

BANASTHALI VIDYAPITH

Bachelor of Arts (Journalism and Mass Communication)



Curriculum Structure

- First Semester Examination, December, 2020
- Second Semester Examination, April/May, 2021
- Third Semester Examination, December, 2021
- Fourth Semester Examination, April/May, 2022
- Fifth Semester Examination, December, 2022
- Sixth Semester Examination, April/May, 2023

BANASTHALI VIDYAPITH
P.O. BANASTHALI VIDYAPITH
(Rajasthan)-304022

July, 2020

No. F. 9-6/81-U.3

**Government of India
Ministry of Education and Culture
(Department of Education)**

New Delhi, the 25th October, 1983

NOTIFICATION

In exercise of the powers conferred by Section 3 of the University Grants Commission Act, 1956 (3 of 1956) the Central Government, on the advice of the Commission, hereby declare that Banasthali Vidyapith, P. O. Banasthali Vidyapith, (Rajasthan) shall be deemed to be a University for the purpose of the aforesaid Act.

Sd/-

(M. R. Kolhatkar)

Joint Secretary of the Government of India

NOTICE

Changes in Bye-laws/Syllabi and Books may from time to time be made by amendment or remaking, and a Candidate shall, except in so far as the Vidyapith determines otherwise, comply with any change that applies to years she has not completed at the time of change.

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Programme Educational Objectives

Journalism and Mass Communication education at Vidyapith is aimed to create women professionals with ethical values to contribute to the society and lead the industry. Media is a massive force that influences our society at each and every level. Journalism and Mass Communication process helps to understand how different elements of communication provide new development in social, political and economic context. The curriculum offers a systematic progression of hands-on production work, conceptual skills and artistic expression required to become an accomplished media practitioners in a social and technological environment. It also includes various on-field activities like real-time news reporting, on-field TV news coverage, industrial training, developing actual advertising campaigns etc.

- To promote journalism and mass communication education as a culture that attracts wider participation and focus to women with a view to empower them towards bridging the prevalent gender disparity.
- To prepare students to recognize and analyze the problems prevailed in society and effectively design media strategies that will provide solution to the problems.
- To emphasize on the development of critical thinking, professional writing skills and effective oral communication.
- To enable the learner to write, deliver and direct media programmes for the benefit of the society.
- To inculcate the values and attitudes that makes them representatives of social change and make competent to cope with ethical dilemmas of Mass Media.
- To acquaint with the latest technology incorporated and used in Mass Media.

Programme outcomes

After completion of the course, the student will achieve the following:

- **PO1. Domain Knowledge:** Imbibe domain-specific knowledge and develop globally-relevant skills for academic and professional enhancement and understand the history, development, and practice of the print media, electronic media, and the new media.
- **PO2. Problem analysis:** Understand the media critically and recognize how media shape and are shaped by politics, society, culture, economics, and daily lives.
- **PO3. Analyzing Complex problems:** Use domain based knowledge to analyze the real life problems in the profession and society to provide effective solutions using available resources.
- **PO4. Usage of Modern IT tools:** Use MS Office tools, Design softwares like In design, Photoshop, Quark Xpress, Coral Draw, Multimedia Softwares for designing, interpretation of data, audio-video, text, pictures, graphics and simulation tools for smooth functioning in different media industry.
- **PO5. Environment and sustainability:** Understand the impact of the mass communication channels in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- **PO6. Ethics:** To recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.
- **PO7. Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- **PO8. Communication:** To understand the role of communication in fostering interaction and interdependence across gender, race, and culture.
- **PO9. Project Management:** Demonstrate knowledge of journalism & mass communication application and management principles to apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- **PO10. Life-long learning:** Demonstrate effective writing, speaking and listening skills for communication in personal, public, and media areas.

Curriculum Structure
Bachelor of Arts (Journalism and Mass Communication)
First Year

Semester - I

Course Code	Course Name	L	T	P	C*
BVF BVF	011 / General English/सामान्य हिन्दी 014	2	0	0	2
	Core Foundation Course - I	2	0	0	2
JMC	102 Introduction to Communication and Mass Communication	4	0	0	4
JMC	103 Introduction to Journalism and Mass Media	4	0	0	4
POL	109 Indian Polity and Constitution	5	0	0	5
TSKL	102 Language Skills (English)	2	0	0	2
TSKL	103 भाषा कौशल (हिन्दी)	2	0	0	2
CS	101 Computer Applications for Mass Communication	4	0	0	4
CS	112L Computer Applications for Mass Communication Lab	0	0	6	3
Semester Total:		25	0	6	28

Semester - II

Course Code	Course Name	L	T	P	C*
BVF BVF	014 / सामान्य हिन्दी/General English 011	2	0	0	2
	Core Foundation Course - II	2	0	0	2
JMC	101 Hindi Evam Bhashai Patrakarita	4	0	0	4
JMC	104 Media Laws and Ethics	4	0	0	4
POL	101 Contemporary Issues and Current Affairs	4	0	0	4
JMC	105 Photo Journalism	2	0	0	2
JMC	105L Photo Journalism Lab	0	0	6	3
JMC	106 Print Media : Reporting and Writing	4	0	0	4
JMC	107L Print Media : Reporting and Writing Lab	0	0	6	3
Semester Total:		22	0	12	28

Second Year

Semester - III

Course Code	Course Name	L	T	P	C*
	Core Foundation Course - III	2	0	0	2
	Elective Foundation Course - I	2	0	0	2
ECO 206	Economic Development and Planning in India	3	0	0	3
TSKL 202	Communicative English	4	0	0	4
JMC 208	Creative Writing	3	0	0	3
JMC 202L	Creative Writing Lab	0	0	4	2
JMC 203	Editing and Layout Design	4	0	0	4
JMC 203L	Editing and Layout Design Lab	0	0	4	2
JMC 207	Radio Journalism and Production	4	0	0	4
JMC 207L	Radio Journalism and Production Lab	0	0	4	2
Semester Total:		22	0	12	28

Semester - IV

Course Code	Course Name	L	T	P	C*
	Core Foundation Course - IV	2	0	0	2
	Elective Foundation Course - II	2	0	0	2
SOC 202	Indian Society and Culture	4	0	0	4
JMC 206	Public Relations and Corporate Communication	4	0	0	4
JMC 201	Advertising and Commercial Communication	4	0	0	4
JMC 201L	Advertising and Commercial Communication Lab	0	0	4	2
JMC 209	Film Studies	2	0	0	2
JMC 204L	Film Studies Lab	0	0	4	2
JMC 205	New Media Journalism	4	0	0	4
JMC 205L	New Media Journalism Lab	0	0	4	2
Semester Total:		22	0	12	28

Third Year**Semester - V**

Course Code	Course Name	L	T	P	C*
	Vocational Course - I	2	0	0	2
	Core Foundation Course - V/ Elective Foundation Course - III	2	0	0	2
	Discipline Elective - I	0	0	10	5
JMC 304	Communication Research	4	0	0	4
JMC 305	Community Media	4	0	0	4
JMC 319	Media Organisation and Management	4	0	0	4
JMC 327	TV Journalism and Production	4	0	0	4
JMC 327L	TV Journalism and Production Lab	0	0	6	3
Semester Total:		20	0	16	28

Semester - VI

Course Code	Course Name	L	T	P	C*
	Vocational Course - II	2	0	0	2
	Elective Foundation Course - III/ Core Foundation Course - V	2	0	0	2
	Discipline Elective - II	0	0	10	5
	Discipline Elective - III	0	0	10	5
	Discipline Elective - IV	0	0	10	5
JMC 308	Development Communication	4	0	0	4
JMC 340P	UIL Project	0	0	8	4
	Reading Elective	0	0	4	2
Semester Total:		8	0	42	29

List of Discipline Elective

Course Code	Course Name	L	T	P	C*
JMC 301L	Advertising Lab	0	0	10	5
JMC 309L	Digital Photo Journalism Lab	0	0	10	5
JMC 315L	Film Direction Lab	0	0	10	5
JMC 320L	Public Relations (Film, Corporate) Lab	0	0	10	5
JMC 321L	Radio Jockeying/Anchoring Lab	0	0	10	5
JMC 326L	TV Journalism Lab	0	0	10	5
JMC 302L	Animation and Graphics Lab	0	0	10	5
JMC 313L	Event Management Lab	0	0	10	5
JMC 322L	Rural Reporting Lab	0	0	10	5
JMC 325L	Travel and Tourism Journalism Lab	0	0	10	5
JMC 331L	Web Journalism Lab	0	0	10	5
JMC 332L	Campus Reporting Lab	0	0	10	5
JMC 335L	Convergent Journalism Lab	0	0	10	5

