
CO1	Students would be able to <b>understand</b> the basics of reporting.	
CO2	Students would be able to <b>familiarize</b> themselves with different types of reporting.	

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<b>CO3</b>	Students would be able to <b>create understanding</b> of specialized reporting.
<b>CO4</b>	Students would be able to <b>develop</b> the general understanding of art culture and sports reporting.
<b>CO5</b>	Students would be able to <b>know</b> about crime reporting.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Kamath. M.V.(2018). Professional Journalism.Vikas Publishing. New Delhi.</li> <li>• Ahuja. Charanjit.(2016). Print Journalism ; A Complete Book Of Journalism. Lightning Source</li> <li>• Dr. Saxena. Ambrish.(2007). Fundamentals of Reporting and Editing. Arjun Publishing House</li> <li>• Fedler. Fred, Bender. Johan R.(2004). Reporting For Media.Oxford University Press, USA</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Barnas. Frenk.(2010). Broadcast News Writing, Reporting and Producing. Focal Press. 5th edition</li> <li>• Aggarwal.Virbala.(2012). Handbook of Journalism and Mass Communication.Concept Publishing Company Pvt. Ltd.</li> <li>• Scanlan. Chip.(2013). News Writing and Reporting: The Complete Guide for Today's Journalist.Oxford Univ Pr on Demand. 2nd edition.Pages:512</li> <li>• Rich . Carole.(2015). Writing and Reporting News: A Coaching Method . Cengage Learning.8th Edition.Pages:496</li> <li>• Newman. Barry.(2015). News to Me: Finding and Writing Colorful Feature Stories. Cuny Journalism Press. 1st edition.Pages:242</li> </ul>

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CODE	Drama Aesthetics	Total Lecture:40 Practical:60
PA23FM004		2-0-4-4
Course Objectives	<ul style="list-style-type: none"> <li>To make the students understand the concept of theatre aesthetics.</li> <li>To enable students learn and implement the knowledge of theatrical design and visual aesthetics.</li> <li>To help students acquire the elementary knowledge of performance aesthetics and theatrical knowledge.</li> <li>To acquaint the students with the knowledge of aesthetic movements and skills to implement them.</li> <li>To make the students explore and practice the aesthetics of theatre.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	<b>Introduction to Theatre Aesthetics</b> 1.1 Definition and Scope of Theatre Aesthetics 1.2 The Role of Aesthetics in Theatre. 1.3 Key Elements of Visual Design: Set, Costume, and Lighting. 1.4 Performance Styles. 1.5 Different Genres: Action, Adventure, Comedy, Crime, Drama, Fantasy, Historical, Romantic, Suspense, etc.	15
II	<b>Theatrical Design and Visual Aesthetics</b> 2.1 Introduction to Theatrical Design 2.2 Set Design: Space, Texture, and Proportion 2.3 Costume Design: Character, Period, and Symbolism 2.4 Lighting Design: Mood, Atmosphere, and Focus 2.5 Sound : Need & Importance- Emotion, Action, Mood	15
III	<b>Performance Aesthetics and Acting Styles</b> 3.1 Approaches to Character Development. 3.2 Realism and Non-Realism in Acting. 3.3 Physical Theatre and Movement-based Performance 3.4 The Actor's Relationship with Space, Time. 3.5 The Actor's Relationship with Audience	15
IV	<b>Aesthetic Movements in Theatre History</b> 4.1 Classical Theatre and Aesthetic Principles 4.2 Renaissance and the Rebirth of Theatre Aesthetics 4.3 Romanticism and Theatrical Emotion 4.4 Modernism 4.5 Experimentation in Theatre	15
V	<b>Theatre Aesthetics in Practice</b> 5.1 Case Studies: Analysis of Theatrical Productions 5.2 Directing and the Aesthetic Vision 5.3 Collaboration among Artists and Technicians 5.4 Acting Styles	15


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5.5 Theatre space and their influence on Aesthetics	
<b>Course Outcomes as per Bloom's Taxonomy</b>	
CO1	Students will be able to understand the concept of theatre aesthetics.
CO2	Students will be able to implement the knowledge of theatrical design and visual aesthetics.
CO3	Students will have the elementary knowledge of performance aesthetics and theatrical knowledge.
CO4	To acquaint the students with the knowledge of aesthetic movements and skills to implement them.
CO5	To students will be able to explore and practice the aesthetics of theatre.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Goebbels, Heiner. (2015). Aesthetics of Absence: Texts on Theatre. Routledge. ISBN :978-0415831031</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Paulose. K.G. (2013). Vyangyavyakhya: The Aesthetics of Dhvani in Theatre. D.K. Print world Pvt. Ltd. ISBN: 9788124606995</li> </ul>

  
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**Proposed Syllabus  
for**

**Bachelors of Arts in Journalism and Mass Communication  
(BAJMC) (SEMESTER-V)  
Certificate/Diploma/Degree/Honors Degree/ Research  
Degree**

wef 2023-24 (According to NEP 2020)



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<b>CODE</b>	<b>Writing for Digital Media</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23DM005</b>	<b>3-0-2-4</b>	
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To impart the knowledge of the definitions and basic concept of writing for Digital Journalism.</li> <li>To understand the need and importance of digital journalism.</li> <li>To learn the use of content writing for different digital platforms.</li> <li>To make student skilled for digital content writing.</li> <li>To make student aware about the changes and impact of technology.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	1.1 Digital Journalism and Visualization 1.2 Journalism Basics: reporting, editing and presentations 1.3 Digital content collection 1.4 News writing and reporting 1.5 Writing for the web	15
<b>II</b>	2.1 Writing for social media 2.2 Content creation for FB 2.3 Instagrampost, Twitter, linked in post 2.4 Blogs, Travelogues, Podcast, Story 2.5 Digital content marketing and advertising	15
<b>III</b>	3.1 Digital content management and securities 3.2 Cyber laws and ethics 3.3 Digital media analytics 3.4 Digital media audience behavior 3.5 Issue based writing	15
<b>IV</b>	4.1 Computer application for digital writing 4.2 Writing for news portals 4.3 One liner, slogans, riddles 4.4 Writing for You tube 4.5 Writing for pages (advertising, personal pages, social media groups)	15
<b>V</b>	5.1 Structure and job roles in content creation 5.2 Digital content creation (Studies of different content for digital platforms) 5.3 Digital language and use of synonyms	15


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	5.4 Digital audience analysis 5.5 Case Studies	
<b>Course Outcome as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students would learn the definitions and basic concepts of digital writing.	
<b>CO2</b>	Students would understand the importance of digital content creation.	
<b>CO3</b>	Students would gain knowledge about the digital formats.	
<b>CO4</b>	Student would learn data collection on digital media.	
<b>CO5</b>	Students would learn to prepare digital content.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Dr. Kiran Thakur, Dr. Makarand Pandit, Dr.Yogesh Joshi, Fundamentals of Digital Journalism,</li> <li>• Paul.D.S, (2016) Advanced Writing Skills, Goodwill Publishing House, ISBN-10</li> <li>• Paul.D.S, (2016) Advanced Writing Skills, Goodwill Publishing House, ISBN-10</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• J.A.Anderson, (1987) Communication Research : Issues and Methods, McGraw Hill, NYC</li> <li>• Uwe Flick, (2006) An Introduction to Qualitative Research Sage Publication</li> </ul>	

  
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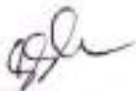

CODE	Audio Production Techniques	Total Lecture:45 Practical:30
JM23EM005		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To make the students understand the basic concepts of sound</li> <li>To make the students understand and use the nature of sound in productions</li> <li>To make the students learn and use the knowledge of analogue and digital equipment for audio production</li> <li>To make the students learn the concept of audio acoustics and utilize it wisely.</li> <li>To make the students learn the process of audio production.</li> </ul>	
<b>Pre-requisites:</b>	N/A	
UNIT	CONTENT	HOURS
I	<b>Basics of Sound</b> 1.1 Nature of acoustical waves 1.2 Concepts of amplitude and frequency - wavelength and harmonics 1.3 Psycho-acoustics: Nature of hearing and perception of sound 1.4 Concepts of pitch, loudness and timbre 1.5 Precedence effect	15
II	<b>Nature of Sound</b> 2.1 Localization in rooms 2.2 Equal loudness contours 2.3 Principles of Stereophony 2.4 Role of Sound in Film 2.5 Sync Sound	15
III	<b>Analog &amp; Digital Equipment</b> 3.1 Basic analog connectors 3.2 Cabling, Patch – Bay, Interconnectivity between various recording studio equipment 3.3 Various Digital interconnects and their sockets on the digital equipment 3.4 Microphones Types: Dynamic, Condenser, Ribbon, Polar Pattern, Sensitivity 3.5 Microphone designs for special applications	15
IV	<b>Acoustics &amp; Sound Equipment's</b> 4.1 The behaviour of sound in outdoors and in closed spaces 4.2 Absorption, reflection, diffraction, refraction, reverberation 4.3 Mixing Console 4.4 Amplifier 4.5 Monitors and Connectors	15
V	<b>The Audio Production Process</b> 5.1 Recording Types : Music, Voice Over, Live Recording, Foley Sound Creation, Background Score 5.2 Stages of audio Production : Pre-production, Tracking, Dubbing, Editing, Mixing and Mastering 5.3 Equalizers – types and their application, Compressors & Limiters -	15

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	theory and application & Effects processors - Reverberation and Delay devices and their plug in counterparts 5.4 Basic Interface of Sound Forge 5.5 Introduction to Nuendo / Vegas	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	The students have the understanding of the basic concepts of sound.	
<b>CO2</b>	Students will be able to understand and use the nature of sound in productions.	
<b>CO3</b>	Students will be able to use the knowledge of analogue and digital equipments for audio production.	
<b>CO4</b>	Students will learn the concept of audio acoustics and utilize it wisely.	
<b>CO5</b>	Students will be able to execute the process of audio production.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Tim Dittmar, Audio Engineering 101: A Beginner's Guide to Music Production, Focal Press; 1st edition (13 January 2012)</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Huber. David Miles, Runstein. Robert.(2017).Modern recording Techniques.Routledge</li> </ul>	

  
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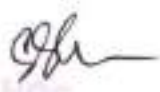


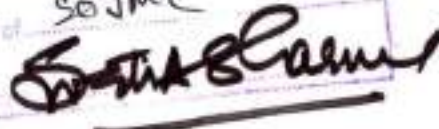
CODE	Media Management	Total Lecture:45 Practical:30
JM23APR005		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To provide students with an insight into the management practices and policies of media organizations</li> <li>To instill an understanding of ownership patterns in media organizations</li> <li>To make them aware of effective management strategies for print and electronic media</li> <li>To enable students to manage overall functioning and coordination activity in a media organization</li> <li>To discuss New Media ventures and enhance managerial skills of students to successfully handle the complexities of media management</li> </ul>	
<b>Pre-requisites:</b>	NIL	
UNIT	CONTENT	HOURS
<b>I</b>	<b>Introduction of Media Management</b> 1.1 Principles of Management and their Significance, Functions of Management, Planning and Coordination 1.2 Ownership Patterns of Mass Media in India; Private Ltd. & Public Ltd. 1.3 Media as a Business and Social Institution; Media Economics 1.4 Behavior in Media Organization, Competition and Media 1.5 Development Global Media Scenario; Issues of Monopolies, Conglomerates, Vertical and Horizontal Integration	15
<b>II</b>	<b>Management in different Media-I</b> 2.1 Introduction to Print Media; Concept, Hierarchy and Functions 2.2 Changing Role of Editorial Staff and other Media Persons, Editorial Response System and Reporting 2.3 Print Media and Political System 2.4 Managing Advertising Circulation and Marketing of Newspaper 2.5 Factors affecting Newspaper Circulation, Managing News Agencies	15
<b>III</b>	<b>Management in different Media-II</b> 3.1 Introduction to Radio, Doordarshan, Satellite and Cable Television in India and private broadcasting system in India. 3.2 Cinema Industry; Its Work Culture and Functions of various departments. 3.3 Recruitment and Service conditions, Planning and execution of program 3.4 Administration and Program Management in Media; Scheduling and Quality Control 3.5 Revenue Model of Electronic Media Industry	15
<b>IV</b>	<b>Media on Internet</b> 4.1 Introduction to New Media Platforms; Facebook, Twitter and	15

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	<p>Instagram</p> <p>4.2 Managing Social Media Accounts and Brand Building through Social Media Promotional Activities</p> <p>4.3 Digital Rights Management, Content Regulation</p> <p>4.4 Planning and Control Problems in New Media</p> <p>4.5 Social Media Marketing Strategies</p>	
V	<p><b>Media Planning &amp; Buying</b></p> <p>5.1 Introduction to Media Planning; Concept, Nature, Functioning and Scope</p> <p>5.2 Management Media Planning and execution; Role of Studio Manager</p> <p>5.3 Media Mix, Media Buying and Brand Placement</p> <p>5.4 Revenue Model, Audience Rating Analysis</p> <p>5.5 Different Account Handling and Campaign Management</p>	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	The students will be able to summarize and analyze essential concepts and principles of media management	
CO2	They can analyze business and economics of national and international media markets with reference to key parameters	
CO3	They can develop strategic plans for management and smooth functioning of media organizations	
CO4	They can analyze, evaluate media ecosystem and critically challenge the possibilities and limitations of concepts from the field of media management	
CO5	The students will be able to analyze an impact of ownership on content and presentation by media	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• B.K. Chaturvedi. <i>Media Management</i>. Global Vision Publishing House, Delhi, 2014.</li> <li>• Stephen Lacy. <i>Media Management- A Casebook Approach</i>. Routledge, London, 1993</li> <li>• Agarwal, Vir Bala and V. S. Gupta. <i>Handbook of Journalism and Mass Communication</i>. Concept Pub. Co. New Delhi.2001</li> <li>• De Jonge, Fay A.C, Hakemulder and others. <i>Radio and Television Journalism</i>. Delhi. Anmol</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Hyde, Stuart W. <i>Television and radio Announcing</i>.New Delhi. Kanishka Publications. New Delhi. 1994</li> <li>• Parthasarathy, Rangaswami. <i>Here is the News! Reporting for the Media</i>. Sterling Publications. 1998.</li> <li>• Srampickal, Jacob. <i>Communication and Media in India Today</i>. Media House. New Delhi. 1998.</li> <li>• White, Ted, <i>Broadcast News Writing, Reporting, and Producing</i>. 2nd ed., Boston., Focal Press, 1996</li> </ul>	

  
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CODE	Art Of Photography	Total Lecture:45 Practical:30
JM23PM005		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• Aim to provide students with skills and different approaches to give knowledge about Origin of Photography, early cameras and its technologies and give an idea about art in photography.</li> <li>• To make understand the Evolution of Camera- From film to digital era which helps the students explore the history and different genres of photography?</li> <li>• To make understand the current trends in technology and style of Photography.</li> <li>• The professional training will enhance the creative ability and enrich the employability.</li> <li>• The academic training in art of photography will provide the opportunities to work in Film / TV studios, Advertising agencies, production houses, government departments, academic institutions etc</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Art of Photography</b> 1.1 Meaning and Definition of Photography. 1.2 History of Photography. 1.3 Evolution of Camera. 1.4 Basic principle in the film and Digital photography. 1.5 Photography as art.	15
<b>II</b>	<b>Types of Cameras</b> 2.1 Camera Obscura 2.2 35mm compact, 35mm SLR. 2.3 DSLR, T20 Film type TLR and SLR instant Cameras. 2.4 Mirror less Compact & Mirror less SLR. 2.5 Large format cameras and digital cameras and accessories.	15
<b>III</b>	<b>Controls on a Camera</b> 3.1 The Shutter Button, Top LCD, Rear LCD. 3.2 The Mode Dial- Aperture, shutter speed, and ISO. 3.3 The Pop-Up Flash Release, Lens Release. 3.4 Depth of Field Preview, Lenses-Telephoto, Standard, Wide-angle & Close-up, Focus, Depth of Field. 3.5 Live View, Video Record, OVF, EVF and Composition.	15
<b>IV</b>	<b>Lights &amp; Accessories</b> 4.1 Lights and its properties. 4.2 Different types of lights, other tools used in lighting. 4.3 Diffuser, reflectors, cutter and Gels. 4.4 Basic lighting techniques accessories used in the lightning. 4.5 Subject – Light as subject – Shadow as subject – Light sources – Natural	15

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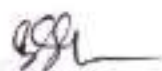


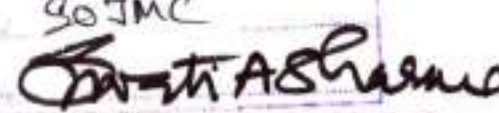
	Light and Artificial Light – Principles of Visualization – Composition.	
V	<b>Digital Photo Editing</b> (Photo-shop Re-touching) 5.1 Define a computer – Types of computers – Difference between normal Computer and High-ended computer - Types of Operating systems. - To transfer digital images from camera to computer. 5.2 Understanding different file formats - RAW, TIFF, JPEG, Printing Resolution. 5.3 Change Background - Apply many digital effects. 5.4 Photo retouching and restoration of an old photo. 5.5 Color correction – Make necessary corrections in a photograph and RAW processing etc.	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
After successful completion of course students will able to:		
<b>CO1</b>	Students would be able to <b>understand</b> the Introduction to Photography.	
<b>CO2</b>	Students would be able to <b>inculcate</b> the knowledge of types of Cameras.	
<b>CO3</b>	Students would be able to <b>develop</b> the knowledge of skills of control on camera and their uses.	
<b>CO4</b>	Students would be able to <b>enhance</b> understanding of the technical aspects of lights and accessories and its uses.	
<b>CO5</b>	Students would be able to <b>do</b> digital photo editing.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Anatomy of a picture by G.THOMAS</li> <li>• Creative Photography Aesthetic trends by Helmut Gernshiem</li> <li>• Ansel Adams Guide to Basic techniques of Photography.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Theory and Practice of color (life series) by France Gerritson.</li> <li>• Book of color Photography by Adrain Bailey and Holloway.</li> <li>• Color films by Jeorge Wakefield.</li> <li>• Color Printing in Practice by Jack Tailor.</li> </ul>	