List of Reading Elective

Course Code	Course Name	L	T	P	C*
JMC 337R	Global Media and Inter-Cultural Communication	0	0	4	2
JMC 336R	Film Appreciation and Criticism	0	0	4	2
JMC 334R	Brand Planning and Management	0	0	4	2
JMC 338R	Humanitarian Journalism	0	0	4	2
JMC 339R	Travel and Tourism Journalism	0	0	4	2
JMC 333R	Advocacy and Social Marketing	0	0	4	2

List of Core Foundation Course

Course Code	Course Name	L	T	P	C*
BVF 002	Environment Studies	2	0	0	2
BVF 020	Women in Indian Society	2	0	0	2
BVF 015	Parenthood and Family Relation	2	0	0	2
BVF 013	Indian Cultural Heritage	2	0	0	2
BVF 017	Selected Writings of Great Authors-I	2	0	0	2

List of Elective Foundation Course

Course Code	Course Name	L	T	P	C*
BVF 010	Design Thinking	2	0	0	2
BVF 012	Human Body and Health	2	0	0	2
BVF 016	Science of Happiness	2	0	0	2
BVF 019	Universal Human Values	2	0	0	2
BVF 018	Selected Writings of Great Authors-II	2	0	0	2

List of Vocational Course

Course Code	Course Name	L	T	P	C*
VOC 011L	Basic Dress Making	0	0	4	2
VOC 005L	Dress Designing	0	0	4	2
VOC 014	Entrepreneurship - I	2	0	0	2
VOC 015	Entrepreneurship - II	2	0	0	2
VOC 020	Radio Production - I	2	0	0	2
VOC 021	Radio Production - II	2	0	0	2
VOC 022	Web Designing and Internet Technology-I	1	0	0	1
VOC 022L	Web Designing and Internet Technology-I Lab	0	0	2	1
VOC 023	Web Designing and Internet Technology-II	1	0	0	1

VOC	023L	Web Designing and Internet Technology-II Lab	0	0	2	1
VOC	009	Library Science - I	1	0	0	1
VOC	009L	Library Science - I Lab	0	0	2	1
VOC	010	Library Science - II	1	0	0	1
VOC	010L	Library Science - II Lab	0	0	2	1
VOC	018	Photography - I	0	0	4	2
VOC	019	Photography - II	0	0	4	2
VOC	016	Introduction to Artificial Intelligence-I	2	0	0	2
VOC	017	Introduction to Artificial Intelligence-II	2	0	0	2
VOC	012	Computer Assisted Learning and Teaching	1	0	0	1
VOC	012L	Computer Assisted Learning and Teaching - Lab	0	0	2	1
VOC	013	Emerging Technologies for Learning and Teaching	2	0	0	2

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1. Student can opt for at most 2 additional Open (Generic) audit/credit Elective from other disciplines opting at most 1 per semester from Semesters III onwards with prior permission of respective heads and time table permitting.
 2. Every Student shall also opt for:
Five Fold Education: Physical Education I, Physical Education II,
Five Fold Education: Aesthetic Education I, Aesthetic Education II,
Five Fold Education: Practical Education I, Practical Education II
one each semester

* **L - Lecture hrs/week ; T - Tutorial hrs/week;**
P - Project/Practical/Lab/All other non-classroom academic
activities, etc. hrs/week; C- Credit
Points of the Course

Note: Syllabus of Foundation and Vocational courses are available in separate booklet, "Curriculum Structure and Syllabus Foundation and Vocational Courses"

Project Evaluation Scheme

Duration	Course Code	Course Name	L	T	P	C
6-8 weeks	JMC 340P	UIL Project	0	0	8	4

Continuous Assessment (40 Marks)

Joining report, brief project outlay - 20 Marks

Evaluation by Supervisor - 20 Marks

Total - 40 Marks

End Semester Assessment (60 Marks)

Project Report - 20 marks

Presentation - 20 Marks

Viva-voce - 20 Marks

Total - 60 Marks

Five Fold Activities

Aesthetic Education I/II	Physical Education I/II
BVFF 101 Classical Dance (Bharatnatyam)	BVFF 201 Aerobics
BVFF 102 Classical Dance (Kathak)	BVFF 202 Archery
BVFF 103 Classical Dance (Manipuri)	BVFF 203 Athletics
BVFF 104 Creative Art	BVFF 204 Badminton
BVFF 105 Folk Dance	BVFF 205 Basketball
BVFF 106 Music-Instrumental (Guitar)	BVFF 206 Cricket
BVFF 107 Music-Instrumental (Orchestra)	BVFF 207 Equestrian
BVFF 108 Music-Instrumental (Sarod)	BVFF 208 Flying - Flight Radio Telephone Operator's Licence (Restricted)
BVFF 109 Music-Instrumental (Sitar)	BVFF 209 Flying - Student Pilot's Licence
BVFF 110 Music-Instrumental (Tabla)	BVFF 229 Aeromodelling
BVFF 111 Music-Instrumental (Violin)	BVFF 210 Football
BVFF 112 Music-Vocal	BVFF 211 Gymnastics
BVFF 113 Theatre	BVFF 212 Handball
Practical Education I/II	BVFF 213 Hockey
BVFF 301 Banasthali Sewa Dal	BVFF 214 Judo
BVFF 302 Extension Programs for Women Empowerment	BVFF 215 Kabaddi
BVFF 303 FM Radio	BVFF 216 Karate - Do
BVFF 304 Informal Education	BVFF 217 Kho-Kho
BVFF 305 National Service Scheme	BVFF 218 Net Ball
BVFF 306 National Cadet Corps	BVFF 219 Rope Mallakhamb
	BVFF 220 Shooting
	BVFF 221 Soft Ball
	BVFF 222 Swimming
	BVFF 223 Table Tennis
	BVFF 224 Tennis
	BVFF 225 Throwball
	BVFF 226 Volleyball
	BVFF 227 Weight Training
	BVFF 228 Yoga

Every Student shall also opt for:

Five Fold Education: Physical Education I, Physical Education II,

Five Fold Education: Aesthetic Education I, Aesthetic Education II,

Five Fold Education: Practical Education I, Practical Education II

one each semester

Evaluation Scheme and Grading System

Continuous Assessment (CA) (Max. Marks)					End-Semester Assessment (ESA) (Max. Marks)	Grand Total (Max. Marks)
Assignment		Periodical Test		Total (CA)		
I	II	I	II			
10	10	10	10	40	60	100

In all theory, laboratory and other non classroom activities (project, dissertation, seminar, etc.), the Continuous and End-semester assessment will be of 40 and 60 marks respectively. However, for Reading Elective, only End semester exam of 100 marks will be held. Wherever desired, the detailed breakup of continuous assessment marks (40), for project, practical, dissertation, seminar, etc shall be announced by respective departments in respective student handouts.

Based on the cumulative performance in the continuous and end-semester assessments, the grade obtained by the student in each course shall be awarded. The classification of grades is as under:

Letter Grade	Grade Point	Narration
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average
C+	5	Average
C	4	Below Average
D	3	Marginal
E	2	Exposed
NC	0	Not Cleared

Based on the obtained grades, the Semester Grade Point Average shall be computed as under:

$$SGPA = \frac{CC_1 * GP_1 + CC_2 * GP_2 + CC_3 * GP_3 + \dots + CC_n * GP_n}{CC_1 + CC_2 + CC_3 + \dots + CC_n} = \frac{\sum_{i=1}^n CC_i * GP_i}{\sum_{i=1}^n CC_i}$$

Where n is the number of courses (with letter grading) registered in the semester, CC_i are the course credits attached to the i^{th} course with letter grading and GP_i is the letter grade point obtained in the i^{th} course. The

courses which are given Non-Letter Grades are not considered in the calculation of SGPA.