  
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CODE	2D Animation	Total Lecture:40 Practical:60
PA23FM005		2-0-4-4
Course Objectives:	<ul style="list-style-type: none"> <li>To acquaint the students with the fundamentals and concepts of 2D</li> <li>To make the students learn the essentials of story boarding</li> <li>To make the students learn the principles of animation through Animate CC</li> <li>To make the students learn and explore the interface of Adobe Animate CC</li> <li>To make the students learn and explore different tools of Adobe Animate CC</li> </ul>	
Pre-requisites:	N/A	
UNIT	CONTENT	HOURS
I	<b>Fundamental &amp; Concepts of 2D</b> 1.1 Introduction to Drawing and Design 1.2 Perspective Study and Background Design 1.3 Posing and Character Design 1.4 Bouncing Ball 1.5 Cube rotation & Eye Blink	20
II	<b>Storyboard Pro</b> 2.1 Fundamental of Storyboarding & Camera angles 2.2 Creating a storyboard with paper and pencil 2.3 Introduction to Storyboard Pro- Creating a complete panel 2.4 Drawing panels and setting camera in Storyboard Pro Coloring the panels and adjusting the timing with Storyboard Pro 2.5 Creating Animatics with Storyboard Pro	20
III	<b>Principle of Animation through Animate CC</b> 3.1 Principal of Animation : Timing, Arcs, Ease In & Out 3.2 Principal of Animation : Anticipation, Squash and Stretch & Exaggeration 3.3 Principal of Animation: Straight ahead and pose to pose animation, Follow through and over lapping action 3.4 Principal of Animation: Secondary action, Appeal 3.5 Principal of Animation: Staging, Personality	20
IV	<b>Animate CC – I</b> 4.1 Introduction to Adobe Animate CC and its user interface 4.2 Rectangle tool, Pen tool, Elipse tool, Line tool, Brush tool, Paint bucket tool, Lasso tool for free-form selection, Polygon tool, Magic wand tool 4.3 Distribute to key frames, Swap symbol, Duplicate symbol, convert to symbol 4.4 Create stronger poses 1 & 2 4.5 Ink bottle tool, Eyedropper tool, Eraser tool, Hand tool, Rotation tool, Zoom tool Art brush tool, Stroke & fill tool	20
V	<b>Animate CC – II</b>	

  
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	5.1 Sub-selection tool, Transformation tool, Layers 5.2 Adding Secondary Animation 1 5.3 Adding Secondary Animation 2 5.4 Human Walk Cycle - Generic 5.5 Human Walk Cycle with Attitude- Fat Character	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students will have the understanding of fundamentals and concepts of 2D	
<b>CO2</b>	Students will learn the essentials of story boarding	
<b>CO3</b>	Students will learn the principles of animation through Animate CC	
<b>CO4</b>	Students will learn and explore the interface of Adobe Animate CC	
<b>CO5</b>	Students will learn and explore different tools of Adobe Animate CC	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Williams. Richard.(2012). The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators Paperback. Farrar, Straus and Giroux..ISBN 10 : 086547897X</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Derochie. Chris.(2018). How to Animate Advancing Your Animation Beyond The Basics: A Guide To Becoming A Top Animator. Cobblestone Media.ISBN: 9780993758454. 170pages</li> <li>Blair.Preston.(2019). Cartooning: Animation 1 with Preston Blair: Learn to animate step by step. Walter Foster Publishing.ISBN: 9781633227736.40pages</li> </ul>	

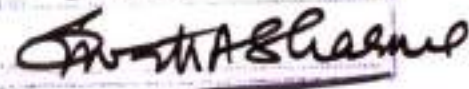
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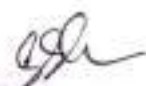


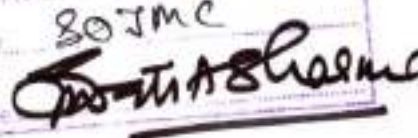
<b>CODE</b>	<b>Graphics and Animation - 2D</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23DM006</b>		<b>3-0-2-4</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To familiarize the students with various approaches, methods and techniques of Animation Technology.</li> <li>To develop competencies and skills needed for becoming an effective Animator.</li> <li>Mastering traditional &amp; digital tools to produce stills and moving images.</li> <li>Exploring different approaches in computer animation.</li> <li>To enable students to manage Animation Projects from its Conceptual Stage to the final Product creation</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Introduction to 2D Animation</b> 1.1 Introduction to 2D Animation. 1.2 Drawing concept 1.3 Color theory & basics 1.4 Incorporating sound into 2D animation	15
<b>II</b>	<b>Layout &amp; Designing</b> 2.1 Basic of sketching, still life and assignment of basic drawing, Composition of basic elements 2.2 Work in different media, such as drawing, collage, and painting 2.3 Explore the relationship between elements and principal 2.4 Pixel and resolution: Vector and Bitmap Graphics	15
<b>III</b>	<b>Graphics and advertising</b> 3.1 Creating Digital Layout 3.2 Professional image editing 3.3 Advertising and relevant case , Graphics and illustration 3.4 Vector Composition , 2D animation	15
<b>IV</b>	<b>Broadcast Design</b> 4.1 Working with visual images 4.2 Story Boarding 4.3 Titles and Credit Making 4.4 Stop motion animation	15
<b>V</b>	<b>Production / Post-Production</b> 5.1 Paint & animate (scanning, tracing, ink & Paint) 5.2 Understanding Background composition 5.3 Basic Understanding of 2D animation and technique 5.4 Animation for Portfolio Making	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
After successful completion of course students will able to:		

  
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CO1	Students would be able to <b>understand</b> the basics of Animation.
CO2	Students would be able to <b>inculcate</b> the knowledge of Animation elements.
CO3	Students will <b>learn</b> and <b>explore</b> how Animation works.
CO4	Students will be able to <b>use</b> different formats of 2D Animation in professional way.
CO5	Students will learn and <b>explore</b> the concept of 2D Animation in today's era.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Williams. Richard.(2012). The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators Paperback. Farrar, Straus and Giroux..ISBN 10 : 086547897X</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Derochie. Chris.(2018). How to Animate Advancing Your Animation Beyond The Basics: A Guide To Becoming A Top Animator. Cobblestone Media.ISBN: 9780993758454. 170pages</li> <li>Blair.Preston.(2019). Cartooning: Animation 1 with Preston Blair: Learn to animate step by step. Walter Foster Publishing.ISBN: 9781633227736.40pages</li> </ul>

  
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CODE	Video Editing and Compositing	TOTAL Lecture:45 Practical:30
JM23EM006		3-0-2-4
Course Objectives	<ul style="list-style-type: none"> <li>• Comprehend Basic video editing terminology and concepts.</li> <li>• To understand the various techniques and Approaches of Audio Editing.</li> <li>• To understand various types of Editing.</li> <li>• To understand the tools and technique of Editing software - Adobe Premiere Pro</li> <li>• To understand the tools and technique of Editing software - Final Cut Pro , After Effect</li> </ul>	
UNIT	CONTENT	HOURS
UNIT-I	<b>Editing Basics</b> 1.1 Introduction To Editing- Editing Basics 1.2 Introduction to Video Editing software 1.3 Types Of Editing - Linear And Non-Linear Editing, 1.4 Timeline Editing Techniques 1.5 Syncing Audio & Video	15
UNIT-II	<b>Introduction to Sound and Editing</b> 2.1 Introduction to Sound 2.2 Sound Balancing And Quality, Sound Effects And Music 2.3 Use Of Software's For Sound Recording – Sound Forge And Nuendo / Vegas/ Audacity 2.4 Sound Editing And Mixing 2.5 Multi-Track Recording & Editing	15
UNIT-III	<b>Types of Editing</b> 3.1 Online and Offline editing process 3.2 L cut, J cut, Match cut, Jump cut 3.3 Video file Format, AVI, MP4, MOV, WMV, FLV , 3GP 3.4 Audio file Format, MP3, WAV, OGG, AAC 3.5 Importance of Cut-in and Cut-away shot	15

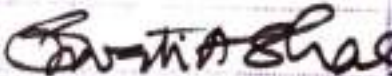
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UNIT-IV	<b>NLE Software:Adobe PremiereFeatures And Application</b> 4.1 Introduction to Adobe Premiere 4.2 Adobe Premiere - Creating project, Customizing workspace 4.3 Tools – Selection, Track Select tool, Ripple Edit tool, Rolling Edit tool Rate Stretch tool Razor tool Slip tool Slide tool Pen tool Hand tool Zoom tool 4.4 Digitize And Organize Source Footage, Edit sync and non-sync material, Editing dialog & working with audio, Timeline Editing, Adding Video Effects & Transitions. 4.5 Export Setting – Export pre – sets, Custom pre set, Frame rate, frame size, Pixel aspect ratio, Bit rate and audio format, work area selection and entire timeline.	15
UNIT-V	<b>NLE Software:Features And Application</b> 5.1 Introduction to Software , FCP, AE 5.2 Final Cut Pro (FCP) - Creating Project, Customizing Workspace, Import Setting, Interface (Digitize And Organize Source Footage, Edit Sync And Non-Sync Material, Editing Dialog & Working With Audio, Timeline Editing, Adding Video Effects & Transitions) 5.3 Adobe After Effects - Creating Project, Customizing Workspace, Import Setting, Interface (Digitize And Organize Source Footage, 5.4 Edit Sync And Non-Sync Material, Editing Dialog & Working With Audio, Timeline Editing, Adding Video Effects & Transitions) Tools 5.5 Rendering & Export Setting	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	Familiarity with the basic concept of Audio and Video editing.	
CO2	Understanding of various techniques and Approaches of Audio Editing.	
CO3	They will learn the Types of Video editing and its uses in various practical productions.	
CO4	Students would we able to understand and use the software Adobe Premiere.	
CO5	Students would we able to understand and use the software Adobe After effects and Final cut pro.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Browne, Steven E.(2002). Video Editing- A Post Production Primer. Focal Pres</li> <li>• Mitch S. Ra (2013) Basics of Audio - Visual Editing</li> <li>• Bowen, Christopher J.(2009) Grammar of the edit. Focal Press.</li> </ul>	
<b>Reference Book:</b>	<ul style="list-style-type: none"> <li>• Digital Compositing for Film and Video: Production Workflows and Techniques (Steve Wright) 28 November 2017</li> <li>• Belavadi, Vasuki.(2013)Video Production, India: Oxford university Press. Millerson, Gerald. (2009)</li> </ul>	

  
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CODE	Development Communication	Total Lecture:45 Practical : 30
JM23APR006		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To impart basic concepts meaning and models of Development.</li> <li>To make students aware about problems and issues of the Development.</li> <li>To inculcate knowledge of Development Communication and relations with media and society.</li> <li>To know the functioning of media in development coverage.</li> <li>To understanding the rural India and its problem.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
UNIT	CONTENT	HOURS
<b>I</b>	1.1 Development Communication: concept, evolution, historical perspective debates 1.2 Models of development: Capitalist model, neo-liberal model, Socialist model 1.3 Alternative models of development 1.4 Development and marginal communication 1.5 Areas of development	15
<b>II</b>	2.1 Use of media in development communication 2.2 Mass media and modernization. 2.3 Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilber Schramm. 2.4 Media and national development 2.5 Experiences from developing countries with special emphasis on India	15
<b>III</b>	3.1 Development coverage in India: Print, Electronics, and New Media 3.2 Role of Government 3.3 Other agencies in development communication 3.4 Agencies in development communication	15
<b>IV</b>	4.1 Developing countries: Goals, Characteristics 4.2 Concept of Participatory Development Communication 4.3 Indicators of Developments 4.4 MDG's and SDG's 4.5 Hurdles and prospects in development communication	15
<b>V</b>	5.1 Rural Communication, concepts and meaning 5.2 Media and rural communication 5.3 Women, Child, Health & Family Structure and Problems in India. 5.4 Writing for development communication. 5.5 Use of Traditional media and new media in development	15

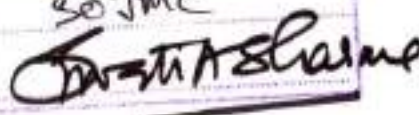
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	communication	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students would <b>learn</b> the concepts meaning and models of the development.	
<b>CO2</b>	Students would be able to <b>understand</b> the problems and hurdles in development communication.	
<b>CO3</b>	Learner would <b>understand</b> the working of government and administration in development.	
<b>CO4</b>	Students would <b>know</b> different programs and policies of the development.	
<b>CO5</b>	Learner would <b>know</b> the rural India and its problems he/she also will understands the communication gap.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Uma Narula, Development Communication: Theory and Practice, Revised Edition -2007, Har Anand Publication.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Keval. J. Kumal, Mass Communication In India, Fourth Edition, Jico Publication</li> </ul>	

  
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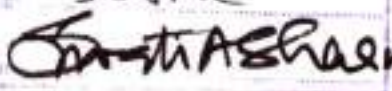
CODE	Photo Journalism	Total Lecture:45 Practical : 30
JM23PM006		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• This course aims to train the students in the technique and art of photojournalism as required by media houses.</li> <li>• Understanding critically the basic concepts of photography and photojournalism</li> <li>• Mapping historical significance and future of photojournalism</li> <li>• Analyzing major issues in the field of photojournalism</li> <li>• Getting insights about impact of latest technology on photojournalism</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Introduction to Photojournalism</b> 1.1 Introduction to Photojournalism and famous photojournalists of India 1.2 History of photojournalism, Elements of Visual news story telling. 1.3 Organization of a newspaper. Structure of newsroom. 1.4 Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing. 1.5 Coordination among photojournalists, editorial and page design colleagues, opportunities for young photojournalists outside newspaper journalism.	15
<b>II</b>	<b>Basic Concepts of Photography and photojournalism</b> 2.1 Photography, its emergence and growth 2.2 What are camera and mobile phone camera, its functions, and introduction to different types of camera? 2.3 Mechanics of photography: apertures, shutter speeds, focus, and focal lengths. 2.4 Introduction to different types of lenses. 2.5 Lighting, composition.	15
<b>III</b>	<b>Need for Editing</b> 3.1 Need for Editing, Ways to Edit. 3.2 Reading the mistakes in photos (noise in photographs, over exposure etc.) 3.3 Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists. 3.4 Management of photographs and Digital archives. 3.5 Selection of subject – different types of photographs – action – Photo editing, cropping, composition, colors, caption writing, placement of photographs, photo features.	15
<b>IV</b>	<b>Fields of Photojournalism</b> 4.1 Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and	15

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	<p>crime.</p> <p>4.2 Photographs for photo features, photo stories and photo essays.</p> <p>4.3 Developing specializations like sports ,art and culture, environment, industry, aerial, candid, fashion, food, forensic, medical, nature, and portrait and still, wildlife, landscape; industrial disasters, War , political and social photography.</p> <p>4.4 Photography for specialized, niche publications.</p> <p>4.5 Developing flair for news photos</p>	
V	<p><b>Project Work</b></p> <p>5.1 A student has to work on this project (on any one of the following themes) under the supervision and guidance of a faculty member allotted by the department.</p> <p>5.2 Students have to submit the project in 8" X 12"size photographic paper. The student has the choice of colour and paper quality to be used for printing the photographs.</p> <p>5.3 Theme 1: Select a wide/broad-based field (for example: wildlife, human interest, disasters, lifestyle, industry etc.) and compile a collection of 15 news photographs you have clicked.</p> <p>5.4 These photographs should reflect the essence of that field. Each photo should have a suitable caption.</p> <p>5.5 For each photograph write a background note of up to 200 to 300 words explaining the preparation/research, legwork, photography technique, and editing techniques used.</p>	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
After successful completion of course:		
CO1	Student will be able to understand Introduction to Photojournalism and famous photojournalists of India.	
CO2	Student will be able to relate ethical guidelines and boundaries able to understand Basic Concepts of Photography and photojournalism.	
CO3	Student will be able recognize, verbalize and employ the qualities know the importance of photo editing.	
CO4	Student will be able to demonstrate the skills would be able to understand photo coverage and photo Journalism.	
CO5	Student will be able to understand and apply the knowledge of know different branches of photography project work and may be self-employed.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- ComputechPublication Limited.</li> <li>Photography Technics and Uses (Photography Taknik and Prayog) by Narendra Singh Yadavand Published by Rajasthan Hindi Granth Academy.</li> <li>Practical Photography Digital Camera School: The Step-by-step Guide to Taking GreatPicture- By Publisher Carlton Books Ltd. (London).</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Photojournalism: The Professional's Approach, 6th edition by Kenneth Kobre (including a DVD)ISBN: 978-0-7506-8593-1 Focal Press</li> <li>Barun Roy,(2007) Beginners Guide To Journalism And Mass Communication, Write Well Publications</li> </ul>	

  
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CODE	Direction	Total Lecture:40 Practical:60
PA23FM006		2-0-4-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To make the students learn and understand the basics concepts of PR production.</li> <li>To acquaint the students with the knowledge of philosophy of films.</li> <li>To make the students learn and understand the visualization process.</li> <li>To make the students aware of the use of lighting, set and costumes in film making.</li> <li>To make the students gain understanding of the art of direction and the responsibilities associated with.</li> </ul>	
<b>Pre-requisites:</b>	N/A	
UNIT	CONTENT	HOURS
I	<b>Basic Concepts</b> 1.1 Idea Generation 1.2 Concept Of Research 1.3 Developing Story : Plotting A Story, Character Building For Story, Scene Visualization Process 1.4 Various Approaches For Story Telling 1.5 Different Genres: Action, Adventure, Comedy, Crime, Drama, Fantasy, Historical, Romantic And Suspense	20
II	<b>Philosophy Of Films</b> 2.1 Philosophy For Film Production 2.2 Aesthetics In Film 2.3 Principle Of Composition. (Aspect Ratio, Critical Area, Head Room Etc.) 2.4 Concept of Time & Space in Cinema, Significance 2.5 Sound : Need & Importance	20
III	<b>Visualization</b> 3.1 Principles And Methods Of Visualization 3.2 Basic Camera Movements 3.3 Shot Sizes and their associated meaning 3.4 Camera Angles and their associated meaning 3.5 Creative Use Of Depth Of Field	20