The Cumulative Grade Point Average (CGPA) at the end of each semester shall be computed as under:

$$CGPA = \frac{CC_1 * GP_1 + CC_2 * GP_2 + CC_3 * GP_3 + \dots + CC_n * GP_n}{CC_1 + CC_2 + CC_3 + \dots + CC_n} = \frac{\sum_{i=1}^n CC_i * GP_i}{\sum_{i=1}^n CC_i}$$

Where n is the number of all the courses (with letter grading) that a student has taken up to the previous semester.

Student shall be required to maintain a minimum of 4.00 CGPA at the end of each semester. If a student's CGPA remains below 4.00 in two consecutive semesters, then the student will be placed under probation and the case will be referred to Academic Performance Review Committee (APRC) which will decide the course load of the student for successive semester till the student comes out of the probationary clause.

To clear a course of a degree program, a student should obtain letter grade C and above. However, D/E grade in two/one of the courses throughout the UG/PG degree program respectively shall be deemed to have cleared the respective course(s). The excess of two/one D/E course(s) in UG/PG degree program shall become the backlog course(s) and the student will be required to repeat and clear them in successive semester(s) by obtaining grade C or above.

After successfully clearing all the courses of the degree program, the student shall be awarded division as per following table.

Division	CGPA
Distinction	7.50 and above
First Division	6.00 to 7.49
Second Division	5.00 to 5.99
Pass	4.00 to 4.99

CGPA to % Conversion Formula: % of Marks Obtained = CGPA * 10

Note : Student shall undergo an industrial training programme (internship) of sixth weeks after the examination of Fourth Semester, during summer vacations and evaluation of the project shall be done in Sixth Semester under the University industry linkage (UIL Project) Course.

First Semester

JMC 102 Introduction to Communication and Mass Communication

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	4	0	0	4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Enhance the knowledge of students with regard to fundamentals of communication and its various forms.
- Develop an understanding of the concepts and processes of communication.
- Understand communication better through various theories and models.
- Give learners an exposure to the diverse areas of mass communication.

Unit I Communication: Origin, Concept, Meaning, Definitions and Importance of Communication. The Process and Elements of Communication, Attributes of Effective Communication, Focused & Unfocused Interactions; Forms of Communication.

Unit II Mass Communication: Meaning, role, functions and impact of Mass Communication; Forms and types of Mass Communication; Characteristics and Barriers to Mass Communication.

Unit III Communication Models: SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gerbner's Model.

Unit IV Communication Theories: Introduction to Communication Theories, Bullet Theory, Multistep theory, Selective Exposure, Selective Perception, Selective Retention, Play Theory, Uses & Gratification Theory, Cultivation Theory, Agenda Setting Theory.

Unit V Mass Communication and Society: Social responsibility, accountability, demassification and demystification.

Suggested readings:

- Joseph, A. DeVito (2008) *Communication: Concepts and Process*, New Jersey: Prentice-Hall.
- McLuhan. Marshall (1964) *Understanding Media*, Canada, London: Routledge and Kegan Paul.
- Warren, K. Agee, Philip, H. Ault (2016), *Introduction to Mass Communication*, New Delhi: Oxford and IBH Publishing Co.
- Kumar, J. Keval (2018) *Mass Communication in India*, Mumbai: Jaico Publishing house.
- Berlo, D.K. (1960) *The Process of Communication*, New York: Holt Rinehart and Winston.
- Klapper, J.T. (1960) *The effects of Mass Communications*, New York: Free Press.
- Mathur, P. K. Yadava, Philip, H J.S Ault, (2010) *Introduction to Mass Communication: The Basic Concepts*, New Delhi: Kanishka Publishers and Distributors.

Suggested E-Learning Material:

Introduction to Mass Communication (IGNOU)

<http://download.nos.org/srsec335new/ch2.pdf>

Introduction to Communication

http://www.scert.kerala.gov.in/images/2014/HSC_Textbook/25_Journalism-unit-01.pdf

Types and forms of communication

http://www.zainbooks.com/books/mass-communication/introduction-to-mass-communication_6_types-and-forms-of-communication.html

Hypodermic needle theory

https://www.utwente.nl/en/bms/communication-theories/sorted-by-cluster/Mass-Media/Hypodermic_Needle_Theory/

Communication Models and Theories

<http://www.praccreditation.org/resources/documents/APRSG-Comm-Models.pdf>

JMC 103 Introduction to Journalism and Mass Media

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Acquaint themselves with the origin and history of mass media with special reference to India
- Acquire the basic skills to explain the creation of Broadcasting in India

Unit I Introduction to Journalism: Concept, Meaning and Definition; Nature; Scope; Objectives and Functions. Print Media in India – History in three stages - Early years, freedom struggle, Post-independence era. History of Journalism in India and Rajasthan.

Unit II Mass Media: Introduction to different types of Mass Media. Folk Media, Traditional Media, Broadcast Media and New Media.

Unit III Broadcast Media: History and Development, pre and post independence era, Contemporary broadcasting and internet radio.

Unit IV Television: Evolution and Growth, Television in India, Public and Commercial Television Channels in India, Global Television.

Unit V Introduction to New Media: Nature, functions and significance of New Media.

Suggested readings:

- History of Indian Journalism, J. Natrajan publication division New Delhi
- The Press Council, Dr. N.K. Trikha, Somaiya Publication.
- Mass Communication in India, Keval J.Kumar, Jaico Publication – New Delhi.
- India's Newspaper Revolution, Robbin Jeffry, oxford University Press.
- India's Communication Revolution, Arbind Singhal.
- Broadcast Technology – A Review, Dr. H.O. Srivastava, Gyan Publishing House, New Delhi.

- Sharma, K.C., *Journalism in India: History, Growth & Development*, Regal Publications, New Delhi.
- Joshi Uma, *Textbook of Mass Communication & Media*, Anmol Publications[P] Ltd.,
- Ravindaran R.K., *Handbook of Radio, Television & Broadcast Journalism*, Anmol Publication, Delhi.
- Natrajan, J. (2010) *History of Indian Journalism*, New Delhi: publication division.
- Trikha, Dr. N.K. (1984) *The Press Council*: Somaiya Publication.
- Keval J.Kumar, (2007) *Mass Communication in India*, New Delhi: Jaico Publication.
- Jeffry, Robbin, (2009) *India's Newspaper Revolution*: oxford University Press.
- Singhal, Arbind (2000) *India's Communication Revolution*: Publisher SAGE.
- Srivastava, Dr. H.O. (2000) *Broadcast Technology—A Review*, New Delhi: Gyan Publishing House.
- Sharma, K.C. (2007) *Journalism in India: History*, New Delhi: Growth & Development, Regal Publications.
- Joshi, Uma (2002) *Textbook of Mass Communication & Media*: Anmol Publications[P] Ltd.
- Ravindaran (2007) R.K., *Handbook of Radio, Television & Broadcast Journalism*, Delhi: Anmol Publication.

Suggested E-Learning Material:

What Is Mass Media? - Definition, Types, Influence & Examples

<https://study.com/academy/lesson/what-is-mass-media-definition-types-influence-examples.html>

A Layman's Guide to the Different Types of Mass Media - MarketingWit

<https://marketingwit.com/different-types-of-mass-media>

The Interesting Evolutionary History of Mass Media - Entertainism

<https://entertainism.com/history-of-mass-media>

History of Mass Media – Slide Share

<https://www.slideshare.net/nicholeobillo/history-of-mass-media>

Introduction to Mass Media/Introduction – Wiki books, open books

https://en.wikibooks.org/wiki/Introduction_to_Mass_Media/Introduction

POL 109 Indian Polity and Constitution**Max. Marks : 100****L T P C****(CA: 40 + ESA: 60)****5 0 0 5****Learning Outcomes:**

After the completion of the course, Student will be able to :

- Describe Indian Constitution.
- Explain the characteristics of the Indian Political System.
- Co-relate the theory and practice of Parliamentary System in India.
- Summarize Indian Judicial System.
- Explore major issues in Indian Politics.

Unit I Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental Duties, Directive Principles of state policy

Unit II The Electoral System: The nature and challenges of the electoral system, Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners

Unit III: Theory and practice of Parliamentary System in India. Relations between executive and Legislature Federal System in India, Centre-State Relations and Panchayati Raj.