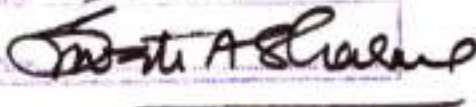
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IV	<b>Lighting , Set and Costumes</b> 4.1 Basic Lighting Approach, Lighting Techniques 4.2 Lighting On Location 4.3 Set Designing Need And Purpose 4.4 Advantages of Using a Set 4.5 Costumes and their impact on Film Communication	20
V	<b>Direction Essentials</b> 5.1 Director as an Author 5.2 Director and the Cinematographer 5.3 Director and the Art Director 5.4 Director as an Editor of the Film 5.5 Director and the actors	20
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	Ability to identify and understand the basics concepts of pr production..	
CO2	Ability to identify and utilize the philosophy of films.	
CO3	Learning and understanding of the visualization process.	
CO4	Awareness of the use of lighting, set and costumes in film making.	
CO5	Understanding of the art of direction and the responsibilities associated with.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Mackendrick. Alexander.(2006).On Film-making: An Introduction to the Craft of the Director. Faber &amp; Faber.ISBN:0571230857. 291 pages</li> <li>• Landau. Camille, White .Tiare.( 2000). What They Don't Teach You at Film School: 161 Strategies For Making Your Own Movies No Matter What. Hachette Books. ISBN: 0786884770. 243 pages</li> <li>• Salamoff .Paul J. (2012). On the Set: The Hidden Rules of Movie Making Etiquette.SCB Distributors. ISBN: 0977291154. 296 pages</li> </ul>	
<b>e-Resources:</b>	<ul style="list-style-type: none"> <li>• <a href="https://www.jukolart.us/film-directing/learning-the-craft-through-film-analysis.html">https://www.jukolart.us/film-directing/learning-the-craft-through-film-analysis.html</a></li> <li>• <a href="https://www.studiobinder.com/blog/what-is-screen-direction-in-film/">https://www.studiobinder.com/blog/what-is-screen-direction-in-film/</a></li> </ul>	

  
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Dr. A. Sharma

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**Proposed Syllabus  
for**

**Bachelors of Arts in Journalism and Mass Communication  
(BAJMC) (SEMESTER-VI)  
Certificate/Diploma/Degree/Honors Degree/ Research  
Degree**

**wef 2023-24 (According to NEP 2020)**



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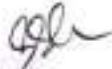
<b>CODE</b>	<b>Cyber Laws and Ethics</b>	<b>Total Lecture:45 Practical:30</b>
JM23DM007	3-0-2-4	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• To impart the knowledge of the definitions and basic concept of Cyber Laws.</li> <li>• To understand the need and importance of Cyber Laws.</li> <li>• To learn the use of different Laws for digital usage.</li> <li>• To make student aware for digital crime and safety.</li> <li>• To make student aware about the changes and impact of technology.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	1.1 Introduction of computers and its impact on society 1.2 Need for cyber law, ITU, APEC, OECD 1.3 Cyber laws in India 1.4 Constitutional and human rights issues in cyber space 1.5 Freedom of expression in cyber space, access to internet	15
<b>II</b>	2.1 Right to privacy, right to data protection 2.2 Cybercrime and legal framework 2.3 Cybercrimes against individuals 2.4 Hacking, digital forgery 2.5 Cyber stalking, harassment, pornography, cyber terrorism, defamation	15
<b>III</b>	3.1 Cyber torts, Civil wrongs under IT act 2000 3.2 Intellectual property issues 3.3 Interface with copy right law 3.4 Interface with patents, trademarks and domain name issues 3.5 Case studies	15
<b>IV</b>	4.1 E-commerce concept, ecommerce salient features 4.2 Online approaches, B2B and B2C, C2C 4.3 Online contracts applicability of Indian contract act,1872 4.4 Dispute resolution in cyber space 4.5 Indian context of jurisdiction	15

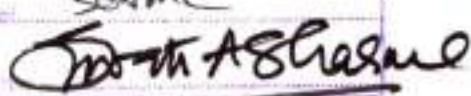
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V	5.1 International cyber laws 5.2 International issues related to hacking 5.3 International cyber lawyers and their role and working 5.4 Case studies 5.5 Case Studies	15
<b>Course Outcome as per Bloom's Taxonomy</b>		
CO1	Students would be learn the definitions and basic concept of cyber laws.	
CO2	Students would understand the importance of cyber laws.	
CO3	Students would gain knowledge about the cybercrimes.	
CO4	Student would analyze different cyber laws for different cybercrimes.	
CO5	Students would be able to apply cyber laws and can work accordingly.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Pawan Duggal, (2016) Textbook on Cyber Law , second edition, Universal law publication.</li> <li>• Central Law Publication, (2019) Textbook on Cyber Law, Central Law Publication, Delhi.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Pavan Duggal, (2021) Cyber law Free speech and Privacy, Independently Published.</li> <li>• Francoise Delerue, (2020) Cyber Operations and International Laws, Cambridge Publication</li> </ul>	

  
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CODE	Broadcasting Ethics and Laws	Total Lecture:45 Practical:30
JM23EM007		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To students conversant with Press Laws and Ethics.</li> <li>To acquaint students with importance of Media Laws.</li> <li>To inculcate the knowledge of RTI, Freedom of Expression and various other laws.</li> <li>To discuss the role of Press Commission and Council.</li> <li>To throw light on the role of Press before and after Independence.</li> </ul>	
<b>Pre-requisites:</b>		
UNIT	CONTENT	HOURS
<b>I</b>	1.1 Introduction to Media Laws 1.2 Press regulation: Historical Perspective 1.3 Freedom of Expression 19 (1) a 1.4 Emergency and Censorship 1.5 MacBride Commission	15
<b>II</b>	2.1 First Press Commission: Report and Recommendations 2.2 Second Press Commission: Report and Recommendations 2.3 Press Council of India: Members of council, Objectives and Role 2.4 Prasaar Bharti Act 2.5 Right to Privacy	15
<b>III</b>	3.1 Press and Registration of Books Act,1867 3.2 Copy Right Act, 1957 3.3 Consumer Protection Act,1986 3.4 Journalistic Ethics 3.5 Right to Information Act	15
<b>IV</b>	4.1 Media Ethics-Meaning and Concept 4.2 Media Ethics:- A Historical Perspective 4.3 NIEO and NWICO 4.4 Indian Penal Code and Press 4.5 International laws and Media	15
<b>V</b>	5.1 Role of UNESCO 5.2 Press ownership and Monopolies 5.3 Ethics in Advertising 5.4 ASCI Code 5.5 PRSI and PRCAL's Code of Ethics	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
After successful completion of course students will able to:		
<b>CO1</b>	Students would be able to <b>acquaint</b> themselves with the history of Media Laws.	
<b>CO2</b>	Students should be able to <b>enhance understanding</b> of the basic laws of Media.	
<b>CO3</b>	Students would be able to <b>inculcate</b> the knowledge of Journalistic Ethics.	
<b>CO4</b>	Student would be able to <b>understand</b> the roles and responsibilities of	

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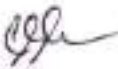
	Newspapers and other mediums.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• M.Neelamalar,(2010).Media Laws And Ethics, PHI Learning Press.</li> <li>• Durga Das Basu: (2006) .Laws of the Press in India, Prentice Hall, New Delhi.</li> <li>• Dr.Shruti Bedi &amp; Dr.RatanSingh, (2019). Law and Media, Allahabad Law Agency</li> <li>• Nishant Singh (2014). International Media Laws, Createspase Independent Publisher, New Delhi.</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Roy L Moore,(5<sup>th</sup> Edition, originally published:2007). Media Law and Ethics, University of University of Wisconsin.</li> <li>• Government of India: White paper on Miss use of Mass Media (1977), New Delhi: Publication Division.</li> </ul>

  
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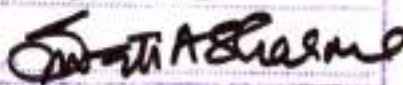
<b>CODE</b>	<b>Essentials of Marketing Management</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM20BAPR007</b>		<b>3-0-2-4</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To explain the students various underlying concepts involved in Marketing</li> <li>To describe the students various factors of Global, International &amp; Domestic market</li> <li>To explain the students how pricing affects marketing decisions</li> <li>To discuss with students various differences between Product &amp; a Brand</li> <li>To describe various channels of distribution to &amp; their relative importance in Marketing to students</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	1.1 Nature, scope & importance, Core concepts of marketing. 1.2 Different types of Marketing orientations/Philosophies 1.3 Marketing Environment 1.4 Factors affecting Marketing Environment 1.5 Understanding Consumers & Industrial Market	15
<b>II</b>	2.1 Marketing Mix: 7 P model for service and 4 P Model for Product, Marketing Strategies 2.2 Market Segmentation: Factors for segmentation, Importance 2.3 Market Targeting: Need & Importance 2.4 Market Positioning, Targeting vs Positioning 2.5 Understanding Consumer & Competition	15
<b>III</b>	3.1 Product, Product Class and Categories, Product Mix, Elements of Product mix 3.2 Product Life Cycle, Strategies of Different stages of PLC 3.3 Brands: USP, EVP, New Product Development 3.4 Nature of Pricing, Factors affecting Pricing & steps in Price Determination 3.5 Pricing Strategies & Techniques	15
<b>IV</b>	4.1 Importance & function of distribution channels 4.2 Channel Design Selection 4.3 Channel Members & their management 4.4 Promotion Mix & its Elements, Sales Promotion 4.5 Conflict Management in distribution, causes & cures.	15
<b>V</b>	5.1 Marketing Information System & Marketing Research 5.2 International & Global Marketing 5.3 Rural Marketing & Societal Marketing concept 5.4 Service Marketing - Significance and Types 5.5 Recent Terms in Marketing	15

  
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Course Outcomes as per Bloom's Taxonomy	
CO1	The students would eventually generate within themselves <b>ability</b> of decision making
CO2	The students would <b>conclude</b> how pricing is done & also that it is not merely a production cost plus profit term
CO3	The students would eventually <b>develop</b> within themselves the importance of Brand concept over the product concept
CO4	The students would be able to <b>compare</b> between domestic & International marketing approaches
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Kotler, P. (1994). <i>Marketing Management Analysis, Planning, Implementation &amp; Control</i>. New Delhi: Prentice Hall of India</li> <li>• Kotler, P., &amp; Armstrong, G. (1997). <i>Principles Of Marketing</i>. New Delhi: Prentice Hall of India</li> <li>• Ramaswamy, V., &amp; Namakumari, S. (2010). <i>Marketing Management</i>. New Delhi: MacMillan</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Sarangi, S. K. (2011). <i>Marketing Management</i>. New Delhi: Asian Books Pvt. Ltd</li> <li>• Sontakki, C. N. (2011). <i>Marketing Management</i>. New Delhi: Kalyani Publication</li> </ul>

  
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<b>CODE</b>	<b>Media Language: Structure &amp; Style</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23PM007</b>		<b>3-0-2-4</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To introduce students with the importance and growth of language.</li> <li>To introduce students with the structure and style of language.</li> <li>To develop an understanding about the difference between the languages for writing, audio and visuals.</li> <li>To introduce students with the changes taking place in media language.</li> <li>To develop an understanding about translation and paraphrase</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Understanding of Media Language</b> 1.1 Importance of language in communicating, Growth and Development of language 1.2 Growth of media language: From print to online, Changes taking place in structure and style of language, New trends in media language 1.3 Basics of grammar in English and Hindi, Selection and use of phrases and words 1.4 Characteristics of writing for newspaper and magazines, Language for writing: Word and sentence making, Headline writing 1.5 The language of journalism- concrete, specific, active, clear, democratic, non-sexist, non-racist, non-violent, inclusive, variable, common language	15
<b>II</b>	<b>Language for Audio-Visual</b> 2.1 Concept of audio-visual language, Basic difference between written and spoken language 2.2 Basic characteristics of writing for radio 2.3 Basic characteristics of writing for TV 2.4 Use of other language words and its limitations in Hindi media 2.5 Creative writing for photo feature, Caption writing, Cartoon and its language	15
<b>III</b>	<b>Translation and Paraphrasing</b> 3.1 Importance of Translation/ Paraphrasing in media, Effective and Ineffective translation, Methods of paraphrasing, attribution and quoting 3.2 Translate (Paraphrase) at least 5 different News (English to Hindi) 3.3 Translate (Paraphrase) at least 5 different News (Hindi to English) 3.4 Translate (Paraphrase) at least 2 different Article (English to Hindi and Hindi to English) 3.5 Preparing a glossary of 20 phrases in Hindi and English, generally used for the same expression	15

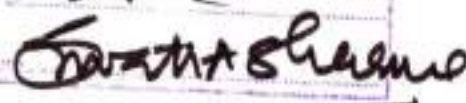
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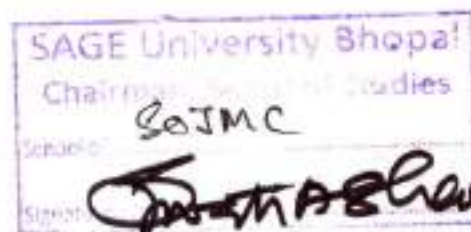
IV	<b>Translating Journalistic Content: I</b> 4.1 Preparing a glossary of 50 words in Hindi-English from Business page 4.2 Preparing a glossary of 25-25 Hindi-English words used in political news 4.3 Translating at least 5 different news items from Business pages (Hindi-English) 4.4 Translating at least 5 Political news items (Hindi-English) 4.5 Translating at least one political and one Business article (Hindi-English)	15
V	<b>Translating Journalistic Content: II</b> 5.1 Preparing a glossary of 25-25 words (Hindi-English) from Sports page 5.2 Translating at least 5 different news items on five different sports (Hindi-English) 5.3 Translating a column article of renowned person on sport (at least 2 in both language) 5.4 Translating at least 5 Science news items (Hindi-English) 5.5 Translating at least 5 International news items (Hindi-English)	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	Enhancement in understanding about the growth and changes taking place in language.	
CO2	Students get practical knowledge and understanding about the media language – structure and style	
CO3	Students get knowledge about the words and phrases used for specialized news.	
CO4	Efficiency enhancement through media friendly paraphrasing.	
CO5	Development of writing capacity for print, electronic and new media.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Bonime, Andrew and Pohlmann, Ken C. (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media. Wiley. United States</li> <li>• Prasad, S. (1993). Editors on Editing/HY. National Book Trust</li> <li>• Hilliard, Robert L. (2010). Writing for Television Radio and New Media. Wadsworth Publishing Company Inc USA.</li> <li>• चतुर्वेदी, रामस्वरूप. (1981). भाषा और संवेदना. लोकभारती, इलाहाबाद</li> <li>• तिवारी, भोलानाथ. (1984). भाषा और संस्कृति. प्रभात प्रकाशन, दिल्ली</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Knight, Robert M. (2010). Journalistic Writing: Building the Skills. Honing the Craft. Marion Street Press. Portland</li> <li>• Lindstrom, Simeon. (2015). Creative writing – From Think to Ink. Create Space Independent Publishing Platform. Canada.</li> <li>• Raman, Usha. (2010). Writing For The Media. Oxford University Press-New Delhi</li> <li>• तिवारी, भोलानाथ. (1986). मानक हिन्दी का स्वरूप. प्रभात प्रकाशन, दिल्ली</li> <li>• तिवारी, भोलानाथ. (1984). पत्रकारिता में अनुवाद की समस्याएँ. शब्दाकार प्रकाशन, नई दिल्ली</li> </ul>	

  
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CODE	3D Animation	Total Lecture:40 Practical:60
PA23FM007		2-0-4-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To make the students learn sketching and Autodesk Auto CAD</li> <li>To make the students learn and explore Autodesk 3DS Max</li> <li>To make the students explore and apply Texturing, Materials &amp; Shaders</li> <li>To make the students learn Lighting in 3D Animation</li> <li>To let the students learn and explore the process of Rigging, Animation &amp; Rendering</li> </ul>	
<b>Pre-requisites:</b>	N/A	
UNIT	CONTENT	HOURS
I	<b>Sketching &amp; Autodesk Auto CAD</b> 1.1 Brief History of 3D Designing: Introduction to Drawing, 1.2 Intro to AutoCAD - Basics Terminology, Touring the 1.3 AutoCAD Interface 1.4 Viewing File and Unit setup, Maintaining Accuracy while 1.5 Drawing: Primary Modification with Layouts, Organizing Drawings, General Annotations and Exporting file	20
II	<b>Autodesk 3DS MAX (Modeling)</b> 2.1 Introduction, 3ds Max Interface Elements, Standard Primitives, Customizing the Units, Using Splines and Extrude modifier 2.2 Basic Modifiers -1, Lathe, Sweep, Basic Modifiers-Bend, Taper, Twist, Noise, lattice, FFD, AEC Extended Objects, Stairs, Foliage, working with layers 2.3 Modeling Operations-Pro Boolean, Loft 2.4 Introduction to Poly Tools- exploring tools 2.5 Introduction to Poly Tools- creating an object	20
III	<b>Texturing, Materials &amp; Shades</b> 3.1 Introduction to Materials 3.2 UVW mapping and Texturing 3.3 Working with Materials, Maps, Shades 3.4 Introduction to UVW Unwrap 3.5 Texturing the object using UVW Unwrap	20
IV	<b>Lighting</b> 4.1 Introduction to Standard Lights / Shadows 4.2 Basic 3 Point Light Setup 4.3 Day lighting & Night lighting 4.4 Introduction to Vray Material 4.5 Introduction to Vray Lights	20
V	<b>Rigging, Animation &amp; Rendering</b> 5.1 Introduction to Rigging - Child parent relationship, Constraints, Working with constraints 5.2 Introduction to Timeline, key frame animation & Bouncing ball (Curve Editor)	20

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	5.3 Pendulum Exercise & Camera Animation 5.4 Introduction to Cloth 5.5 Process of Rendering	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students will learn sketching and Autodesk Auto CAD	
<b>CO2</b>	Students will learn and explore Autodesk 3DS Max	
<b>CO3</b>	Students will explore and apply Texturing, Materials & Shades	
<b>CO4</b>	Students will learn Lighting in 3D Animation	
<b>CO5</b>	Students will learn and explore the process of Rigging, Animation & Rendering	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Character Animation Crash Course by Eric Goldberg</li> <li>• The Illusion of Life by Ollie Johnston and Frank Thomas</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• The Art of Animal Drawing by Ken Hultgren</li> <li>• Cartoon Animation by Preston Blair</li> </ul>	