Unit IV Indian Judicial System: Composition and jurisdiction of Supreme Court, Judicial Review and Judicial Activism. Need of Independence and reforms in the structure of judiciary.

Unit V Major issues in Indian Politics: Caste, Communalism, Corruption, Terrorism, Criminalization of Politics, politics of Vote Bank, the emerging role of Regional Parties.

Suggested Readings:

- Bharat, Shyam Benegal (1988) *Ek Khoj* (Series).
- Guha, Ram Chander (2007) *India after Gandhi: The History of the World's Largest Democracy*: Perennial.
- Vohra, D.B. (1987) *History of Freedom Movement*, Delhi: Admin.
- Ghosal, H.R. (2000) *An Outline History of Indian People*.

- Basham, A.L. (1997) *A Cultural History of India: The Wonder that is India: Volume-1 & 2*
- Aggarwal, A.N. (1988) *Indian Economy*.
- Kothari, Rajni (2010) *Caste in Indian politics*.
- Ministry of I & B Facts about India
- Nehru, Pandit Jawahar Lal (1946) *The Discovery of India*.
- Basu, DD (1950) *The Constitution of India*.
- Browne, Ken (2011) *An Introduction to Sociology*.
- Chatterjee, Parth (1998) *State and Politics in India*: Oxford University Press.
- Daily Newspapers and Current News and Opinion Periodicals.
- Andrew, Heywood (2013) *Foundation of Politics*: Macmillan Foundation.
- (2018) *India Year Book*. New Delhi : Publications Division.

Suggested E-Learning Material:

Constitution - National Portal of India

https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf

The Constitution of India: Introduction, History, Fundamental Rights

<https://www.toppr.com/guides/civics/the-indian-constitution/the-constitution-of-india/>

Indian political system - Roger Darlington

<http://www.rogerdarlington.me.uk/Indianpoliticalsystem.html>

National Parliaments: India - Library of Congress

<https://www.loc.gov/law/help/national-parliaments/india.php>

SILF: Indian Judicial System

<http://www.silf.org.in/16/indian-judicial-system.htm>

TSKL 102 Language Skills (English)

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

Learning Outcomes:

After the completion of the course, students will be able to:

- Comprehend the underlying rules and patterns of grammar through forms and functions of grammatical units
- Develop their communicative competence and their critical thinking abilities.
- Explain and apply some of the features of journalistic writings
- Identify and analyze different types of phrases and clauses in terms of structure and function in a sentence

Unit I Grammar:

Word classes (Open and Closed)
 Tense, aspect, voice and mood,
 Modal verbs
 Phrases ,clauses and clause structure
 Reported speech

Unit II Vocabulary in Context:

Word formation devices
 Diminutives and derivatives
 Journalsese jargon
 Colloquial, slang and idiomatic expressions.
 Phrasal verbs and prepositional verbs
 Vocabulary specific to Finance, Economy, IT, Agriculture,
 Politics, Law, Culture and Science and Technology.

Unit III

Comprehension and Compositional Skills:
 Report Writing,
 Note-making and note-taking,
 Comprehension (Editorial passages from current newspapers)
 Column writing

Unit IV

Pronunciation and Styles:
 Introduction to Basic Sounds, Stress and Intonation
 Formal, informal and personal styles

Unit V

Functions of Newspaper Language:
 Referential

Influential
Entertainment

Recommended Reading:

Thomson A.J.A Practical English Grammar(2002). (Oxford India 2002).

*Eric Partridge(1997) .Usage and Abusage: A Guide to Good English, ,
Hamish Hamilton: London.*

ABC of Common Grammatical Errors- Nigel Development Turlon.

Style Book Associate Press.

Style Book of Times of India

Suggested E- Learning Material:

Communication Skills

<https://www.mindtools.com/page8.html>

Soft Skills

<http://techpreparation.com/soft-skills.htm?#.XCCi9tIzbIU>

Vocabulary Building

<https://www.jocrf.org/resources/effective-ways-build-your-vocabulary>

Composition and Comprehension skills:

<https://carleton.ca/clair/parents-and-educators/reading-comprehension-and-written-composition/>

TSKL 103 भाषा कौशल (हिन्दी)

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
2	0	0	2

अपेक्षित परिणाम—

- छात्राओं की भाषिक कौशल में अभिवृद्धि होगी। हिन्दी लेखन एवं उच्चारण में क्षेत्रीय प्रभावों के ज्ञान से लेखन में सुधार कर सकेंगी।
- आधुनिक प्रयोजनमूलक हिन्दी विषयक ज्ञान में अभिवृद्धि होगी।
- प्रयोजनमूलक हिन्दी के ज्ञान से प्रशासनिक पदों हेतु सक्षमता बढ़ा पाएँगी।
- आधुनिक समय के विभिन्न सामाजिक एवं शासकीय क्षेत्रों में रोजगार के अवसर अर्जित कर पाएँगी।

- जनसंचार के माध्यम तथा विज्ञापन में प्रयुक्त हिंदी विषयक ज्ञान के द्वारा आधुनिक भाषिक दक्षता का विकास होगा ।

- **हिंदी भाषा और सम्प्रेषण** : सम्प्रेषण – अर्थ और परिभाषा, सम्प्रेषण के प्रकार
- **सम्प्रेषण के माध्यम** : एकालाप, संवाद, सामूहिक चर्चा, प्रभावी सम्प्रेषण
- **जनसंचार के माध्यम तथा हिंदी** : जनसंचार के माध्यमों में प्रयुक्त हिंदी, जनसंचार की विशेषताएं, जनसंचार माध्यमों की उपयोगिता, जनसंचार माध्यमों के लिए समाचार लेखन
- **विज्ञापन में प्रयुक्त हिंदी** विज्ञापन, विज्ञापन के प्रकार, विज्ञापन के माध्यम, विज्ञापन की विशेषताएं, समाचार पत्र, आकाशवाणी तथा दूरदर्शन के लिए विज्ञापन—लेखन
- **भाषा कौशल के सर्जनात्मक रूप** : रिपोर्टाज लेखन, संवाद लेखन, व्यावसायिक लेखन, साहित्यिक लेखन

सहायक पुस्तकें—

1. नन्दन, डॉ. वासुदेव (2015), आधुनिक हिन्दी व्याकरण और रचना, पटना, भारती भण्डार ।
2. बाहरी, हरदेव (1972), हिन्दी का व्यवहारिक व्याकरण, इलाहाबाद, लोकभारती प्रकाशन ।
3. श्रीवास्तव, रविन्द्र (2005), हिन्दी भाषा संरचना और प्रयोग, नई दिल्ली, राजकमल प्रकाशन ।
4. वर्मा, डॉ. धीरेन्द्र (1973), हिन्दी भाषा का इतिहास, प्रयाग, हिन्दुस्तानी एकेडमी ।
5. गुरु, कामता प्रसाद (2009), हिन्दी व्याकरण, नई दिल्ली, प्रकाशन संस्थान ।
6. तिवारी, डॉ. भोलानाथ (2018), हिन्दी भाषा, इलाहाबाद, किताबमहल ।
7. गोदरे, विनोद (2009), प्रयोजनमूलक हिन्दी, नई दिल्ली, वाणी प्रकाशन ।
8. झाल्टे, दंगल (2002), प्रयोजनमूलक हिन्दी, नई दिल्ली, वाणी प्रकाशन ।
9. सिंह, डॉ. विजयपाल (2017) कार्यालय हिन्दी, वाराणसी, विश्वविद्यालय प्रकाशन ।
10. सिंह, रवीन्द्र प्रसाद (2014), शुद्ध हिन्दी कैसे लिखें, पटना, भारती भवन ।
11. भाटिया, डॉ. कैलाश चन्द्र (2017), प्रयोजनमूलक कामकाजी हिन्दी, नई दिल्ली, तक्षशिला प्रकाशन ।

12. भाटिया, डॉ. हरिमोहन (2015), प्रशासनिक हिन्दी: टिप्पण, प्रारूपण, एवं पत्र लेखन, नई दिल्ली, लक्षशिला प्रकाशन।
13. प्रजापति, राम प्रकाश, (2018), भाषा और सम्प्रेषण, बलिया, आर.पी. पब्लिशिंग हाउस।
14. मुकुल, डॉ. मंजू (2017), सम्प्रेषण – चिंतन और दक्षता, नई दिल्ली, शिवालिक प्रकाशन।
15. अग्रवाल, डॉ. नीना व डॉ. आभा सक्सेना (2007), हिन्दी भाषा और सम्प्रेषण, नई दिल्ली, तरुण प्रकाशन।
16. शर्मा, डॉ. अंशु (2018), शिक्षण अधिगम के सिद्धान्त, वाराणसी, विनायक पब्लिशिंग हाउस।

ई-सामग्री स्रोत –

<http://egyankosh.ac.in/>

CS 101 Computer Applications for Mass Communication

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Enhance the knowledge of student's fundamentals of computers its various applications in journalism and mass communications.
- Understand the concepts and processes of communication, Information and Internet Technology.
- understand the theoretical aspects of various software's such as MS Word , Excel, Power Point, Coral draw e.tc.
- develop their professional skills which lead to employability.