  
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<b>CODE</b>	<b>Social Media Management</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23DM008</b>		<b>3-0-2-4</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• To develop understanding of the complex world of social media.</li> <li>• It aims to keep the students abreast with the emerging concepts of social media marketing and promotion.</li> <li>• Helps to build clear vision of social media tools and management.</li> <li>• To provide hands-on-training for social media tools and software.</li> <li>• To sensitize the value of social media in different communities and societies</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Principles of Social Media</b> 1.1 Need and origin of social media 1.2 Principles of multiplatform social media 1.3 Use and role of Social Media 1.4 Features of social media 1.5 Understanding of Social media issues	15
<b>II</b>	<b>Social Media Tools</b> 2.1 Search engine optimization 2.2 Search engine marketing 2.3 Use and Importance of Keywords 2.4 Software :Hootsuit, sprout social etc 2.5 Analytics	15
<b>III</b>	<b>Social Media Publishing Tools</b> 3.1 Introduction of publishing tools 3.2 Types of publishing tools 3.3 Use of publishing tools 3.4 Controlling and increasing social media traffic 3.5 Issues and engagement	15
<b>IV</b>	<b>Forms of Social Media Publishing</b> 4.1 Websites, newsrooms 4.2 Forums, chatrooms, FAQs, social book marking 4.3 Social media websites, instant message services, memes, trolls 4.4 Streaming Content 4.5 Use of Artificial Intelligence and ChatGPT	15
<b>V</b>	<b>Marketing &amp; Promotion</b> 5.1 Concept of marketing and promotion 5.2 Promoting cross owned, earned and paid media	15

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	5.3 Promoting tweets ,facebook Ads, intagram, whatsapp, blogs 5.4 Social Media Scheduling 5.5 Skill for Social Media Manager	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Clarity of concepts related to social media management.	
<b>CO2</b>	Compare the different social media available through various platforms.	
<b>CO3</b>	Develop social media Strategies for promotion through content and analytics.	
<b>CO4</b>	Capable of identifying and establishing issues and impact of social media.	
<b>CO5</b>	Competent to plan and implement social media marketing and promotion.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Voice &amp; Data Communication Handbook, Regis J.'Bud' Bates &amp; Donald W. Gregory, TMH,ISBN-13: 978-0072263350</li> <li>• Google Secrets, Yvette Davis, Wiley India Pvt. Ltd, ISBN-13, 9788126533503</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• HTML5, Matthew MacDonald, Shroff Publications, ISBN-10: 1449363261.</li> <li>• PHP 6 and MySQL, Bible, Steve Sueheing, Tim Converse, Joyce Park, Wiley India Pvt. Ltd. ISBN 978-0-470-38450-3.</li> <li>• SQL,PL/SQL , Ivan Bayros, BP, ISBN-13: 978-8176569644</li> </ul>	

  
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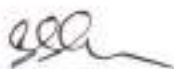
CODE	Documentary Production	Total Lecture:45 Practical:30
JM23EM008		3-0-2-4
<b>Course Objectives:</b>	<p>Aim to provide students with skills and different approaches to "reading" documentary films that deal with social issues. After a brief theoretical introduction to documentary film theory, we will discuss and analyze selected documentaries treating issues of nationalism, racism, national identity, memory.</p> <p>Will focus on practical filmmaking training with the aim of introducing students to how to visually express Social issues. Elements of the training will include interview techniques, observation exercises, learning story construction and narrative structure, synopsis, treatment and script writing, camera using, sound recording, log writing, and film editing.</p>	
<b>Pre-requisites:</b>	NIL	
UNIT	CONTENT	HOURS
I	<b>Introduction to Documentary</b> 1.1 Documentary: History and Origin 1.2 Understanding Documentary-Importance and Need in Society & Commercial aspects 1.3 Types of Documentaries – expository, participatory, observational, performative, reflexive and poetic modes. 1.4 Documentary Formats - Documentary, Documentation, Docu-Drama & Docu-Fiction. 1.5 Terminology of Documentary - Official Vocabulary & Spontaneous.	15
II	<b>Elements of Documentary</b> 2.1 The Nature of Storytelling and Genres, Basic Terms and Structures, elements of story. 2.2 development of the storyboard, Visual Storyboards, Fundamentals of the Shot, difference between scenes and shots 2.3 Screenwriting and script development, screenwriting and script development, writing dialogues, shooting script, shot list, and overhead diagram. 2.4 Composition, Basic rules of continuity, Perspective: one-point, two-point, and three-point perspective, bird's-eye, worm's-eye, high-angle, and low angle views, combining shots, noncontiguous shots: montage and jump cut, Drawing the Human Form, line of action in figure drawing, Drawing the figure in motion. 2.5 Develop characters and location visually, create one-character sketch and thumbnails, write shooting script, create shot lists from selected movie, draw human figure; static and action	15
III	<b>Light &amp; Audio for documentary Production</b> 3.1. Importance of Lighting, 3.2. Different types of Lighting techniques Used in documentary Production. 3.3. Point Lighting, Lighting Effects, Light Reflectors, 3.4. Microphone used in TV Production (Shotgun, Lapel, Handheld,	15

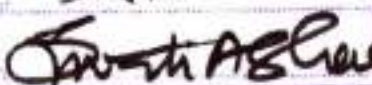
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	Boundary), 3.5. Selection & Placement of Microphone	
IV	<b>Documentary Pre - Production</b> 4.1 Idea Generation – Significance of topic, Society Welfare, Public Interest, Visualization, Treatment and Structure for Documentary. 4.2 Research – Content analysis, Location Research, Collection of Content from Authentic source and Subject expert. 4.3 Drafting script – Target audience, Time, First Draft, Treatment and Synopsis 4.4 Layout Story Boarding of Documentary. 4.5 Planning and Budgeting – Team Building, location Finalising, Schedule Finalising, Funding sources.	15
V	<b>Documentary Post-production</b> 5.1 Post- Production- Types of editing software's, Adobe Premiere and Final Cut Pro5.2 Editing Techniques - Match cut, Smash cut, Invisible cut, 3 point Editing, L cut, J cut, Late Cut and Jump Cut. 5.3 Stage s of Editing - Logging to system, Rough cut and Final cut.5.4 Music in Documentary - Use of Narration, Importance of background score, Sound Effects 5.5 Titling, Importance of Supers, Advantages and need of Sub-titling and Export & DVD Authoring.	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
After successful completion of course students will able to:		
CO1	Students would be able to <b>understand</b> the Introduction to Documentary	
CO2	Students would be able to <b>inculcate</b> the knowledge of Elements of Documentary	
CO3	Students would be able to <b>develop</b> the knowledge of skills of Various Light & Audio for documentary Production and their uses.	
CO4	Students would be able to <b>enhance</b> understanding of the technical aspects Documentary Pre - Production.	
CO5	Students would be able to <b>do</b> Documentary Post-production	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Bernard, Sheila Curran (2004) Documentary Storytelling for Video and Filmmakers. Burlington, MA: Focal Press</li> <li>• Hampe, Barry (1997) Making Documentary Films and Reality Videos. A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events. New York: Henry Holt and Co.</li> <li>• Rabiger, Michael (1998) Directing the Documentary. 3rd Edition. Burlington, MA: Focal Press</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Writing, Directing, and Producing Documentary Films and Videos. Carbondale, IL: Southern Illinois University Press.</li> <li>• The Search for "Reality":-I the Art of Documentary</li> <li>• Filmmaking. Studio City, CA: Michael Wiese Productions</li> </ul>	

  
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<b>CODE</b>	<b>Account Management &amp; Media Planning</b>	<b>Total Lecture:45 Practical:30</b>
JM23APR008		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• Develop a thorough understanding of various media vehicles</li> <li>• Perform media calculations and be able to convert and interpret mathematical measurements</li> <li>• Create awareness to new innovations, discussions, controversies and trends occurring in the media world</li> <li>• Understand the role of media and how it relates to account management, creative Development and Media Planning</li> <li>• Create a sophisticated, integrated media plan inclusive of situation analysis, media objectives, strategies, recommendations, evaluation methods and budgetary</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Account Management</b> 1.1 Account Management: Definition, Scope and Concept, Skills & Responsibilities and Implementation 1.2 Agency Operation: Organizations in Advertising, Role of Advertising, Agency-Media Interface, Agency Revenue Process 1.3 Client Related Issues and Process: Client – Agency Relationship, Factors affecting Client-Agency Relationship, Pitching Mechanism-Simulation 1.4 Advertising Planning: Strategic Planning, Marketing Plan, Advertising Plan, Situation Analysis, Marketing Objectives, Target Audience, Positioning-Brand, Image, Personality 1.5 Developing Ad brief; Media & Creative brief Creative Strategy, Message Strategy, Media Strategy, Advertising Budget, Implementation and Evaluation	15
<b>II</b>	<b>Media Planning</b> 2.1 Media Planning: Definition, changing face and role of Media Planning, Problems in Media Planning, Functions, Media Planner, Skills & Role of Media Planner, Media Planning Process, Media Agencies 2.2 Market analysis: Research, Market size, Market growth rate, Market profitability, Industry cost structure, Distribution channels, Market trends, Key success factors	15

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	<p>2.3 Media objectives: Target Audience, Media Habits, Reach, Frequency, Message Weight, Message Distribution</p> <p>2.4 Media strategies: Factors affecting Media Strategy, Situation Analysis, Target Selection, Geographic selectivity, Media Selection, Reach and Frequency, Scheduling, Cost efficiency of the media</p> <p>2.5 Media Mix: Media Vehicle, Media Class, Media Unit, Factors for selecting Media Mix, Digital Media</p>	
<b>III</b>	<p><b>Budget Allocation and Media Buying</b></p> <p>3.1 Budget Allocation: Client Capacity, Market Size, Competitors Market, Competitors Strategy, Traditional Method: Percent of Sales, Competitive Spending, Objective and Task, Subjective Budgeting, Expenditure per Unit</p> <p>3.2 Media Buying: Media Cost, Media Buying Problems, Print Media, Electronic Media, Digital Media, Out of Home</p> <p>3.3 Buying and Selling Tactics: Types of buying-Long Term, Short Term, Opportunistic Buy, Negotiation, Network, Packaging</p> <p>3.4 Monitoring: Market Testing, Experimenting, Personal Judgment, Media Testing: Complete Media Plan, Alternative Schedules, Alternative Media Mix, Alternative Ad Size</p> <p>3.5 Evaluation: Pre Plan Analysis, Post Buy Analysis, Media Audit, Financial Audit, Return of Rebates and Discounts, Return on Investment, Check list</p>	15
<b>IV</b>	<p><b>Basic Measurement and Calculations</b></p> <p>4.1 Television Rating Point (TRP), Average Frequency, Total Number of Exposure, Total Audience Reach, Broadcast Dayparts</p> <p>4.2 Gross Rating Point (GRP), Opportunity to See (OTS), Readers per Copy (RPC), Households Using Television (HUT), Persons Using Television (PUT), People Using Radio (PUR)</p> <p>4.3 Brand Development Index (BDI), Category Development Index (CDI), Cost Per Thousand (CPM), Cost Per Point (CPP)</p> <p>4.4 Nielsen Television Rating, Audit Bureau of Circulation, Arbitron Radio Ratings, Traffic Audit Bureau, ComScore, Media mark Research and Intelligence (MRI), Research and Analysis of Media (RAM), Broadcast Audience Research Council (BARC)</p> <p>4.5 Media Planning Software: Centro, Nielsen, Google Double Click, Comscore</p>	15
<b>V</b>	<p><b>Designing Media Plan</b></p> <p>5.1 Construct a Advertising Brief</p> <p>5.2 Construct a Media Brief</p> <p>5.3 Construct a Media Plan</p>	15

  
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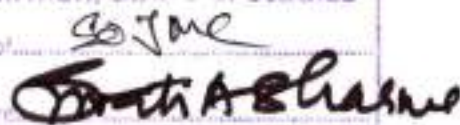
	5.4 Media Proposal & Presentation 5.5 Discussion & Evaluation	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Identify the role account management, research, creative, and the media department plays in a full-service advertising agency and the skills required to pursue a successful career in the advertising industry.	
<b>CO2</b>	Create and defend the strategy and execution of an ad campaign for a client(s).	
<b>CO3</b>	Complete all work in a professional, ethical and timely manner.	
<b>CO4</b>	Proper understanding of the tools and software that are commonly used in the media industry.	
<b>CO5</b>	Gain knowledge of how to do market analysis and plan media strategies.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Ephron, Erwin. (2006). Media Planning - From Recency to Engagement. DGM Icfai Books</li> <li>• Geskey, Ronald D. (2011). Media Planning and Buying in 21<sup>st</sup> Century. Createspace.Surmanek,</li> <li>• Jim. (1995). Media Planning- A Practical Guide. McGraw- Hill Education</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Kelley, Larry. (2015). Advertising Media Planning. Routledge.</li> <li>• Menon, Arpita. (2009). Media Planning and Buying. Tata-Mc Graw Hill Education</li> <li>• Rossiter, John R. Danaher, Peter J.(1998).Advanced Media Planning. Springer.</li> <li>• Sissors, Jack J.(2010).Advertising Media Planning. McGraw-Hill Education</li> </ul>	

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CODE	<b>Editorial Techniques for Print Media</b>	<b>Total Lecture:45 Practical:30</b>
JM23PM008	3-0-2-4	
Course Objectives:	<ul style="list-style-type: none"> <li>To acquaint students with the Editorial techniques.</li> <li>To make students learn about Print Media handling.</li> <li>To develop understanding of news priorities and sense.</li> <li>To make students analyze different Print Media Publications.</li> <li>To develop editorial qualities in the students.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	1.1 Trends in Print Media 1.2 Agenda setting role of a newspaper 1.3 Ownership, Revenue, Editorial Policy 1.4 Editorial ethics 1.5 Newspaper industry in India	15
II	2.1 Qualification of an editor 2.2 Principals of editing 2.3 Techniques of Newswriting ( 5 W's and 1 H) 2.4 Functions of newsroom 2.5 Headline: Meaning, Types and writing	15
III	3.1 Editorial writing 3.2 Letters to the Editor 3.3 Principles of review writing 3.4 Feature writing 3.5 Caption writing	15
IV	4.1 Fundamentals of Copy Editing 4.2 Editing and Proof 4.3 Reading symbols 4.4 Column writing 4.5 Style sheet	15

  
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V	5.1 Headlines, types of headlines 5.2 Photo Editing 5.3 Language as a tool of writing 5.4 Pagination 5.5 Case Studies	15
<b>Course Outcome as per Bloom's Taxonomy</b>		
CO1	Students would understand the roles and responsibilities of an editor.	
CO2	Students would learn the techniques of editorial work.	
CO3	Students would gain knowledge about different types of writing for newspaper.	
CO4	Student would develop skills of an editor and sub-editor.	
CO5	Students would be able to create a newspaper.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Kundra S, (2005) Editing Techniques, Anmol publisher</li> <li>• Peter Ginna, (2017) What Editors Do, Publisher: University of Chicago Press, ISBN-10</li> <li>• Ronald .D. Smith, ( 2015) Editing and Design : For the Better Newspapers and Magazines, Focal Press</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Kevin Kawamoto Davia Carlson (2003) Digital Journalism: Emerging Media and the Changing Horizons of Journalism Paperback , Amazon.</li> <li>• Pinson, (2017) The Art of Editing in the Age of Convergence, Routledge, Edition -11<sup>th</sup> ISBN-10</li> </ul>	

  
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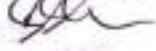


<b>CODE</b>	<b>Sound in Cinema</b>	<b>Total Lecture:40</b>
<b>PA23FM008</b>		<b>Practical:60</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• Develop understanding of the basic concepts of Audiography</li> <li>• Knowledge of microphone's technical aspects and their handling.</li> <li>• Working knowledge of: Mixing console, Digital audio, Storage medium, File formats and various connectors involved.</li> <li>• Operational Knowledge of Monitoring Systems, Processors, Equalizers, compressors and limiters.</li> <li>• Working Knowledge of Recording, track laying, sound designing and mixing for film sound.</li> </ul>	<b>2-0-4-4</b>
<b>Pre-requisites:</b>	N/A	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Basic Principles of Sound</b> 1.1 Nature of Sound: Propagation, Frequency, Amplitude, Wavelength, Velocity of sound, Compression and Rarefaction in sound wave 1.2 Mechanism of Human Hearing, Audible Frequency Range, Infrasonic, Ultrasonic, Subsonic, Supersonic 1.3 Quality of Sound: Timber, Pitch, Tone, Range, Phase, loudness, Envelope of sound and Noise. 1.4 Acoustics (Fundamentals): The behavior of sound in outdoors and in closed spaces; Absorption coefficient, reflection, diffraction, 2 1 1 Syllabus for M.Sc. (Film Production) 42 refraction, reverberation, echo, SN Ratio, Distortion, Vow and Flutter 1.5 Transducers: Electronics concept, Microphones and monitors.	20
<b>II</b>	<b>Introduction to Microphone</b> 2.1 Types of Microphones: Dynamic, Condenser, moving coil-mechanism, working principle, structural design. The nine Subcategories of Mics: Large Diaphragm Condenser Mics, Small Diaphragm Condenser Mics, Dynamic Mics, Bass Mics, Ribbon Mics, Multi-Pattern Mics, USB Mics, Boundary Mics, Shotgun Mics 2.2 Microphone directional characteristics & property: Polar Pattern, Sensitivity, Omni directional, Directional-uni directional and Bidirectional, Cardioid, Super cardioids, Lobar pattern, Hyper Cardioid, Subcardioid. 2.3 Microphone designs for special applications: Mics for Vocals, Mics for Acoustic Guitar, Mics for Electric Guitar, Mics for Drums, Mics for Bass/Kick. Popular mic brands: Shure, Sennheiser, Blue, AKG, Neumann, Audio Technica 2.4 Microphone techniques: Placement, Applications, Proximity effects etc. 2.5 Microphones and placement technique for stereo recording: Stereo mics, Best stereo mics available.	20
<b>III</b>	<b>Essentials of audio production</b> 3.1 Mixing Console Basics: The signal flow and Do's for excellent	20

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	<p>recording, Concept of channel, Groups, Sub groups, Cue out, Send - return</p> <p>3.2 Digital Audio: Sampling rate, Frequency, Bit Rate, Analog v/s Digital audio.</p> <p>3.3 Analog to Digital to Analog conversion : A to D and D to A Converter, Various connectors, Concept of balanced lines</p> <p>3.4 Standard Digital recording &amp; mastering Formats: Audio file formats- aiff, mp3, wav, pcm, wma, aac, flac, raw, etc</p> <p>3.5 Storage mediums: Optical, Magnetic, Jitter, etc</p>	
IV	<p><b>Monitoring Systems, Processors, Equalizers, compressors and limiters</b></p> <p>4.1 Active &amp; Passive types of monitor, Various components of audio monitor:- Woofer, Tweeter, Quacker, Mirage.</p> <p>4.2 Domestic and professional listening environment: Importance of Acoustically insulated room, Profession monitoring.</p> <p>4.3 Stereo and surround monitoring- Monitor Placement Pattern- 2.1, 5.1, 6.1, etc.</p> <p>4.4 Processors: Theory of Tonal, Dynamic &amp; Spatial processors. Compressors &amp; Limiters : Theory and application, Effects processors: Reverberation and Delay devices and their plug in counterparts</p> <p>4.5 Equalizers: Types and their application, Parametric equalizer, Graphic Equalizer, High Pass Filter</p>	20
V	<p><b>Sound for film</b></p> <p>5.1 The sound track: Its Importance in an AV medium, Different elements of a sound track, Explanation of how sound is put to the film</p> <p>5.2 Location sound: Radio mics - Uses and potential difficulties. 1. Signal Dropouts and Multi-path Interference 2. Noise Floor and Interference 3. Inter-modulation Distortion and Frequency Coordination.</p> <p>5.3 Sync sound: Boom operation for sync sound, Construction, Preferred placement angle and its reason.</p> <p>5.4 Sound Forge and nuendo: Basic principles, Understanding the process from initial set up to completion of a project.</p> <p>5.5 Sound design strategy: Narrative, Performative.</p>	20
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	Ability to identify and understand the terminologies involved with audiography.	
CO2	Ability to identify and place microphones for various recording purposes.	
CO3	Hands on experience of handling Mixing console, digital audio systems, storage medium, file formats and various connectors involved.	
CO4	Working knowledge of purpose and processes involved with Monitoring Systems, processors, Equalizers, compressors and limiters.	
CO5	Ability to create sound for film.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Alten, Stanley R. (2006) Audio in Media. Holman, Tomlinson. (2010) Sound for Film and Television. Focal Press.</li> <li>Bartlett, Jenny. (2013) Practical Recording Techniques. Focal Press.</li> <li>Everest, F. Alton. (2001) Master Handbook of Acoustics. Mc Graw Hill.</li> </ul>	

  
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	<ul style="list-style-type: none"> <li>• Forienza, Jeff &amp; Stone, Terri. (1993) Sound for picture: an inside look at audio production for film and television. Focal Press.</li> <li>• Holman, Tomlinson.(2013) Sound For Digital Video. Focal Press.</li> <li>• Huber, David Miles. (2010) Modern Recording Techniques. Focal Press.</li> <li>• Kellison, Cathrine.(2013) Producing for TV And Video: A Real-world Approach. Focal Press.</li> <li>• Izhaki, Roey. (2018) Mixing Audio. Routledge.</li> </ul>
e-Resources:	<ul style="list-style-type: none"> <li>• <a href="https://ehomerecordingstudio.com/types-of-microphones/">https://ehomerecordingstudio.com/types-of-microphones/</a></li> <li>• <a href="https://www.mediacollege.com/">https://www.mediacollege.com/</a></li> <li>• <a href="https://www.lynda.com/search?q=sound+production">https://www.lynda.com/search?q=sound+production</a></li> <li>• <a href="https://scanwes.com/podcastdude/018-best-resources-for-learning-recording-mixing-andmastering/">https://scanwes.com/podcastdude/018-best-resources-for-learning-recording-mixing-andmastering/</a></li> <li>• <a href="https://www.aframe.com/application/files/9814/5373/1646/Aframe_whitepaper_Pro_Video_Editing.pdf">https://www.aframe.com/application/files/9814/5373/1646/Aframe_whitepaper_Pro_Video_Editing.pdf</a></li> </ul>

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**Proposed Syllabus  
for**

**Bachelors of Arts in Journalism and Mass Communication  
(BAJMC) (SEMESTER-VIII)  
For Honors Degree**

wef 2023-24 (According to NEP 2020)




**School of Journalism and Mass Communication**

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CODE	Digital News Production	Total Lecture:45 Practical:30
JM23DM009		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• To develop an understanding of Digital Media and enable students to appreciate potential and limitations of Digital Media.</li> <li>• To encourage students to appreciate and participate in Digital Media researches.</li> <li>• To develop skills to encourage the production of media messages using variety of digital tools.</li> <li>• To make the students learn and understand the importance of audio as an essential element of audio visual content.</li> <li>• To introduce students to various career opportunities in New Media.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
UNIT	CONTENT	HOURS
I	1.1 Defining new media, 1.2 Terminologies and their meanings Digital media, 1.3 New Media, online media et al.; Communication and Information technology. 1.4 Computer- mediated-Communication (CMC) 1.5 Evolution of Internet Technology-- ARPA net, Usenet, Origin of web, Internet in India, Growth of internet in India, Impact of internet in India.	15
II	2.1 Introduction to camera. 2.2 Parts of video camera and their functions. 2.3 Types of Cameras, other equipments, depth of field and aperture control. 2.4 Lenses-functions and its types. Compositions -different types of shots, camera angles and camera movements. 2.5 Aesthetics in visual communication, subject-camera relationship	15
III	3.1 Lights and its properties. 3.2 different types of lights, other tools used in lighting. 3.3 diffusers, reflectors, cutters and gels. 3.4 Basic lighting techniques. 3.5 accessories used in lighting.	15
IV	4.1 Audio fundamentals, 4.2 various audio elements in video programmes - lip synchronized sound, Music, ambience, sound effects, 4.3 Types of microphones, 4.4 Different audio equipment for studio and location recording. 4.5 Use of audio mixers for recording and editing of sound.	15

  
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V	5.1 Developing Programme briefs (Objectives, Contents, Duration etc), 5.2 Researching the topic, Programme Resources, Style and format, structuring the programme. 5.3 Storyboard and Script Designing, Script Layout. 5.4 Editing and uploading videos for Web 5.5 Creating packages with Different Lengths and formats	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
After successful completion of course students will able to:		
CO1	Students would be able to <b>understand</b> the Introduction to new media	
CO2	Students would be able to <b>inculcate</b> the knowledge of types of Cameras.	
CO3	Students would be able to <b>develop</b> the knowledge of skills of control on camera and their uses.	
CO4	Students would be able to <b>enhance</b> understanding of the technical aspects lights and accessories and its uses.	
CO5	Students would be able to <b>do</b> digital photo editing.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Lev Manovich. "What is New Media?" In The Language of New Media. Cambridge: MIT Press, 2001</li> <li>Vincent Miller. Understanding Digital Culture. Sage Publications, 2011. Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones &amp; Bartlett Publishers, 2013.</li> <li>Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Handbook of Television Production – Herbert Zettl</li> <li>Television Field production and reporting – Fred Shook</li> <li>Writing and Producing Television news – Eric. K. Gormly</li> <li>Television Production – Gerald Millerson</li> </ul>	

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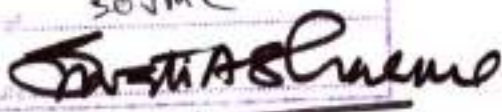
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<b>CODE</b>	<b>Art of Anchoring</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23EM009</b>		<b>3-0-2-4</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To familiarize the students with the fundamentals of Anchoring.</li> <li>To impart knowledge about presentation techniques for Anchors.</li> <li>To enhance the skills for Effective Communication.</li> <li>To improve student's Pronunciation, Diction and Modulation.</li> <li>To understand that anchoring is way ahead of news reading or reading in general.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	1.1 Concept of Anchoring 1.2 Anchoring templates 1.3 Qualities of an anchor 1.4 Basic ethics of anchoring 1.5 Backgrounders,	15
<b>II</b>	2.1 Studio setup 2.2 Cues and commands of studio 2.3 Camera facing techniques, warm-up techniques, facing, overcoming frights 2.4 On camera movements, holding props, scripts and cue cards 2.5 Tele prompter and its functioning	15
<b>III</b>	3.1 Voice analysis, pitch and punctuation 3.2 Broadcast language mechanics 3.3 Language and diction 3.4 Voice modulation and projection 3.5 Tone, emphasis, speed, breathing	15
<b>IV</b>	4.1 Anchoring with Tele prompter 4.2 Anchoring without Tele prompter 4.3 Studio anchoring 4.4 Outdoor anchoring 4.5 News anchoring	15

  
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<b>V</b>	5.1 Documentary 5.2 Interview based shows 5.3 Reality shows and travelogue 5.4 Crime show, Educational show, Entertainment event, Music show 5.5 Case Studies, live anchoring	15
<b>Course Outcome as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students would understand the concept of Anchoring.	
<b>CO2</b>	Students would understand the importance and ethics of anchoring.	
<b>CO3</b>	Students would gain knowledge about the different types of anchoring for different types of programs.	
<b>CO4</b>	Student would develop anchoring skills.	
<b>CO5</b>	Students would be a good anchor.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Dr. Kiran Thakur, Dr. Makarand Pandit, Dr. Yogesh Joshi, Fundamentals of Digital Journalism,</li> <li>• Bindiya Dutt, (2013) Anchoring TV &amp; Live Events, Pustak mahal, ISBN-1</li> <li>• Bhatt. S.C, (2007) Broadcast Journalism – Basic Principles, Har Anand Publication, News Delhi</li> <li>• Kalra Richa Jain, (2012) The ABC of News Anchoring, Pearson Education, New Delhi.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Kevin Kawamoto Davia Carlson (2003) Digital Journalism: Emerging Media and the Changing Horizons of Journalism</li> <li>• Trikha N.K (2013) Reporting, MCU Publication, Bhopal.</li> <li>• Kumar Bhavesh Chandra, (2016) Reporting se Anchoring Tak, Prabhat Prakashan, Delhi</li> </ul>	

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Sign: *Aswini Kumar*

<b>CODE</b>	<b>Ad Layout Designing</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23APR009</b>		<b>3-0-2-4</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• To familiarize the students with Meaning, Nature and Features of Advertising</li> <li>• To develop competencies and skills needed for becoming an effective Layout Designer.</li> <li>• Mastering Designing &amp; digital tools to produce advertising forms.</li> <li>• Exploring different approaches in layout Design</li> <li>• To enable students to manage Advertising Projects from its Conceptual Stage to the final Product creation</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Introduction to Advertising</b> 1.1 Introduction to Advertising 1.2 Features of advertising 1.3 Objectives of advertising 1.4 Importance of advertising	15
<b>II</b>	<b>Layout &amp; Designing</b> 2.1 What a layout is and how to create an effective one. 2.2 About lettering/fonts and their implications. 2.3 What a logo is and how to create one. 2.4 The basics of two dimensional design including the elements and principles of art. 2.5 About color theory and its implications in Graphic Design.	15
<b>III</b>	<b>Photoshop Software</b> 3.1 Getting Acquainted with Photoshop 3.2 Basic Image Manipulation Color Basics, Brush Setting, Painting Tools 3.3 Making Selection, Filling And Stroking, Layers, Text, Drawing, Channels and Masking 3.4 Enhancing Digital Photographs, Typographic Design, Vector Drawing techniques, Producing and Printing Consistent Color.	15
<b>IV</b>	<b>Adobe Illustrator Software</b> 4.1 Getting to know Illustrator, 4.2 Draw basic shapes, Draw objects, Create vector images, Edit vector images 4.3 Add color, Use blends, gradients, and patterns 4.4 Create symbols Create layers and masks 4.5 Draw landscapes using perspective	15
<b>V</b>	<b>Production</b> 5.1 Create drawings, business cards, brochures, Advertisement using Adobe Illustrator	15

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	5.2 Create drawings, business cards, brochures, Advertisement using Adobe Illustrator	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
After successful completion of course students will able to:		
<b>CO1</b>	Students would be able to <b>understand</b> the basics of Advertising.	
<b>CO2</b>	Students would be able to <b>inculcate</b> the knowledge of Layout Design.	
<b>CO3</b>	Students will <b>learn</b> and <b>explore</b> how Photoshop works.	
<b>CO4</b>	Students will <b>learn</b> and <b>explore</b> how Adobe Illustrator works.	
<b>CO5</b>	Students will be able to <b>create different</b> formats of Advertising in professional way.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Adobe Photoshop: The Complete Tutorial for Beginners to Learn (A Complete Tutorial Guide for Beginners With Tips &amp; Tricks to Learn)</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Learn Adobe Illustrator CC for Graphic Design and Illustration Binding: Paperback Publisher: Pearson India Education Services Pvt Ltd ISBN: 9789389552393 Edition: 2020 Pages: 240</li> </ul>	

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<b>CODE</b>	<b>Newspaper Management</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23PM009</b>		<b>3-0-2-4</b>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• To impart the knowledge of the definitions and basic concept of Newspaper management.</li> <li>• To understand the need and importance of Newspaper management.</li> <li>• To learn the different aspects of Newspaper management.</li> <li>• To make student skilled for Editorial board.</li> <li>• To make student aware about the role and responsibilities of Newspaper management.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	1.1 Newspaper ownership 1.2 Types of newspaper ownership 1.3 Role of editorial board 1.4 Structure of a newspaper 1.5 Newspaper industry in India	15
<b>II</b>	2.1 Qualification and responsibilities of an editor 2.2 Principals of editing 2.3 Techniques of Newswriting ( 5 W's and 1 H) 2.4 Functions of newsroom 2.5 Headline: Meaning, Types and writing	15
<b>III</b>	3.1 Big newspapers (National and International) 3.2 RNI and its responsibilities 3.3 Staffing and Desks 3.4 Designing and publishing 3.5 Distribution Circle	15
<b>IV</b>	4.1 News Perspectives 4.2 Changing values of news and relations with outer world ( Stake holders, Government, Competitors etc) 4.3 Contract based writing (Column, Feature, Article, Story, Blogs) 4.4 Readership and circulation 4.5 Advertising space selling and rate fixation strategies	15

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V	5.1 Source of News 5.2 Traditional sources 5.3 Cross media sources 5.4 National news agencies 5.5 International news agencies	15
<b>Course Outcome as per Bloom's Taxonomy</b>		
CO1	Students would learn the Ownership patterns of newspaper.	
CO2	Students would understand the role and importance of newspaper management.	
CO3	Students would gain knowledge about news and revenue generation sources for newspaper.	
CO4	Students would be developing the news sense.	
CO5	Students would be able to create a Newspaper.	
<b>Text</b>	<ul style="list-style-type: none"> <li>• Keeble Richard, (2005) The Newspapers Handbook, Publisher; Taylor and Francis , ISBN13,Pages: 312</li> </ul>	
<b>Books:</b>	<ul style="list-style-type: none"> <li>• Choudhury Anirudh, (2013) A Textbook of Newspaper Management , Wisdom Press, ISBN 13</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• W Hodgson, (2015) Modern Newspaper Practice, publisher : Focal Press, ISBN-13,Fourth Edition</li> <li>• James E Pollard, (2008) Principles of Newspaper Management, Publisher: Read Books, Pages;480</li> </ul>	

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<b>CODE</b>	<b>Cinematography &amp; Lighting</b>	<b>Total Lecture:40 Practical:60</b>
<b>PA23FM009</b>		<b>2-0-4-4</b>
<b>Course Objectives:</b>	To understand the basics of various cameras, lenses, lighting and digital cinematography, the basic layout of studio and required equipments, working principle of camera, basic knowledge about camera techniques, and basic principles of Lighting, Equipments, techniques, Lighting Approach and Controls and learn different Lighting according to the situation & trouble shoots.	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Camera &amp; Controls</b> 1.1 The Camera; Types of Camera (DSLR- Nikon, Canon, Sony) (Digital Film camera - Arri, Red, Sony, Black Magic) Video camera – ENF, EFP) Functions and accessories. 1.2 Camera Mounts; Tripods, Dollies, Jibs, Hand held, crane and others. Camera Movement: Pan, Tilt, Zoom, Character Movement, Usage and need of Track and trolley, Crane, Jimmy Jib, Poll Cam and Drone. 1.3 Camera Control (Aperture/Iris/f-number, Gain, Zebra, Back Focus, Focus, Black Balance, Menu, Audio setting, Presets) and Components 1.4 Lenses- types and functions. 1.5 Image Sensors- Working Principles of Camera, CMOS (Three CMOSE), CCD Sensors (Signal CCD, Three CCD) and Film sensitivity.	20
<b>II</b>	<b>Composition &amp; Shots</b> 2.1 Picture composition; Framing, Centering, Screen direction, Head room, Fields of view, moving shot, Rule of thirds. 2.2 Shot- Wide shot, Establishing shot, Establishing the geography. 2.3 Character Shot- Full shot, two shot, MS, CU, OTS, Cutaways, Reaction, Connecting, Eye sweeps, Chase scenes. 2.4 Continuity shots- Continuity of content, movement, position, time. 2.5 Pictorial Composition During Rehearsal and in Studio Recording.	20
<b>III</b>	<b>Understanding Shooting Format</b> 3.1 Genealogy of formats – Analogue, Digital- Digi Beta, DVC Pro, DVCAM, DV, Mini DV, etc 3.2 Digital Recording Formats - Digital ready, Full K, 2k, 4k, 6k, 8k etc. And Digital File Formats. 3.3 Film formats -16mm, 35mm, 70 mm. 3.4 Aspect ratio for TV (4:3, 16:9, 16:10), Aspect ratio for film	20