Unit I Introduction: Data, Information, Type of Information, Quality of Information and knowledge. **Information System:** Introduction to IS, Structure, Applications, need, Categories, CBIS. **Information Technology:** Introduction, infrastructure, Characteristics, Advantages, Applications. **Communication:** Introduction to Communication model, Protocol and Standard,

Computer Network: LAN, WAN, MAN, Internet and Internet Services-www and email and Intranet, Extranet

Unit II Computer Fundamental: Introduction to Computer System (Block diagram), Characteristics of a Computer, Input-process-output Concept, History of Computers, Generations of Computer, Application of Computers (Journalism and Mass Communication), Classifications of Computer. **Hardware:** Processor (CPU) and Memory, Input Devices and Output Devices, **Interaction between User and Computer:** Software, Need of Types of Software: System software and Application software, **Introduction to Operating system,** Functions (Tasks) of OS, Examples of OS. Type of Operating System, Windows XP, Introduction to Multimedia and its Applications.

Unit III Data Representation:

Number System: Decimal Number system, Binary Number System, Octal Number System, Hexadecimal Number System. **Conversion:** From Decimal (Integer, Fraction and Integer. Fraction) to Binary, Octal, hexadecimal, From Binary, Octal, hexadecimal to Decimal, From Binary to Octal, Hexadecimal, From Octal, Hexadecimal to Binary, From Octal to Hexadecimal, From Hexadecimal to Octal. **Signed Number Representation in Binary Form:** Sign and Magnitude, 1's complement. **Introduction Coding Techniques:** Binary Coding Schemes, ASCII, UNICODE.

Unit IV (Practical):

Windows XP: How to start a Computer, Windows Environment and Basic Computer Tasks, **Word Processing (MS- Word):** Creating and Saving Documents, Formatting, Inserting Tables and Pictures and Mail Merge. **Spreadsheets:** MS-Excel: Creating Worksheet, Use of Functions and Creating Charts

Presentation: MS-PowerPoint: Creating Presentation, Presentation Packages.

Unit V (Practical)

Software skills for Mass Communication:

Introduction to Graphics Software: Coral Draw, Features, basic use, creating a file, designing simple graphics, and creating

simple layouts with text and vector and bitmap graphics. Adobe Photoshop: Features, basic use, creating a file, photo editing, designing and layering, Adobe Flash: Tools, layer, frames and Animation

CS 112L Computer Applications for Mass Communication Lab

Max. Marks : 100	L T P C
(CA: 40 + ESA: 60)	0 0 6 3

Practical Exercises and Assignments: Microsoft Office: Word, Power Point and Excel, Corel draw: Features, basic use, creating a file, designing simple graphics, and creating simple layouts with text and vector and bitmap graphics.

Suggested Readings:

- Brebner, G. (2002), *Computers in Communication*, London, UK: McGraw Hill International
- Sinha.P.K. (2004), *Computer Fundamentals*, New Delhi, India: BPB Publications
- Rajaraman. V. (2001), *Fundamentals of Computer*, New Jersey, US: Prentice Hall
- D.P. Mukherjee. D.P. (2000), *Fundamentals Of Computer Graphics And Multimedia*, New Jersey, US: Prentice Hall
- Jaiswal, A. (2003), *Fundamentals Of Computer Information Technology*, Noida, India: Wiley India Pvt. Ltd

Suggested E-Learning Material:

Computer Fundamentals - by P.K.Singh Free PDF - EduTechLearners

<https://www.edutechlearners.com/computer-fundamentals-p-k-sinha-free-pdf/>

Peter Norton Introduction To Computers 7th Edition - DocPlayer.net

<https://docplayer.net/33338618-Peter-norton-introduction-to-computers-7th-edition.html>

Become a Master of Microsoft Office With These Free Training Videos

<https://www.makeuseof.com/tag/become-master-microsoft-office-free-training-videos/>

Second Semester

JMC 101 Hindi Evam Bhashai Patrakarita

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

अपेक्षित परिणाम—

- हिन्दी पत्रकारिता के इतिहास के बारे में पूर्ण जानकारी होना।
- हिन्दी पत्रकारिता में सरस्वती, मतवाला, उदंड मारतंड की भूमिका को जानना।
- हिन्दी भाषा के विकास के लिए विभिन्न समाचार पत्रों और पत्रिकाओं के महत्त्व को समझना।
- हिन्दी पत्रकारिता के तहत्त्व का मूल्यांकन करना।

Unit I नवजागरण और हिन्दी पत्रकारिता की भाषा प्रथम उत्थान

(सन् 1826–1900 तक): नवजागरण का अर्थ और उसकी विचारधारा। हिन्दी भाषी समाज। हिन्दी भाषा के विभिन्न रूप हिन्दी पत्रकारिता का आरंभिक गद्य और भाषा (उन्नीसवीं शताब्दी) उदंत मार्तण्ड, समाचार सुधा वर्षण, मालवा अखबार, कवि वचन सुधा, भारत मित्र, हिन्दी बंगवासी, मार्तण्ड।

Unit II हिन्दी पत्र-पत्रकारिता का द्वितीय उत्थान—हिन्दी समाचार पत्र और इनके स्तंभों का गद्य, सरस्वती का प्रकाशन और हिन्दी गद्य का परिष्कार, अभ्युदय, छत्तीसगढ़ मित्र और स्वराज्य की पत्रकारिता की भाषा, संदेश और आज—समाचार पत्रों की भाषा, प्रताप और कर्मवीर की पत्रकारिता की भाषा।

Unit III हिन्दी पत्र-पत्रकारिता का तृतीय उत्थान— सैनिक, विशाल भारत और हरिजन की पत्रकारिता और उनकी भाषा, भारत (इलाहाबाद) की पत्रकारिता की भाषा, श्री शारदा, हंस, सुधा, माधुरी, चांद, वीणा, मतवाला— पत्रिकाओं की भाषा, स्वतंत्रता संग्राम के दौरान पत्रकारिता की भाषा का स्वरूप।

Unit IV पत्रकारिता की भाषा के क्षेत्र में हिन्दी पत्रकारिता के आधार स्तंभ और उनका योगदान, पं. युगल किशोर शुक्ल और उदन्त मार्तण्ड, राजा राम मोहन राय और संवाद कौमुदी, भारतेन्दु हरिश्चंद्र और कवि वचन सुधा।

Unit V अन्य प्रमुख पत्र-पत्रिकाओं एवं पत्रकारों का भाषा के क्षेत्र में योगदान, गणेश शंकर विद्यार्थी एवं प्रताप, बाबूराव विष्णु पराडकर एवं आज,

महावीर प्रसाद द्विवेदी एवं सरस्वती, शिव पूजन सहाय एवं मतवाला, माधव राव सप्रे एवं छत्तीसगढ़ मित्र, प्रेमचंद एवं हंस, माखन लाल चतुर्वेदी एवं कर्मवीर, पत्रकारिता की भाषा—नईदुनिया, राजस्थान पत्रिका, पत्रिका (मैग्जीन) पत्रकारिता की भाषा—कल्पना, धर्मयुग, रविवार, दिनमान, साप्ताहिक हिन्दुस्तान