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	(1.375:1–Academy standard film, 1.43:1–I Max, 1.5:1–Classic 35Mm Still Photographic Film, 1.6180:1–Golden ratio, 2.35:1–Current Wide Screen Cinema) Frame size, Resolution, Bit depth, Compression. 3.5 Technical formats of video - PAL, NTSC, SECAM, Time code in video recording.	
<b>IV</b>	<b>Aim of Light</b> 4.1 Lighting for Different set - In-door Lighting and Out-door Lighting. Situation based Lighting and Special Effect Lighting 4.2 Lighting; Products and objects, Conventional, Soft and Diffused, Bounce, Source, Hard and creative lightings, Day effect, Night effect, Three-point lighting, 4.3 Types of lights Incandescent lamps, Tungsten halogen, HMI, PAR lights, Kinoflo etc. 4.4 Lighting meters 4.5 Three point lighting- Basic principle and functions of three-point light.(Key, fill and back)	20
<b>V</b>	<b>Lighting Approach and controls</b> 5.1 Location Lighting - Lighting and different location and situation techniques use on location 5.2 Lighting for Multi camera set up – Scenic requirement, lighting the artist use of kicker. 5.3 Chroma key Principle – Depth, Distance, Shadow, Even Lighting, Minimum area 5.4 Lighting for chroma key - Basic Setup for Chroma Key (Key Light, Filler, Back Light & Backing. 5.5 Choice of Keying Colour - According to situation.	20
<b>Course Outcomes as per Bloom's Taxonomy</b>		
After successful completion of course students will able to:		
<b>CO1</b>	Students will be able to understand the working of various Camera & Controls.	
<b>CO2</b>	Students will able to familiarize the Composition & Shots.	
<b>CO3</b>	Students will be able to have understood Shooting Format.	
<b>CO4</b>	Students will be able to apply the knowledge of Aim of Light and its accessories.	
<b>CO5</b>	Students will be able to have understood the Lighting Approach and controls.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Hirschfield, Gerald. (2005) Image Control-Motion Picture and Video Camera Filters and Lab Techniques. London: A S C Holding Corp.</li> <li>The Five C's of Cinematography. Los Angeles, CA: Silman James Press</li> <li>Wheeler, Paul.(2009) High Definition Cinematography. Burlington, MA: Focal Press</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Kris Malkeiwicz, Cinematography-A Guide for Filmmakers and Film Teacher, Prentice Hall Press, 1989</li> <li>Peter Etedgui, Cinematograph, Focal press, 1998</li> </ul>	

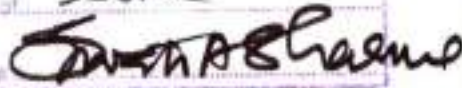
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CODE	Content Creation for Social Media	Total Lecture:45 Practical:30
JM23DM010		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To equip students with the basic knowledge and skills of audio visual content creation for social media.</li> <li>To acquaint the students with the understanding of editing process for audio visual content.</li> <li>To make the students aware of the aesthetics of audio visual content creation.</li> <li>To make the students able to use various application for editing and packaging the audio visual content for social media.</li> <li>To make the students able to understand and apply the knowledge of platform specific guidelines related to format and screen orientation as well as screen ratios.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
UNIT	CONTENT	HOURS
<b>I</b>	<b>Essentials of social media content creation</b> 1.1 Create, save, and upload/attach electronic documents 1.2 Create and utilize various social media accounts 1.3 Take screenshots and import them into documents 1.4 Take basic digital photos 1.5 Record basic digital video and upload it to Youtube and other social media platforms	15
<b>II</b>	<b>Editing Basics</b> 2.1 Introduction to Editing process 2.2 Types Of Editing - Linear and Non-Linear Editing 2.3 In Camera Editing 2.4 Audio-Visual Content 2.5 Screen Direction	15
<b>III</b>	<b>Effective Picture Making</b> 3.1 The Art and Techniques of Editing – Composition. 3.2 Transition and Effects - Cut, Fade, Dissolve, Wipe, Color Balance, Color Correction etc. 3.3 Titles – Graphics, plates, text, logo, Animated titles 3.4 Presentation and representation techniques 3.5 Picture Management	15
<b>IV</b>	<b>Applications and features</b> 4.1 VN video editing maker 4.2 Cap Cut –Template & Effects	15

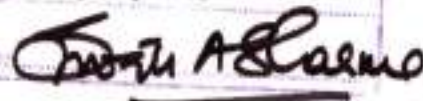
  
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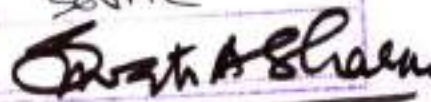
	4.3 Filmora – Attaching audio as per need 4.4 Inshot 4.5 Canva etc.	
V	<b>Social Media Platform</b> 5.1 Platform Specific Screen Ratios 5.2 Instagram features 5.3 Facebook features 5.4 Snap chat Features 5.5 Youtube	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	The students will be having the basic knowledge and skills of audio visual content creation for social media.	
CO2	The students will be acquainted with the understanding of editing process for audio visual content.	
CO3	The students will be aware of the aesthetics of audio visual content creation.	
CO4	The students will be able to use various applications for editing and packaging the audio visual content for social media.	
CO5	The students will be able to understand and apply the knowledge of platform specific guidelines related to format and screen orientation as well as screen ratios.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Kim Christian Schröder, (2010), Digital Content Creation, Peter Lang</li> <li>• Davilyn Atwood, (2021), Digital Content Creation Workbook, Independently Published</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Marina Umaschi Bers, (2011), New Media and Technology, Jossey-Bass/Wiley</li> <li>• Ann Handley, C. C. Chapman. (2012), Content Rules, Wiley</li> </ul>	

  
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CODE	Program Formats for Electronic Media	Total Lecture:45 Practical:30
JM23EM010		3-0-2-4
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>This course is designed to offer students opportunities to work with advanced techniques and equipment.</li> <li>The aim of the course is to shape students for the real world of electronic media and to simulate industry conditions as closely as possible.</li> <li>The electronic media concentration teaches students the technical skills needed to gain entry-level positions in the field of electronic media.</li> <li>You will become comfortable with the operation of a small T.V and Radio production studio.</li> <li>You will recognize how the theory and techniques learned can be applied to succeed in larger professional T.V and Radio studios.</li> </ul>	
UNIT	CONTENT	HOURS
UNIT-I	<b>Introduction</b> 1.1 Introduction to Electronic media 1.2 Television Broadcasting: main characteristics 1.3 Indian TV Industry: Main features, trends and issues 1.4 Radio broadcasting: main characteristics 1.5 Radio Main features, trends and issues 1.6 Public Service Broadcasting	15
UNIT-II	<b>Radio Program Format - I</b> 2.1 Fiction: Radio Drama, Entertainment Shows etc. 2.2 Non Fiction: Special Audience Program, Radio Feature, Radio Documentary 2.3 Interviews And Talk Shows 2.4 News Bulletin, Newsreel, News Feature 2.5 Panel Discussion, Phone in program, commentary Based Sports shows	15
UNIT-III	<b>Radio Program Format - II</b> 3.1 Radio News: Types of Radio News, Structure of Radio news story 3.2 Special Reports 3.3 Countdown shows 3.4 Story telling / Narration based 3.5 Radio Advertisements: Trends, Types of Appeal, Public Service Announcements, Promo etc.	15

  
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<b>UNIT-IV</b>	<b>TV Program Format - I</b> 4.1 Fiction: Drama, Soap Operas, Serials, Sitcoms 4.2 Tele Films 4.3 Non Fiction: Special Audience Program, Feature, Documentary 4.4 Interviews And Talk Shows 4.5 News Bulletin, Newsreel, News Feature 4.6 Panel Discussion, Phone in program, commentary Based Sports shows	15
<b>UNIT-V</b>	<b>TV Program Format - II</b> 5.1 TV News: Types of TV News, Structure of TV news story 5.2 Special Reports 5.3 Countdown shows 5.4 Story telling / Narration based 5.5 TV Advertisements: Trends, Types of Appeal, Public Service Announcements, Promo etc.	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students will understand introduction to electronic media, nature and importance of in daily life.	
<b>CO2</b>	Characterize and analyze radio programme.	
<b>CO3</b>	They will learn the working of radio production and its uses in various productions.	
<b>CO4</b>	They will learn the types of TV program formats and its uses in various practical productions.	
<b>CO5</b>	They will also have capacity to produce TV program and T Vadvertisement in the various field of production work.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Ed Shane. Selling electronic media. Publisher Gulf Professional Publishing, 1999. 462 pages</li> <li>Gross. Lynne Schafer Electronic Media An Introduction Publisher McGraw-Hill Education. (13 September 2012 ) 464.Pages</li> </ul>	
<b>Reference Book:</b>	<ul style="list-style-type: none"> <li>Gaur M. M. Electronic Media. Publisher -Omega Publications (1 January 2006) 496.pages</li> <li>Lind Nyles. Electronic Media and Broadcasting Publisher : Willford Press (2 June 2016) 204 pages</li> </ul>	

  
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CODE	Copy-writing and Content Creation	Total Lecture:45 Practical:30
JM23APR010		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To develop the creative and critical thinking skills of students by exposing them to the techniques of brainstorming, concept development and execution of ideas.</li> <li>To provide students with the skills to write informational and persuasive text to support visual communication within an advertising context.</li> <li>To enable the students to develop, interpret and analyse a creative brief in order to construct a creative writing strategy</li> <li>Create ideas and develop an advertising campaign integrating text and visuals effectively.</li> <li>To help the students learn how to write clear, compelling and persuasive text for a range of media.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
UNIT	CONTENT	HOURS
<b>I</b>	<b>Introduction to Copywriting</b> 1.1 Basics of copy writing, Role and responsibility of Copy writer 1.2 Role and importance of Copy in an advertisement, 1.3 Elements of a Copy-Headline-Types of Headline, Sub-head, Body copy- types of Copies, Slogan, Logo, Company Signature, Mandatories and Legal 1.4 Writing persuasive copy- The CAN Elements (connectedness, appropriateness, and novelty), Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling 1.5 Writing copy for various audiences- Children, Youth, Women, Senior citizen and Executives 1.6 Trans creation vs Translation	15
<b>II</b>	<b>Creative Thinking</b> 2.1 How to inculcate a 'creative thinking attitude'- Left brain thinking, Right brain thinking 2.2 Idea Visualization, Sources of creative ideas 2.3 Creative ways of thinking-Free association, Divergent thinking, Analogies and Metaphors, Lateral Thinking, Brainstorming 2.4 Importance and role of Visuals 2.5 Principles and techniques of Persuasion	15
<b>III</b>	<b>Layout Designing</b> 3.1 Layout- Importance and purpose, Steps in designing a Layout- Thumbnail sketches, Rough layout, Comprehensive layout and Mechanical 3.2 Principles and formats of a Layout	15

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	3.3 Role and importance of visuals 3.4 Graphics and Illustration-role and importance 3.5 Psychological and emotional aspects of colors in layout designing	
<b>IV</b>	<b>Creativity</b> 4.1 Writing the Creative Brief 4.2 Principles of effective Copywriting 4.3 Developing the Big Idea 4.4 Creating Advertising Appeals: Rational and Emotional 4.5 Major Creative Thinkers in Advertising	15
<b>V</b>	<b>Copy writing for different Media</b> 5.1 Developing copy for Print media 5.2 Copy writing for Radio and Television 5.3 Copy writing for Digital Media 5.4 Copy writing for Outdoor media 5.5 Designing Sales Literature	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students will understand the fundamentals of good copywriting.	
<b>CO2</b>	Develop visualization skills and master the art of developing effective layouts	
<b>CO3</b>	Students will feel more confident in their writing skills and will be keen to put your new, fresh ideas into practice.	
<b>CO4</b>	Learn to address the obstacles of effective writing and how to overcome them	
<b>CO5</b>	Have the ability to easily adapt your writing style to your target audience.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Berman Margo, (2012). The Copywriter's Toolkit, UK: Blackwell Publishing West Sussex.</li> <li>• Bonnie L Drewniany (2011). Creative strategy in advertising. USA: Wordsworth Cengage</li> <li>• Burtenshaw, Ken, et.al (2006). The fundamentals of creative Advertising. Switzerland: An AVA Publishing.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Carroll Brian (2010). Writing for Digital Media. UK: Routledge Publications, UK.</li> <li>• Felton, George (1994). Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.</li> <li>• Fennis Bob.M and Stroebe Wolfgang (2010), The Psychology of Advertising. UK: Psychology Press.</li> </ul>	

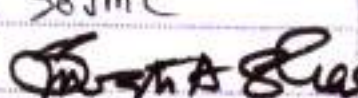
  
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CODE	Style Sheet and Page Layout Design	Total Lecture:45 Practical:30
JM23PM010		3-0-2-4
Course Objectives:	<ul style="list-style-type: none"> <li>• Basic understanding of newspaper, Magazines design for print</li> <li>• To develop competencies and skills needed for becoming an effective Layout Designer.</li> <li>• Mastering Designing &amp; digital tools to produce Design.</li> <li>• To enable students to manage Print Design Projects from its Conceptual Stage to the final Product creation</li> <li>• To develop expertise in Designing Software's and related techniques.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	<b>Overview</b> 1.1 Overview of newspapers 1.2 Terms used for newspapers Magazines 1.3 Page layout grids and styles	15
II	<b>Layout &amp; Designing</b> 2.1 Words—headlines and decks 2.2 Words—bylines, story text, cut lines, credits. 2.3 Images—photos, illustrations, infographics	15
III	<b>Photoshop Software</b> 3.1 Getting Acquainted with Photoshop 3.2 Basic Image Manipulation Color Basics, Brush Setting, Painting Tools 3.3 Making Selection, Filling And Stroking, Layers, Text, Drawing, Channels and Masking 3.4 Enhancing Digital Photographs, Typographic Design, Vector Drawing techniques, Producing and Printing Consistent Color.	15
IV	<b>Adobe InDesign Software</b> 4.1 Creating and Viewing Documents 4.2 Understanding Your Workspace 4.3 Working with Master Pages 4.4 Working with Type, Working with Graphics 4.5 Formatting Objects, Working with Color 4.6 Points and Paths, Managing and Transforming Objects 4.7 Tables, Character and Paragraph Formatting 4.8 Packaging and Printing	15
V	<b>Production</b> 5.1 Create and design a story using the software publishing program InDesign.	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		


  
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After successful completion of course students will able to:	
CO1	Students would be able to <b>understand</b> the basics of page layout Design
CO2	Students would be able to <b>inculcate</b> the knowledge of Layout Design.
CO3	Students will <b>learn and explore</b> how Photoshop works.
CO4	Students will <b>learn and explore</b> how Adobe Indesign works.
CO5	Students will be able to <b>create different</b> formats of newspaper/Magazines in professional way.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Adobe Photoshop: The Complete Tutorial for Beginners to Learn (A Complete Tutorial Guide for Beginners With Tips &amp; Tricks to Learn) Link Amazon- <a href="https://amzn.eu/d/1X6fQZ0">https://amzn.eu/d/1X6fQZ0</a></li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>Adobe InDesign Classroom in a Book (2022 release): The Official Training Workbook from Adobe by Kelly Anton and Tina DeJarld</li> </ul>

  
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<b>CODE</b>	<b>Editing</b>	<b>Total Lecture:40 Practical:60</b>
<b>PA23FM010</b>		<b>2-0-4-4</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• To make the students understand the concept and basics of editing</li> <li>• To make them know and learn the different types of editing</li> <li>• To make them understand the hygiene practices of editing</li> <li>• To make them master the use of transitions in editing with their associated meaning and purpose</li> <li>• To make them learn various software of editing used in industry</li> </ul>	
<b>Pre-requisites:</b>	N/A	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Editing Basics</b> 1.1 Introduction To Editing 1.2 Mechanism Of Film Editing 1.3 Editing Basics 1.4 Editing Techniques 1.5 The Mechanics Of Online Editing	20
<b>II</b>	<b>Types Of Editing</b> 2.1 Film Editing 2.2 Linear And Non-Linear Editing 2.3 In Camera Editing 2.4 Editing With The Production Switcher 2.5 Additional Switcher Features	20
<b>III</b>	<b>Effective Picture Making</b> 3.1 The Art And Techniques Of Editing 3.2 Cut, Fade, Dissolve, Wipe 3.3 Order Of Shots 3.4 Montage 3.5 Titles	20
<b>IV</b>	<b>Introduction To NLE Software: Features And Application</b> 4.1 Adobe Premiere Pro 4.2 Adobe After Effects 4.3 Final Cut Pro (FCP) 4.4 Avid 4.5 Vegas	20
<b>V</b>	<b>Tools And Techniques Of Various NLE Software</b> 5.1 Creating Project, Customizing Workspace 5.2 Import Setting 5.3 Interface (Digitize And Organize Source Footage, Edit Sync And Non-Sync Material, Editing Dialog & Working With Audio, Timeline Editing, Adding Video Effects & Transitions) 5.4 Tools 5.5 Export Setting	20

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Course Outcomes as per Bloom's Taxonomy	
CO1	Students will gain the understanding of the concept and basics of editing.
CO2	Students will know and learn the different types of editing.
CO3	Students will understand the hygiene practices of editing and will be able to apply them in projects.
CO4	Students will be able to master the use of transitions in editing with their associated meaning and purpose.
CO5	Students will be able to use various software of editing used in industry.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Handbook of television production- Herbert Zettl</li> <li>• Video production handbook- Millerson</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Television production- Millerson</li> </ul>


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<b>CODE</b>	<b>Big Data for Journalism</b>	<b>Total Lecture:45 Practical:30</b>
JM23DM011		3-0-2-4
<b>Course Objectives</b>	The course will introduce the students to the various ways in which immersive technologies and big data are changing the field of journalism. The students will be encouraged to engage critically with the key debates in the field and its implication for practicing journalists. Ethical concerns related to emerging media and technologies will be addressed.	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	Introduction and Types of Immersive Media: 1.1 Virtual Reality (VR) 1.2 Augmented Reality (AR) 1.3 Mixed Reality (MR), Multimersion, 1.4 Extended Reality (XR) 1.5 How can Immersive Media be used within different industries? –(Automotive industry, Healthcare, Tourism, Real Estate)	15
<b>II</b>	Immersive experience: 2.1 Concept 2.2 Need 2.3 Utility 2.4 Future prospects 2.5 Artificial Intelligence	15
<b>III</b>	3.1 Debates around emerging technologies 3.2 Body and technology 3.3 New interfaces 3.4 Relationship between communication and technology 3.5 Possibilities and challenges for journalism in the new and emerging media landscapes	15

  
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IV	<p>4.1 Future technologies, 5G and internet of things</p> <p>4.2 Role of algorithms</p> <p>4.3 Case of Cambridge Analytica and its implications</p> <p>4.4 Power and control in new platforms</p> <p>4.5 Surveillance society, Ethical and legal issues, future of networks, journalism and future technologies.</p>	15
V	<p>5.1 Immersive worlds, experiential news, ethical concerns in immersive projects, future of virtual and augmented reality, storytelling in immersive projects.</p> <p>5.2 Introduction to artificial intelligence, machine learning, artificial Intelligence in journalism, automated journalism</p> <p>5.3 Using big data in Journalism and Research</p> <p>5.4 Social media platforms and big data, data mining</p> <p>5.5 Question of accountability, politics of interpreting data, question of certainty and data in a 'post-truth' world.</p>	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	<b>Understanding</b> of the concept of Immersive media and Big Data !!	
CO2	<b>Acquaintance</b> with the emerging trends in immersive media	
CO3	Ability to critically <b>analyze</b> how big data is changing journalism	
CO4	Ability to <b>understand</b> the possible futures of immersive media and big data	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Noble, S. U. (2018). <i>Algorithms of oppression: How search engines reinforce racism</i>. nyu Press.</li> <li>• Anderson, C. W. (2018). <i>Apostles of certainty: Data journalism and the politics of doubt</i>. Oxford University Press.</li> <li>• Jenkins, H., &amp; Deuze, M. (2008). <i>Convergence culture</i>.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Manovich, L. (2001). <i>The language of new media</i>. MIT press.</li> <li>• Visvizi, A., &amp; Lytras, M. D. (Eds.). (2019). <i>Politics and technology in the post-truth era</i>. Emerald Publishing Limited.</li> </ul>	

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<b>CODE</b>	<b>Current Affairs for TV and Radio</b>	<b>Total Lecture:45 Practical:30</b>
<b>JM23DM011</b>		<b>3-0-2-4</b>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>• To impart the knowledge of the definitions and basic concept of Cyber Laws.</li> <li>• To understand the need and importance of Cyber Laws.</li> <li>• To learn the use of different Laws for digital usage.</li> <li>• To make student aware for digital crime and safety.</li> <li>• To make student aware about the changes and impact of technology.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	1.1 News and current affairs programme pattern: Gathering, Packaging, Broadcasting 1.2 Current affairs programme 1.3 Different format of current affair programme: Discussion, Chat and Talk Show, Live Coverage, Review, Vox – pop , News documentary, News capsule, In – depth News story, Infotainment, Live debate, Research based programmes 1.4 Edutainment through current affair programmes 1.5 Planning and conducting of various news programmes	15
<b>II</b>	2.1 Current international issues 2.2 International organizations: UNO, UNESCO, WHO, WORLD BANK, IMF, ITU, WTO 2.3 Multilateral organization: SAARC, BRICS, NAM, ASEAN, NATO, UNECC 2.4 APEC, EUROPEAN UNION, COMMON WEALTH UNION, G-8, G-20 2.5 Human Rights: Cultural and social issues	15
<b>III</b>	3.1 Interactive programmes Coverage of foreign visits 3.2 Current issues of Parliament and different legislative assemblies 3.3 Cross border terrorism 3.4 Cultural and media imperialism	15

  
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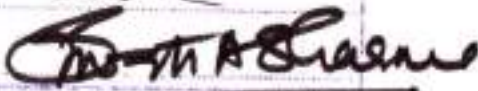
	3.5 Consumerism, paid news	
<b>IV</b>	4.1 Current scenario of media organization Press Council, Prasar Bharti 4.2 DAVP, EMMC, PIB 4.3 BCCC, BEA, MRUC, P.I.I 4.4 International Press Institute 4.5 Analysis of current media	
<b>V</b>	5.1 Coverage of parliament proceeding and election 5.2 Discussion current affairs programme: Education, health, rural, social, political and cultural issue 5.3 Relation with neighboring countries: Bangladesh, Nepal, Pakistan, Bhutan 5.4 International press freedom index 5.5 Case Studies	15
<b>Course Outcome as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students would learn about the current affairs and issues.	
<b>CO2</b>	Students would understand the importance of current affairs for media perspectives.	
<b>CO3</b>	Students would gain knowledge about the current affairs programmes.	
<b>CO4</b>	Student would develop the knowledge of current issues.	
<b>CO5</b>	Students would be able to apply the knowledge and can prepare programme formats.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Singh Pavneet, (2022) International Relations, McGraw Hill, ISBN- 10,13</li> <li>• Jain Anshul, (2022) Legal Affairs Current Affairs and General Knowledge, Whitesmann Publication</li> <li>• Fadia Kuldeep, (2022) International Organizations, Sahitya Bhawan Prakashan, New delhi</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Pavan Duggal, (2021) Cyber law Free speech and Privacy, Independently Published.</li> <li>• Francoise Delerue, (2020) Cyber Operations and International Laws, Cambridge Publication</li> </ul>	

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<b>CODE</b>	<b>Integrated Marketing Communication</b>	<b>Total Lecture:45 Practical:3 0</b>
JM23APR011		3-0-2-4
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To introduce key terms, definitions, concepts, current theories and practices used in Integrated Marketing Communications (IMC).</li> <li>To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.</li> <li>To explore the use of main promotional tools of advertising, public relations, sales promotion, direct marketing, event marketing, and online marketing.</li> <li>To clear the concepts of planning IMC campaign successfully.</li> <li>To produce professionals who have clear concepts of writing and developing advertisements in different medium.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Introduction to Integrated Marketing Communication</b> 1.1 IMC: Understanding Concepts, Current scenario 1.2 IMC Planning Process: Situational analysis, Marketing objectives, Marketing strategies, Budget determination, Developing IMC Strategies, Implementation and Evaluation 1.3 IMC Elements: Advertising, Direct Marketing, Sales Promotion, Publicity, Public Relations, Personal selling, Internet marketing 1.4 Marketing Strategies: Market Segmentation, Targeting and Positioning, 4P's of Marketing (Product, Price, Place, Promotion), Product Positioning Strategies, Product Life Cycle (Introduction, Growth, Maturity, Death) 1.5 Advertising tools, Promotional tools and Integration tools.	15


  
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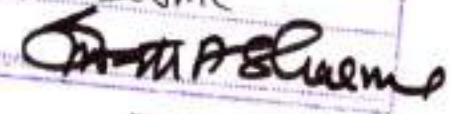
<p><b>II</b></p>	<p><b>Consumer Behaviour</b>  2.1 Understanding consumer: Types of consumers; Rural, Urban, Female, Children, Role of Consumers in Marketing  2.2 Factors affecting Buying behaviour: Cultural Factors, Social Factors, Personal Factors, Psychological Factors, Maslow's Hierarchy model  2.3 Buying Decision Process: Basic model of consumer decision making; Stages in decision making and internal psychological process  2.4 Consumer segmentation and its importance in IMC  2.5 Understanding Online Consumer Behaviour, Culture, Spotting, Challenges and Opportunities.</p>	<p>15</p>
<p><b>III</b></p>	<p><b>Communication Process</b>  3.1 Communication: Introduction, Communication process; Sender, Message, Channel and Receiver  3.2 Integrating Marketing and Communication: Nature and Scope, Branding and Corporate Image communication  3.3 IMC in global Era: Recent trends, Use of Digital media in making a local brand, international  3.4 Communication Models for Marketing: Transactional Model of Communication, AIDA Model, Hierarchy of Effects Model  3.5 Communication Models for Marketing: Elaboration Likelihood Model, Foot Cone Belding Model</p>	<p>15</p>
<p><b>IV</b></p>	<p><b>Objectives and Budget Determination</b>  4.1 Objectives: Importance and Types of Objectives; Sales-oriented objectives and Communication objectives  4.2 Budget: Methods of determining Budget, Factors affecting Budget  4.3 4C's of Integrated Communication: Collaboration, Coherence, Consistency and Congruence  4.4 Advertising and IMC: Objectives, Role and Types  4.5 Event Management, Direct Marketing, Personal Selling, Corporate ads: Concept and Use</p>	<p>15</p>
<p><b>V</b></p>	<p><b>IMC Campaign Planning</b>  5.1 Situational Analysis: SWOT Analysis, PEST Analysis, Segmentation of target audience  5.2 Marketing Objectives;  5.3 Budget determination;  5.4 Marketing Strategies; Implementation and Evaluation;  5.5 Campaign Development; Study the effectiveness of the campaign</p>	<p>15</p>

  
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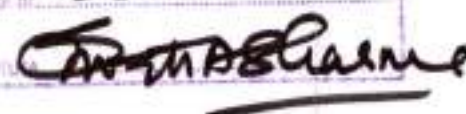


Course Outcome as per Bloom's Taxonomy	
CO1	Clarity in applying key theories, concepts and models in IMC.
CO2	Apply the key terms, definitions, and concepts used IMC.
CO3	Demonstrate knowledge of how these marketing communications tools should be utilized to their best effect
CO4	Develop critical reasoning regarding theories, models and practices in IMC
CO5	Execute the knowledge gained in planning an IMC campaign
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Belch, George E and Belch, Michael A (2001): Advertising and Promotion, McGraw Hill Irwin, New York</li> <li>• Chunawallah, S.A. and K.C. Sethia (2000): Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai.</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Duncan, Tom. (2009): Principles of Advertising &amp; Integrated Marketing Communication, Tata McGraw Hill.</li> <li>• Shah, Kruti. And D'Souza, Alan (2009): Advertising and Promotions, Tata McGraw Hill Education, New Delhi.</li> </ul>

  
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CODE	Print Production	Total Lecture:45 Practical:30
JM23PM011		3-0-2-4
Course Objectives	<ul style="list-style-type: none"> <li>• Understand the concept and philosophy of Art.</li> <li>• Understand the functions of type composition and develop the ability to select the appropriate typeface for a particular design.</li> <li>• Develop an understanding of the use of new technology in developing Layout.</li> <li>• Understand the purpose of a Newspaper Design.</li> <li>• The paper will enable students to develop their skills in print media.</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	<b>Art and Production</b> 1.1 Visual Art 1.2 Aesthetics of print production 1.3 Graphic Art 1.4 Typography - Structure, Design and Function 1.5 Design Style, Function of Type Composition	15
II	<b>Layout and Design</b> 2.1 Terms in Layout Planning 2.2 Stages of Layout Planning 2.3 Principles of Design 2.4 Basic Approach of Design 2.5 Functions of Colour	15
III	<b>Newspaper Design</b> 3.1 Newspaper Designing 3.2 Design Approach 3.3 Newspaper Format 3.4 Design Elements 3.5 Page Make -up	15
IV	<b>Periodicals Design</b> 4.1 Elements of Magazine Designing 4.2 Elements of house journal Designing 4.3 Elements of Newsletters Designing 4.4 Rules for Poster Designing 4.5 Production Procedures	15
V	<b>Software for Designing</b> 5.1 Layout designing for Online paper 5.2 New trends of Layout 5.3 Introduction to Page Maker and Quark express 5.4 Introduction to Coral draw 5.5 Introduction to In-design, Photoshop	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		

  
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CO1	Students would acquire practical experience on designing of Page Layout
CO2	Students would be able to understand the techniques of Print Production
CO3	Students would be able to understand how to apply the knowledge of Visual Art
CO4	Students will be able to use Page Maker, Quark express and Coral draw.
CO5	Students will be able to use In-design and Photoshop.
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Eisenstein Elizabeth L., The Printing Revolution in Early Modern Europe, Cambridge University Press, 1983</li> <li>• Jain Satish &amp; Geetha M., CorelDraw Training Guide, BPB Publications, New Delhi, 2018</li> <li>• Johansson Kaj, Lundberg Peter and Ryberg Robert, A Guide to Graphic Print Production, Elanders Falh &amp; Hassler, Hungary, 2011</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Marina Joyce , Designing for Print: The Art and Science, Inez D. Incorporated, 2018</li> <li>• Sarkar N.N., Art and Print Production, Oxford University press. New Delhi, 2013</li> </ul>

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CODE	Legal Aspects of Cinema	Total Lecture:40 Practical:60
PA23FM011		2-0-4-4
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To make the students acquire the knowledge of Indian constitution and legal system</li> <li>To make the students know about intellectual property rights</li> <li>To acquaint the students with the knowledge of important acts governing film making in India</li> <li>To make the students learn and recall about the film regulatory body and regulations in India</li> <li>To make the students learn and practice the knowledge of film business ethics and culture of film business in India</li> </ul>	
<b>Pre-requisites:</b>	N/A	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Indian Constitution And Legal System</b> 1.1 Indian Constitution: Salient Features – longest written constitution, Adult suffrage, mixture of rigidity and flexibility. 1.2 Fundamental Rights And Duties – consisting section of constitution, directive principles of state policy. 1.3 Overview of India Legal System, type of legal system in India, types of law, structure of court system, working of court system. 1.4 Constitutional Provisions, Laws and Regulation. 1.5 Human Rights: history and origin, UNO, Geneva convention, Magna - Carta, British Law, Constitution.	20
<b>II</b>	<b>Intellectual Property Rights</b> 2.1 Intellectual Property Rights: Introduction (IPR)- History, Origin, Types of IPR. 2.2 Copyright & Trademark, Patent and Trade Secret - Salient Features of Each Law. Processes of filing. 2.3 Plagiarism – Concept, Guideline And Ethics. 2.4 Case Study regarding – Patent and Trade Secret. 2.5 Case Study regarding – Copyright & Trademark.	20
<b>III</b>	<b>Important Acts</b> 3.1 Cinematography Act 1952 – Origin, implementation, amendments, Salient Features. 3.2 Prasar Bharati Act (1990) - Origin, implementation, amendments, Salient Features. 3.3 Information Technology Act (2000) - Origin, implementation, amendments, Salient Features. 3.4 Cable TV Act (1995) - Origin, implementation, amendments, Salient Features. 3.5 Right To Information Act (2005) - Origin, implementation, amendments, Salient Features.	20

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IV	<b>Film Regulation</b> 4.1 Introduction To Film Board of Certification 4.2 Introduction To Various Film Organization/ Associations, Vision of Formation And Films, Film Board Members of Certification. 4.3 Process And Guidelines of Film Board of Certification 4.4 Formation (Central And Regional) Enforcement of Film Board Of Certification 4.5 Film Certification, Film Posters And Ethical Issues.	20
V	<b>Film Business</b> 5.1 Pre Role and importance of Business Ethics and Values in Film Business 5.2 Definition of Business, Ethics Impact on Business Policy and Business Strategy. 5.3 Impact on the Business Culture. 5.4 Types of Ethical issues, Bribes, Coercion, Deception, Theft, Unfair Discrimination. 5.5 CSR- Definition and Importance, examples of various initiatives taken by various business groups like Dharma Production, Yash Production, Red Chillies Entertainment, Excel Entertainment etc.	20
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	Students will acquire the knowledge of Indian constitution and legal system.	
CO2	Students will know about intellectual property rights.	
CO3	Students will acquaint the knowledge of important acts governing film making in India.	
CO4	Students will be able to learn and recall about the film regulatory body and regulations in India.	
CO5	Students will learn and practice the knowledge of film business ethics and culture of film business in India.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>Osborn. Guy, Robson .Peter, Greenfield. Steve.(2010). Film and the Law: The Cinema of Justice Paperback. Hart Publishing; Second edition.ISBN-10: 1841137251. 358 pages. 550 g</li> </ul>	
<b>e-References</b>	<ul style="list-style-type: none"> <li><a href="https://blog.ipleaders.in/legalities-making-films-india/">https://blog.ipleaders.in/legalities-making-films-india/</a></li> <li><a href="https://copyright.gov.in/documents/handbook.html">https://copyright.gov.in/documents/handbook.html</a></li> <li><a href="https://allindialegalforum.com/2021/02/01/lights-camera-and-action-role-of-ipr-in-indian-cinematographic-films/">https://allindialegalforum.com/2021/02/01/lights-camera-and-action-role-of-ipr-in-indian-cinematographic-films/</a></li> <li><a href="https://intellectual-property-helpdesk.ec.europa.eu/news-events/news/copyright-protection-india-overview-and-recent-developments-2022-03-02_en#:~:text=In%20case%20of%20original%20literary,death%20of%20the%20last%20author.">https://intellectual-property-helpdesk.ec.europa.eu/news-events/news/copyright-protection-india-overview-and-recent-developments-2022-03-02_en#:~:text=In%20case%20of%20original%20literary,death%20of%20the%20last%20author.</a></li> </ul>	

  
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CODE	Mobile Journalism	Total Lecture:45 Practical:30
JM23DM012		3-0-2-4
<b>Course Objectives:</b>	<p>This innovative certificate course in Mobile Journalism popularly known as MOJO is Designed for students with passion for entrepreneurship in Journalism. The Course intends to provide the students with the necessary skills required to understand the History, economics, techniques and prospects of Mobile Journalism.</p> <p>The Course aims to offer an in depth understanding of Mobile Journalism through social media and other Streaming platforms</p> <p>Some new developments in technology are fascinating enough to Attract anyone interested in journalism.</p> <p>The course is designed to familiarize students with all the current and upcoming advancement in technology concerning mobileJournalism.</p>	
<b>Pre-requisites:</b>	NIL	
UNIT	CONTENT	HOURS
I	1.1 History of MOJO 1.2 Mobile Journalism Overview, 1.3 Purpose of Mobile Journalism 1.4 Understanding Mobile Journalism 1.5 MOJO in India.	15
II	2.1 MOJO's Basic Equipment, 2.2 MOJO & Smartphone, Scope and reach of Smartphone, 2.3 Overcoming the Limitations of Smartphone 2.4 Global adoption and influence of the Mobile, 2.5 Traditional Media & MOJO	15
III	3.1 Various Smart phones and their uses 3.2 Exposure related parameters 3.3 Framing composition; Creating Shots 3.4 On Shoot Challenges 3.5 Video Recording apps for MOJO	15
IV	4.1 Captions and Logos to Smartphone videos 4.2 Preparation and location scouting 4.3 Basics of Voice over 4.4 MOJO Shoot - Checklist & Tips for a Perfect Shot 4.5 Video Shot types and filming angles	15
V	5.1 Collection of visuals for video News 5.2 Organizing visual elements into a video story 5.3 Production of videos from Photo and script. Preparation of questions for Interview 5.4 Conducting an Impactful Interview	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		

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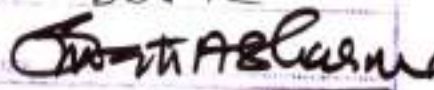
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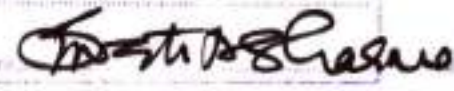
After successful completion of course students will able to:	
<b>CO1</b>	Students would be able to <b>understand</b> the basics of Mobile Journalism.
<b>CO2</b>	Students would be able to <b>inculcate</b> the knowledge of MOJO's Basic Equipment.
<b>CO3</b>	Students would be able to <b>develop</b> the knowledge of skills of Various Smart phones and their uses.
<b>CO4</b>	Students would be able to <b>enhance</b> understanding of the technical aspects of MOJO .
<b>CO5</b>	Students would be able to <b>do production of MOJO.</b>
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Harimohan2004: Soochna Kranti aur Vishva Bhasha Hindi, Delhi, Taxsila Prakashan</li> <li>• MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad</li> <li>• Mobile Journalism by Dr Rahul Dass (Author)</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• The 'Bible of Mobile Journalism.' Marcela Kunova, Editor, Journalism Co UK</li> <li>• Mobile Journalism textbook,Robb Montgomery</li> </ul>