संदर्भ ग्रंथ :-

- लाल, डॉ. बंशीधर भारतीय स्वतंत्रता और हिन्दी पत्रकारिता. पटना, बिहार : ग्रंथ कुटीर राजपथ ।
- शर्मा, डॉ. अशोक कुमार संचार क्रान्ति और हिन्दी पत्रकारिता, वाराणसी : विश्वविद्यालय, प्रकाशन ।
- चतुर्वेदी, जगदीश प्रसाद हिन्दी पत्रकारिता के कीर्तिमान साहित्य संगम, इलाहाबाद ।
- दुबे, राजीव हिन्दी पत्रकारिता और राष्ट्रीय आंदोलन : सत्येन्द्र प्रकाशन ।
- शास्त्री, सुनीता हिन्दी पत्रकारिता और पत्रकार: एक संवाद : कल्पतरु प्रकाशन ।
- जैन, रमेश कुमार हिन्दी पत्रकारिता का अलोचनात्मक इतिहास : हंसा प्रकाशन ।
- हर्षा, आचार्य एच. हिन्दी पत्रकारिता के प्रतिमान : रचना प्रकाशन ।

ई-संसाधन

भारतीय स्वतंत्रता आंदोलन में अंग्रेजी और भाषाई पत्रकारिता की भूमि

<https://sites.google.com/site/kaushalmms/angreji-aura-bhasa-i-patrakarita>

पत्रकारिता / जनसंचार

http://asbmassindia.blogspot.com/2014/11/blog-post_26.html

हिन्दी की साहित्यिक पत्रकारिता

<http://www.newswriters.in/2017/05/05/literary-journalism-in-hindi/>

हिंदी पत्रकारिता एवं पृष्ठः

<http://shodhganga.inflibnet.ac.in/bitstream/10603/204335/4/07.%20chapter%201.pdf>

JMC 104 Media Laws and Ethics

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Critically analyze the legal and regulatory restrictions on expression and their impact on journalism practice.
- Explain and apply the laws of defamation and contempt of court, privacy law, broadcasting law and intellectual property to your practice.
- Compare and contrast the different roles of courts, tribunals and regulatory bodies in relation to journalism.
- Evaluate the role and impact of self-regulation on the media and journalists.

Unit I Media Laws: Concept and Need; History of Press Laws in India. Freedom of Speech and Expression in terms of Press/Media and its limitations. Parliamentary Privileges, first and second Press Commission and Recommendations.

Unit II Contempt of Courts Act, 1971, Copy Right Act, 1957; Official Secrets Act, 1923; Press and Registration of Books Act 1867; Law of Defamation; Right to Information Act.

Unit III The Prasar Bharti (Broadcasting Corporation of India) Act, 1990; The Press Council Act, 1978; Guidelines for Coverage of Elections by Akashwani and Doordarshan, AIR Code during elections, The cinematography Act., 1952.

Unit IV Important Sections of Indian Penal Code, 1860 related to Media; Important Sections of Criminal Procedure Code, 1973 related to Media; The Consumer Protection Act, 1986 with Amendment; Law related to Cyber Crimes; Election Commission: Guidelines.

Unit V **Principles and Ethics of journalism:** Roles and responsibilities of journalists; Journalistic ethics: concept and importance; Code of ethics; Press Ombudsmen; Press Council of India and its Broad Guidelines; Right to Privacy.

Suggested Readings:

- त्रिखा, प्रो. नंद किशोर, भारत में प्रेस विधि, वाराणसी: विश्वविद्यालय प्रकाशन।
- बाबेल, डॉ. बसंतिलाल, पत्रकारिता एवं प्रेस विधि, सुविधा लॉ हाउस।
- भानावत, डॉ. संजीव, समाचार पत्र व्यवसाय एवं प्रेस कानून : शिप्रा माथुर
- सरकारिया, न्यायमूर्ति श्री रणजीत सिंह, सूचना की स्वतंत्रता और शासकीय गोपनीयता, भोपाल : मा.च.रा. प.वि.वि.।
- सिंह, निशांत, मीडिया विधि, दिल्ली: नमन प्रकाशन।
- Hakemulder, Dr. Jain R., Fange, Dr. Fay AC de, Singh, P.P. (2009) *Media Ethics and Laws* : Anmol Publications Pvt. Ltd.
- D'souza, Y.K. (1998) *Principles and Ethics of Journalism and Mass Communication* : Commonwealth Publishers.
- Basu, Acharya, Dr. Durga Das (1986) *Law of the Press*, Nagpur : Wadhva and Company.
- Basu, Durgadas (2008) *Introduction to the constitution of India*.

Suggested E-Learning Material:**CHAPTER 4 HISTORY OF PRESS IN INDIA AND ASSAM - Shodhganga**

http://shodhganga.inflibnet.ac.in/bitstream/10603/93299/1/11/11_chapter%204.pdf

History of Press in India | Naro Ttam - Academia.edu

http://www.academia.edu/3685737/History_of_Press_in_India

Media laws of india - Caaa.in

http://www.caaa.in/image/media_laws.pdf

An Analysis of Parliamentary Privileges in India - Legal Service India

<http://www.legalserviceindia.com/articles/parliamentary001.htm>

Press Commission and Press Council of India

<https://wecommunication.blogspot.com/2014/09/press-commission-and-press-council-of.html>

POL 101 Contemporary Issues and Current Affairs

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Explore the Contemporary Issues and Current Affairs of the world.
- Identify the major concerns of India.
- Explain the security issues of India.

Unit I Indian Foreign Relations: India's Foreign Policy; India's Relations with its Neighbors especially China, Pakistan, Sri Lanka, Bangladesh and Nepal; India's relationship with the developed and developing countries, Role in various international organization and groupings.

Unit II India and Major Concerns: Rapid Urbanization; Major Poverty Alleviation Programs; Food Self-Sufficiency; Indian Industry, Agriculture, Health and Education.

Unit III Security Issues: India as a Nuclear Power; India's Defense; Criminalization of Politics and politicization of criminals; Naxalite Movement.

Unit IV Global Issues: Terrorism and Anti-terrorist Measures; Human Rights Issues; Gender Issues; Consumerism.

Unit V Current Affairs: Topical issues, concerns and debates.

Suggested Readings:

- Biswal, Tapan (2009) *Human Rights Gender and Environment* : Vina Books.
- Prof. S.D. (1992) *Muni Indian and Nepal* : Konark Publisher.
- Gopal, Madan (2006) *India through the Ages* : Publication Division.
- Dubey, Muchkund, *Political Issues*.
- Chander, Prakash (1979) *International Politics*
- Yadav, R.S. (ed.) (2009) *India's Foreign Policy: Contemporary Trends*.
- Dixit, J.N. (1998) *Assignment Colomb.o*
- Gujral, I.K. (2002) *Continuity and Change: India's Foreign, India* : Policy Mac Millan.
- Harshe, Rajan & Sethi, K.N. (1951) *Engaging the World: Critical Reflections on India's Foreign Policy* : Orient Longman.
- Sarma.S.R. (2009) *Indian Foreign Policy* : Om Sons.

Suggested E-Learning Material:

Current Affairs Today - Current Affairs - GKToday

<https://currentaffairs.gktoday.in/>

Social Issues : Latest Current Affairs and News - Current Affairs Today

<https://currentaffairs.gktoday.in/tags/social-issues>

CURRENT AFFAIRS Archives – INSIGHTS

<https://www.insightsonindia.com/category/current-affairs-2/>

10 Contemporary issues in India and how you can change them - Swipe

<https://blog.timetoswipe.com/10-contemporary-issues-india/>

Overview of Important Issues in India | Issues and Challenges in India

<https://socialissuesindia.wordpress.com/about/>

**Global Issues:social, political, economic and environmental issues...
www.globalissues.org/**

JMC 105 Photo Journalism

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

2 0 0 2

Learning Outcomes:

After the completion of the course, Student will be able to :

- Exercise and practice photo journalistic techniques and skills
- Demonstrate a broad knowledge of Digital photography and Image editing.

Unit I Introduction to Photography: Brief History of Photography; Photography as a Medium of Communication; Elements of Camera, Camera Formats. Different Type of Camera and Camera Accessories, Camera Operation.

Unit II Lighting and Visual Communication: Lighting; Sources of light: Natural & Artificial; Colour and Temperature. Types and principles of lighting; Principles of Photographic Composition.

Unit III Photo Editing: Principles of Cropping, Layout and Placements; Titling and Caption Writing; Printing of Photograph: Steps Involved in Printing of Digital Photographs; Photo Appreciation; Problems related to Photography.