  
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CODE	News Production for Radio and T.V.	Total Lecture:45 Practical:30
JM23EM012		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To provide students an in-depth understanding of the concept, role and value of strategic broadcasting and broadcast journalism in India.</li> <li>To enhance the understanding of students in Radio Journalism and radio programming.</li> <li>To acquaint them with the skills to develop news content for Radio.</li> <li>To make the students able to analyze the broadcast medium Radio and TV in terms of their reach and nature of target audience.</li> <li>To train them in the art of television journalism and equip them with the skills and practices of television programme production.</li> </ul>	
<b>Pre-requisites:</b>	N/A	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Radio 1:</b> <ol style="list-style-type: none"> <li>1.1 Nature and characteristic of Radio as a medium of mass-communication, Strengths and limitations.</li> <li>1.2 Radio Broadcasting: Types of propagation- AM, SW &amp; FM, Knowledge about Electromagnetic spectrum.</li> <li>1.3 Concept of Public Service Broadcasting- Characteristics, Structure and management.</li> <li>1.4 Commercial broadcasting of AIR, Vividh Bharti, Local Radio and Private Commercial Radio</li> <li>1.5 Radio and Rural Development, Community / Campus Radio, HAM Radio.</li> </ol>	15
<b>II</b>	<b>Radio 2:</b> <ol style="list-style-type: none"> <li>2.1 Radio News Room and News Studio, Familiarization with Radio Equipments</li> <li>2.2 Structure of Radio News Bulletin, News Writing and Editing</li> <li>2.3 Art of news reading, News based formats and Current Affairs programs, Radio Commentary, Radio Jockey.</li> <li>2.4 Production crew and their functions: Role of producer, Production, planning and execution</li> <li>2.5 Radio Production – Different program formats, Use of Music, Sound Effects and Voice</li> </ol>	15
<b>III</b>	<b>Television I:</b> <ol style="list-style-type: none"> <li>3.1 Nature and characteristics of Television as medium of mass communication, Strength and limitation, TV News room and Studio Layout, Familiarization with studio equipment.</li> <li>3.2 Editorial team and their responsibilities, Television, News: Basics of TV News, TV News Reporting, Editing, Packaging of News and News Flow.</li> </ol>	15

  
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	<p>3.3 Program production process of TV: Pre- Production, Production, Post-Production</p> <p>3.4 News Anchoring / Presentation</p> <p>3.5 Different types of news based programs: Interview, Panel Discussion, Talk Show, Volks Populi, Production, Planning and coordination</p>	
<b>IV</b>	<p><b>Television 2:</b></p> <p>4.1 Camera Operation (Shots, Angle, Movements, Lighting, Set Designing, Audio Properties etc.)</p> <p>4.2 TV Documentaries: Type of Documentaries</p> <p>4.3 Live Coverage, Narration and Voice Over, News Rundown, PTS and Walk Through.</p> <p>4.4 Pronunciation for Radio and TV, Moderate Debate or Discussion, Voice and treatments – Pitch, Volume, Tempo, Vitality, Enthusiasm, Timbre, Tone, Vocal Stressing and Appearance</p> <p>4.5 Concept of Cable TV, DTH and Pay Channels</p>	15
<b>V</b>	<p><b>Script Writing:</b></p> <p>5.1 Basics of Script Writing: Visual Thinking, Preparation, Script writing, Research, Synopsis, Outline, Treatment</p> <p>5.2 Script writing formats</p> <p>5.3 Introduction to short fiction and film forms</p> <p>5.4 Basics of short film production</p> <p>5.5 Non Fiction script writing, Biopic, Docu-Drama, Educational, Corporate and Institutional Films</p>	15
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students will be able to understanding of the concept, role and value of strategic broadcasting and broadcast journalism in India.	
<b>CO2</b>	Students will have the knowledge of Radio Journalism and radio programming.	
<b>CO3</b>	Students will have skills to develop news content for Radio.	
<b>CO4</b>	Students will be able to analyze the broadcast medium Radio and TV in terms of their reach and nature of target audience.	
<b>CO5</b>	Students will be quiped with the skills and have awareness of practices of television program production.	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Ray.Alexander (2008) Broadcast Journalism: Techniques of Radio and Television News</li> <li>• Harcup.Tony (2015) Journalism Principles and Practice</li> <li>• Randall.David(2016) The Universal Journalist</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Bajpai.Punya.Prasun, Basic TV Technology Digital and Analog, 2005, Focal Press.</li> <li>• Wtite, Ted &amp; Bernas, Frank (2010), Broadcast News: Writing, Reporting and Producing. Focal Press Oxford</li> <li>• Chantler, Paul &amp; Stewert Peter(2007), Basic Radio Journalism, Focal Press</li> </ul>	

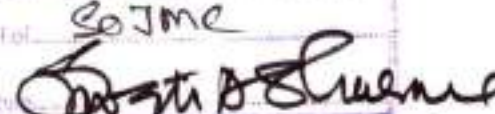
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CODE	Event Management	Total Lecture:45 Practical:30
JM23APR012		3-0-2-4
Course Objectives:	<ul style="list-style-type: none"> <li>To enable the students with the essentials of event management</li> <li>To acquire the knowledge and competencies required to design effective sponsorship strategies</li> <li>To make the students understand the basics of event planning</li> <li>To inculcate the marketing and promotional strategies among the students</li> <li>To develop the conceptual &amp; managerial skills at various levels in the area of overall event management, which will enable students to organize a successful event</li> </ul>	
Pre-requisites:	NIL	
UNIT	CONTENT	HOURS
I	<b>Basics of Event Management</b> 1.1 Definition, Historical Perspective and Introduction to Event management 1.2 Importance of Event management 1.3 Size and types of Events 1.4 Establishing Policies and Procedure 1.5 Qualities of Event Manager, MICE elements (Meetings, incentives, conferences, and exhibitions)	15
II	<b>Understanding of Event Management</b> 2.1 Meaning and definition of Event Planning 2.2 Process of Event Planning 2.3 Event Proposal, Content & Importance 2.4 SWOT and PESTLE analysis 2.5 Crisis Management Planning	15
III	<b>Sponsorship Management</b> 3.1 Definition & Objectives of sponsorship 3.2 Different types of sponsorship 3.3 Event Sponsorship Strategies 3.4 Budgeting Preparation, Profitability analysis 3.5 Audience Acquisition & Participation Management	15
IV	<b>Event Promotion</b> 4.1 Concept of Event Marketing Management 4.2 Types of advertising 4.3 Promotional Tools (Flyers, Posters, Invitations, Website, Newsletters, Blog, Tweet) 4.4 Types of Media, Media Management 4.5 PR strategies for Events	15
V	<b>Event Operations</b> 5.1 Venue Selection, Feasibility Study of Venue, Venue Management, Layout with the Scheduling	15

  
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	5.2 Vendor Management 5.3 Decoration and Entertainment & Performance 5.4 Safety & Security Requirement of Venue 5.5 Permission required for holding an event(IPRS-Indian performing Rig Society and PPL-Phonographic Performing License)	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Students would understand the concept of event management and its applicability	
<b>CO2</b>	Able to analyze the financial aspect of conducting an event	
<b>CO3</b>	Knowledge of various aspects of planning events from the perspective of execution	
<b>CO4</b>	Learnt to effective marketing and promotional strategy as per specific event they also understand which PR strategy successfully works for a particular event	
<b>CO5</b>	Students would acquire the knowledge and competencies required to promote, implement and conduct successful events	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Avrich Barry (1994), Event and Entertainment Marketing, Vikas, Delhi</li> <li>• Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi</li> <li>• Chaturvedi Ashutosh ,Event Management, Global india publications Pvt. Ltd</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York</li> <li>• Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi</li> <li>• Sharma Diwakar, Event Planning &amp; Management ,Deep &amp; Deep Publication Pvt.Ltd</li> <li>• Watt David (1998), Event Management in Leisure and Tourism, Pearson, UK</li> </ul>	

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<b>CODE</b>	<b>Multimedia: Tools &amp; Techniques</b>	<b>Total Lecture:45 Practical:30</b>
JM23PM012		3-0-2-4
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To understand multimedia basics and its terminology and apply those traits in the field of advertisement.</li> <li>To explore basic knowledge on computers and Photoshop's beauty from the practical to the painterly artistic and to understand how Photoshop will help you create your own successful images in your desired work area.</li> <li>This course will demonstrate the various tools that assist in formatting text importing images and creating page layouts with the help of Adobe Photoshop required for Advertisement and PR industry.</li> <li>Familiarized with Adobe InDesign from the beginning stages of laying out print documents to learning how to create interactive projects all within one program.</li> <li>Identify and utilize design theory and criticism from a variety of perspectives, including: art, communication/information theory, and the social/cultural use of design objects in Advertisement and Public Relation Industry.</li> </ul>	
<b>Pre-requisites:</b>	NIL	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Introduction to Multimedia</b> 1.1 Multimedia: origin, definition and elements 1.2 Multimedia: Hardware and Software tools 1.3 File Formats: Image & Graphics, Video 1.4 File Formats: Audio and Animation. 1.5 Resolution, Frame rate, Compression, File size Ratio, Aspect Ratio, etc.	15
<b>II</b>	<b>Adobe Photoshop I</b> 2.1 Adobe Photoshop intro: interface, features, Keystrokes 2.2 Opening and importing images, creating documents with different size, various methods and tools of selection of pixels in images, Editing image, Crop tool, Slice tool, Eye Dropper Tool etc. 2.3 Image manipulation and retouching: Spot healing brush, healing brush, patch tool, red eye tool, colour replacement etc. 2.4 Vector graphics in Photoshop: Pen tool, freeform pen tool, add anchor point tool, delete anchor point tool, convert to point tool, Path selection tool, direct selection tool, custom shape tools etc. 2.5 Colour modes and basic effects: Colour Information, Colour modes, colour wheel, Blur tool Sharpen tool, Dodge tool Burn tool sponge tool etc.	15

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<p><b>III</b></p>	<p><b>Adobe Photoshop II</b></p> <p>3.1 Layers: working with layers &amp; layer styles, Blending options, Adjustments layers, etc.</p> <p>3.2 Filters: Blur, Distort, Noise, Pixelate, Render, Sharpen, Stylize, Video, Filter Gallery, Vanishing Point, Lens corrections, Liquify, Oil paint, Camera raw filter, third party plugins, etc.</p> <p>3.3 Brush and Brush preset, custom brushes etc.</p> <p>3.4 Transform and scale: Free transform, scale, Rotate, Distort, Skew, Content-aware Scale, Perspective.</p> <p>3.5 Adjustments, Exposure, Curves Colour Balance, Black &amp; White Selective Colour, Channel Mixer, Gradient Map Photo Filter Shadow/Highlight Invert, Equalize etc.</p>	<p>15</p>
<p><b>IV</b></p>	<p><b>Introduction to Quark XPress and Adobe InDesign</b></p> <p>4.1 Introduction to Quark Xpress, layout tools, Documents Basics, Customizing QuarkXPress, Box Basics, Line Basics, Manipulating Items, Text Basics, Typography, Graphics in Typography, Pictures, Color, Trapping, Tables Layers, Libraries, List, Index and creating Books.</p> <p>4.2 Adobe In-design introduction, interface, keystrokes, Creating a document, Master Pages, Rulers and Guides, Adding and Deleting pages, Working with Master Pages, tracking kerning and leading, Placing text and graphics on the document pages,</p> <p>4.3 Manipulating text: Developing paragraph, character and object styles, Nesting character styles within paragraph styles, Adjusting the viewing quality of the document</p> <p>4.4 Critique and Hierarchy: Developing paragraph, character and object styles, Editing text Placing, managing and editing linked graphics, Workflow tips for placing graphics into InDesign, Placing graphics within the cells of a table, Wrapping text around a graphic</p> <p>4.5 Color and Transparency: Adding transparency effects, Applying transparency settings to images and text, Creating Tints and Advanced Gradient Techniques, Importing illustrator documents that use transparency</p>	<p>15</p>
<p><b>V</b></p>	<p><b>Adobe InDesign II</b></p> <p>5.1 Brochure Project: Output and Exporting, Packaging Files, Seeing how your files will be affected due to flattening</p> <p>5.2 Intro to Interactive Setting up an online document, Animations Panel, Bookmarks Panel, Buttons Panel, Page Transitions Panel</p> <p>5.3 Animation and Interactivity: Adding buttons, Simple Image-based Buttons, Button Variations, Animation and Page transitions</p>	<p>15</p>

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	5.4 Video: Media Panel, Exporting to a Flash Player or an Adobe PDF (interactive), Hyperlinks Panel, Hyperlinks 5.5 Exporting to an Adobe PDF (interactive and Print), Exporting to an FLA, Exporting to a SWF, Packaging a document.	
<b>Course Outcomes as per Bloom's Taxonomy</b>		
<b>CO1</b>	Have a proficiency in a broad range of design skills pertaining to publication & web design.	
<b>CO2</b>	Have a basic understanding of text, typography, vector tools and animated GIFs and be able to appropriately output files for both print and web.	
<b>CO3</b>	Successfully create images that can be used as portfolio builders.	
<b>CO4</b>	Confidently participate in professional design practice and management within a collaborative work environment.	
<b>CO5</b>	Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• A Guide to QuarkXPress: Using QuarkXPress. Quark Technology Partnership.</li> <li>• Anton, Kelly Kordes.(2015). Adobe Indesign CC Classroom in a book. Colarado: Adobe Press.</li> <li>• Bauer, Peter.(2013). Photoshop CC for Dummies. New Jersey: John Wiley &amp; Sons Inc</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Books, U.C-Abel.(2017). Adobe Indesign Keyboard Shortcuts. Create Space Independent Publishing Platform.</li> <li>• Dewis, Glyn.(2015). The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques. Peachpit Press.</li> <li>• Faulkner, Andrew and Chavez, Conrad. (2017). Adobe Photoshop Classroom in a Book. Adobe</li> </ul>	

  
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<b>CODE</b>	<b>Film Research</b>	<b>Total Lecture:40 Practical:60</b>
<b>PA23FM012</b>		<b>2-0-4-4</b>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• To make the students understand the concept and basics of research</li> <li>• To make them know and learn the major elements of research</li> <li>• To make the students understand and learn the use of tools and methods of research</li> <li>• To make the students master the application of statistics in research</li> <li>• To make the students learn and identify various film research areas</li> </ul>	
<b>Pre-requisites:</b>	N/A	
<b>UNIT</b>	<b>CONTENT</b>	<b>HOURS</b>
<b>I</b>	<b>Concept Of Research</b> 1.6 Meaning, Definition And Nature Of Research 1.7 Film Research Objectives: Understanding Cinematic language, understanding audience. 1.8 Scope Of Film Research 1.9 Problem Of Objectivity In Research 1.10 Various Elements in Research process	20
<b>II</b>	<b>Major Elements Of Research</b> 2.1 Hypothesis: concept and types. 2.2 Sampling - Meaning, Types And Problems 2.3 Research Design- Descriptive, Analytical, Experimental. 2.4 Research Types 01- Text mining in Film Studies, Survey Research, and Experimental Research. 2.5 Research Types 02 - Field Research, Panel Research, Audience Research, Narrative analysis	20
<b>III</b>	<b>Tools And Methods Of Research</b> 3.1 Sources Of Data - Primary And Secondary Source 3.2 Research Tools- Questionnaire And Schedule 3.3 Research Method- 1.Observation – a) Participatory b) Non-Participatory 3.4 Survey Method- Descriptive and Analytical survey. Interview Method- Structured and Non-Structured 3.5 Case Study, Content Analysis- Definition, usage and unit of analysis.	20
<b>IV</b>	<b>Application Of Statistics</b> 4.1 Tabulation, Coding And Classification Of Data ( Title, Column Heading, sub categories, footnotes) 4.2 Data Analysis- Field Notes, Interpretation 4.3 Elementary Statistics - Mean, Median And Mode 4.4 Graphic And Diagrammatic Representation Of Data: the histogram, bar chart, frequency polygon, pie chart, the scatter gram, line diagram. 4.5 Indexing, Citation-APA style, MLA style, Chicago manual style And preparing Bibliography 4.6 Research Report Writing, Writing Dissertation and Reports	20

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V	<b>Film Research Area</b> 5.1 Pre-Production Research- Story development, character development, writing and planning for production, location hunting. 5.2 Production research- Action Research, Formative Research. 5.3 Post Production Research: Distribution and Exhibition 5.4 Film Promotion and Marketing Research, Legal Issues during film production. 5.5 Film Review- cinematography, sound, character, technical aspects of film etc.	20
<b>Course Outcomes as per Bloom's Taxonomy</b>		
CO1	The students will be able to understand the concept and basics of research	
CO2	The students will be able to know and learn the major elements of research	
CO3	The students will be able to understand and learn the use of tools and methods of research	
CO4	The students will be able to master the application of statistics in research	
CO5	The students will be able to learn and identify various film research areas	
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Gosh, B.N. (1992) Scientific Method and Social Research. Sterling Publishers, New Delhi</li> <li>• Heyward, Susan. (2018) Cinema Studies The Key Concepts. London and New York: Routledge.</li> </ul>	
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Film quarterly, film research journal</li> <li>• Empire online magazine.</li> <li>• <a href="https://books.google.com/books?id=i9NtQV-ZsZMC&amp;printsec=frontcover&amp;source=gbs_ViewAPI#v=onepage&amp;q&amp;f=false">https://books.google.com/books?id=i9NtQV-ZsZMC&amp;printsec=frontcover&amp;source=gbs_ViewAPI#v=onepage&amp;q&amp;f=false</a></li> <li>• <a href="https://eric.ed.gov/">https://eric.ed.gov/</a></li> <li>• Edgar, Robert. Marland, John. Rawle, Steven. (2015) The Language of Film</li> </ul>	



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