Unit IV Photo Journalism: Photography for News Papers and Magazines, Nature, Wild Life and Product Photography.

Unit V Ethics of Photo Journalism: Photo Journalism as profession, Ethics in Photo Journalism, Qualities of a Photo Journalist, Responsibility of Photo Journalist in different situations.

JMC 105L Photo Journalism Lab

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

0 0 6 3

Practical Exercises/Assignments:

1. Outdoor Shoot:
 - i. Using Digital SLR and Mobile camera/ developing an idea for practice.
Making a Photo Feature on a Specific Topic by using Self-clicked Photographs with the help of Digital Camera.
 - ii. Photographs should be of Postcard Size. A photo feature comprises 10–16 Photographs.
2. Studio Photo Shoot: Shooting Exercise in Artificial Lights.
3. Photo Lab:
 - i. Use of Software for Modification of Pictures.
 - ii. Editing of Captured Images with the help of Photoshop
 - iii. Preparing a Softcopy of Photo Feature in CD.

Suggested Readings:

- *100 Days in photographs : pivotal events that changed the world*, Nick, Yapp, National geographic
- Sarkar, NN (2009) *Art and Print Production*, New Delhi : oxford university Press.
- Chandra, PK (2007) *visual communication and photojournalism*, New Delhi : Swastika publishers.
- Blackwell, Wiley (2009) *Photojournalism and Today's News: Creating visual reality* : Loup Langton, Sussex.
- पंत, नवीन चंद्र (1990) *मुद्रण के तकनीक सिद्धान्त*, नई दिल्ली : तक्षशिला प्रकाशन ।
- मिश्र, डॉ. माला (2010) *प्रसारण और फोटो पत्रकारिता*, नई दिल्ली : ज्योति फाउंडेशन ।
- प्रभाकर, प्रो. मनोहर (2003) *फोटो पत्रकारिता*, नई दिल्ली : राधाकृष्ण प्रकाशन ।

Suggested E-Learning Material:**Brief history of Photography**

<https://www.picturecorrect.com/tips/history-of-photography/>

Photography as medium of Mass Communication

<https://leica-academy.gr/en/the-revolutionary-role-of-photography-in-mass-communication/>

Photography as medium of Mass Communication

<https://www.photographytalk.com/en/photography-articles/2141-what-is-photography-mass-communication>

Sources of light: natural and artificial

<https://digital-photography-school.com/natural-versus-artificial-light-which-do-you-prefer-working-with/>

Color temperature, types of light

<https://lumicrest.com/colour-temperature/>

Types of light

<https://digital-photography-school.com/9-lighting-types-to-harness-improve-your-photography/>

Principles of photographic composition

<http://digicamhelp.com/taking-photos/advanced-techniques/composing-photos/>

<https://www.photographymad.com/pages/view/10-top-photography-composition-rules>

Photography for News paper and magazines

<https://www.all-about-photo.com/photo-publications/paper-photo-magazines.php>

Photo Journalism as A profession

https://learn.org/articles/Careers_in_Photojournalism_Your_Questions_Answered.html

Ethics of Photo Journalism

<http://www.mediahelpingmedia.org/training-resources/editorial-ethics/527-editorial-ethics-for-photojournalists>

Responsibilities of Photo journalists in different situations

<http://download.nos.org/srsec335new/ch28b-opt.pdf>

Qualities of Photo Journalists

<http://photographyschools.com/resources/top-10-qualities-of-a-great-photographer>

JMC 106 Print Media: Reporting and Writing

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Demonstrate their intellectual abilities to analyze the print media through group and discussion work.
- Evaluate current print media practices.
- Learn to work within the given deadline

Unit I News: Meaning and Definition; News Values, Types, Sources, News Gathering, News and information; Hard vs. Soft News, Difference between article, news, feature, Backgrounder, editorial.

Unit II News Writing: Types of News Stories; Essentials of News Writing (5Ws and 1H of news writing), News Story Structure-Inverted Pyramid: Importance and Various Kinds of Leads. Headline writing: Types & Functions.

Unit III News Reporting: Basics of News Reporting, Specialized reporting - Interpretative, Investigative and Development Reporting; Reporting for Newspapers; News Agencies and Magazines; Pitfalls and Problems in Reporting-Attribution, Off-the-record; Embargo Reviews - Book, Film, Theatre. Art of Interviewing – Kinds, Purpose, Technique; Reporting for Magazines.

Unit IV Reporters: Categories of Reporters, Special Correspondent, Qualities and Responsibilities of Reporter; Reporting of Rural and other autonomous Bodies;

Unit V Types of Writing: Features, commentary, editorial, Middles and letters to the Editors; Difference between features and articles.

JMC 107L Print Media: Reporting and Writing Lab

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

0 0 6 3

Practical Exercises/Assignments:

Reading of Newspapers in the Class Particularly the Front Page and the Local News Pages. Writing Reports on Civic Problems Incorporating Information from Civil Organizations Based on Interviews. Preparing questions for a specific interview. Preparing Stories – Crime, Weather, City life, Speech, Accident, Disaster, Court; (in Hindi & English) Election Issue for a Daily Newspaper. Opinion Writing-Criticism; Articles; Writing Reviews- Book, Film, Theatre Analysis-News, Articles Features. Scoops - Exclusives; Specialized Reporting – Science, Sports, Economics, Commerce, Gender; Conducting Interviews.

Suggested Readings:

- A Manual for News Agency Reporters. Indian Institute of Mass Communication,
- Allied Publishers Pvt. Ltd., New Delhi.
- Agrawal, Veerabala Gupta, V.S. (2001) *Handbook of Journalism and Mass Communication*, New Delhi : Concept Publishing Co.
- Bandhyopadhyay, P.K. and Singh, Arora Kuldip, *A Practitioners' Guide to Journalistic Ethics* : Published by Media Watch Group, Distributed by D.K.
- Delhi George, T.J.S. Editing, *A Handbook for Journalists*. Indian Institute of Mass Communication, New Delhi.
- Shrivastava, K.M., (2003) *News Reporting & Editing*, New Delhi : Sterling Publishers Pvt. Ltd.
- Saxena, Dr. Ambrish (2007) *Fundamentals of Reporting and Editing*, New Delhi : Kanishka Publishers and Distributors.
- Kamath, M.V. (2018) *Professional Journalism*, New Delhi : Vikas Publishing House.
- Lewis, James () *The Active Reporter*. New Delhi : Press Institute of India.
- MacDougall, Curtis D. (1938) *Interpretative Reporting*, New York : Macmillan.

Suggested E-Learning Material:**Basics of News Writing**

<https://www.slideshare.net/ArielDizon/basics-of-news-writing>

Writing for Print Media

<http://www.manage.gov.in/studymaterial/printmedia.pdf>

Fundamentals of news writing

http://www.zeeopedia.com/read.php?fundamentals_of_news_writing_inverted_pyramided_style_telling_the_story_radio_news_reporting_and_production&b=80&c=27

The Art of Interviewing

<https://www.slideshare.net/SenseWorldwide/the-art-of-interviewing-28964742>

Third Semester**ECO 206 Economic Development and Planning in India**

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

3 0 0 3

Learning Outcomes:

After the completion of the course, Student will be able to :

- Understand Economic Growth and Development
- Define measures of economic development.
- Understand the objectives of Five Year Plan.
- Explain the relationship between Environment and Economic Development.

Unit I Meaning of Economic Growth and Development. Measures of Economic Development. Characteristics of Underdeveloped Economies. Prerequisites for Economic Development.

Unit II Interrelationship between environment and economic development. Global Environmental Issues. National efforts to reduce environmental problems. Concept of sustainable Development.

Unit III Economic Planning: Meaning, Need and objectives. Prerequisites of effective planning. Planning under Mixed Economy.

Unit IV Economic Planning in India: Strategies and Objectives. Salient features of current Five Year Plans.

Unit V Appraisal of economic planning in India. Changing Role of Public Sector.

Suggested Readings:

- Mishra, S.K and Puri, V.K (2012) *Economics of Development and Planning: Theory and Practice* : Himalaya Publication.
- Dhingra, I.C. (2002) *The Indian Economy: Environment and Policy* : S. Chand & Sons Publication.
- Dutt, R. and Sundaram, K.P.M (2013) *Indian Economy* S. Chand Publication.

Suggested E-Learning Material:

Economic Growth and Development | Intelligent Economist

<https://www.intelligenteconomist.com/economic-growth-and-development/>

Difference between Economic Growth and Economic Development

<https://keydifferences.com/difference-between-economic-growth-and-economic-development.html>

First Five Year Plan - General Knowledge Today

https://www.gktoday.in/gk/first-five-year-plan_15/

Planning Commission, Government of India: Five Year Plans

<http://planningcommission.nic.in/plans/planrel/fiveyr/welcome.html>

Environment - Economy Linkages

<https://www.indiabudget.gov.in/es98-99/chap1102.pdf>

TSKL 202 Communicative English

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Learning Outcomes:

After the completion of the course, Students will be able to:

- Understand and apply different features of discourse

- Develop communicative competence and critical thinking abilities.
- Explain and apply the features of cohesion and coherence in any form of writing.
- Understand the operations of the text and the rhetorical devices
- organize discourse using the relevant strategies effectively

Unit I Overt Transactional skills in spoken Discourse. Initiating in discourse; maintaining and terminating, discourse identifying & indicating the main points or important information in a piece of discourse.

Unit II Cohesion & Reference in Written & Oral Discourse through Lexical and Grammatical Devices: Repetition, Synonymy, Hyponymy, Antithesis, Apposition, Substitution, Ellipsis , Coordination, Subordination, Clefting, Extraposition.

Unit III Rhetorical Devices: Enumeration, Listing, Time sequence, conjunction (Addition) Reinforcement Transitional Semantic Markers.

Unit IV Organizing Discourse: Planning and organizing information in expository language, recording information, distinguishing the main and the sub idea , framing headlines /strapeline/overline

Unit V Operations on a Text Written & Oral: Extracting salient points to summarizing (Skimming, Scanning); Selective extraction; Reducing the text, paragraph writing and text-forming devices.

Recommended Reading:

1. Yule, George, (2010). "The Study of Language" Cambridge University Press
2. Weiss, Edmond H. (2000). "Writing Remedies: Practical Exercises for Technical Writing" Oryx Press
3. Goddard, Angela. (2005) "The Language of Advertising", Routledge,
4. Hutchinson, Tom and Alan Waters. (1987). "English for Specific Purposes", Cambridge U Press
5. Mills. Sara. (1997). "Discourse" Routledge,
6. MC Loughlin, Linda. (2000). "The Language of Magazines" Routledge,
7. Cornblect, Sandra & Ronald Carter. (2001). "The Language of Speech and Writing" Routledge

8. Van Dijk A. Teun. (1985) "Discourse and Communication: New Approaches to the Analysis of Mass Media Discourse & Communication", De Gruyter
9. Halliday, M.A.K & Rukaiyya Hasan. (1976). "Cohesion and Coherence Linguistic Approaches", Longman
10. Gee, James Paul. (1999). "An Introduction to Discourse Analysis: Theory and Method", Routledge
11. Mapheson, Donald. (2005). "Media Discourses: Analyzing Media Texts", Tata Mc Graw Hill,
12. Wahl, Karin, Jorgenson and Thomas Hanitzsch, (2009). "The Handbook of Journalism Studies", Routledge
13. Coulthard, M. (1977). "An Introduction to Discourse Analysis London", Longman
14. Coulthard, M & J.M. Sinclair. (1975). "Towards an Analysis of Discourse the English Used by Teachers & Pupils", OUP

Suggested E-learning material:

Importance of Communication

<http://egyankosh.ac.in/bitstream/123456789/31450/1/Unit-1.pdf>

Cohesion and Reference in Written and Oral Discourse

<https://www.cambridgescholars.com/download/sample/58247>

<https://www.ajol.info/index.php/afrev/article/viewFile/41000/8440>

Rhetorical Devices

https://projects.ncsu.edu/eslglobe/nmswishe/100_rhetorical%20devices.htm

<https://www.thelatinlibrary.com/101/RhetoricalDevices.pdf>

Organizing Discourse

https://www.jstor.org/stable/40170920?seq=1#metadata_info_tab_contents

Operations on a text: Written and Oral

<http://egyankosh.ac.in/bitstream/123456789/8593/1/Unit-10.pdf>

JMC 208 Creative Writing

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
3	0	0	3

Learning Outcomes:

After the completion of the course, Student will be able to :

- Explore beyond News Writing.
- Conceptualize and develop the skill for Editorial Writing.
- Write the Columns
- Write in different formats

Unit I Beyond News Writing: Types and Areas Beyond News Writing; Necessity and Importance of Beyond News Writing; New Trends in Beyond News Writing.

Unit II Article and Essay: Definition and Difference. Writing skill and Important Points. Difference between Article and Feature; Types and Qualities of a Feature.

Unit III Significance of Editorial Writing: Ideas and Analysis in Editorial Writing; Editorial Writing and Campaigning; Special Occasions Articles: Definition, Necessity; Diary and News Letter.

Unit IV Column Writing: Definition and Types. Importance of Column Writing and Necessity. Art Reviews; Music, Dance, Drama, Film Review, Book Reviews; Sport Reviews. Economics Reviews.

Unit V Reportage Travel and Memories: Definition and Difference; Study of Important Travel Reportage; Importance of Reportage in Covering Leisure and Life Style, Social Science Studies; New Emerging Trends in Entertainment.

JMC 202L Creative Writing Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
0	0	4	2

Reviewing a TV Programme; Film; Theatre; Critical Appreciation of Poetry; Novel; Play. Writing–Features; Articles; Profiles; Interview Stories. Writing a Script of a Play. Copy Writing for Advertisements.

Suggested Readings:

- रूपक लेखन : मध्य प्रदेश हिन्दी ग्रंथ अकादमी।

- मेरी जीवन यात्रा धुमक्कड़ की डायरी : राहुल सांस्कृत्यायन ।
- जोशी, रामशरण, आदमी-बैल और सपने ।
- हरिमोहन, फीचर लेखन एवं संपादन कला : समाचार, तक्षशिला, प्रकाशन ।
- शर्मा, राम अवतार, हिन्दी पत्रकारिता और साहित्य : नमन प्रकाशन ।
- Kamath, M.V. (2018) *Professional Journalism*.
- Shaffer, (2000) *Comprehension : Precise & Paragraph Writing*.
- Davison, G (2005) *Dictionary of Modern English Usage*.
- Narayanaswami (1979) *Strengthen Your Writing*.
- Birley, R (1971) *Improve Your Word Power*.
- Cutts, M (1995) *Plain English Guide*
- Puri, G K (2014) *Paragraph Writing for All*
- Mangal, S K (2011) *Developing Writing Skills in English*.
- Davidson, G (2000) *Dictionary Confusable Words*.

Suggested E-Learning Material:

Creative Writing

<https://www.uvm.edu/wid/writingcenter/tutortips/WritingCreativePage.pdf>

What is creative writing

<https://www.acs.edu.au/download/samples/writing.pdf>

Importance and objective of editorial

<https://www.slideshare.net/Sanabutt21/importance-and-objective-of-editorial>

Characteristics of editorial writing

<https://www.geneseo.edu/~bennett/EdWrite.htm>

News Writing, Editorial Writing, Column Writing and Feature Writing

<http://www.masscommunicationtalk.com/news-writing-editorial-writing-column-writing-and-feature-writing.html>

JMC 203 Editing and Layout Design

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Edit a news copy for print media
- Do Proof reading
- Plan, create and use photography, illustration and typography in design layout.
- Produce Lab Journal

Unit I Editing: Principles and Objectives; Editing and Rewriting. Editing a Copy, Use of Style book, Spelling and Grammar/Punctuation & Quotation; Attribution, Capitalization Use of Editing Symbols. Headline Writing; Use of Graphics, Cartoons and Statistical Design & Layout.

Unit II Layout and Design: Basics of Design and Graphics; Elements and Principles of Design; Typography: Physical form, Aesthetics and Classifications; Color: Physical Forms, Psychology, Color Scheme and Production; Importance of white space.

Unit III Layout Planning: Use of different software - Quark Xpress, in-design, Broadsheet and Tabloid layout, Magazine & Book Layout; Visuals: Physical forms, Functions & Editing.

Unit IV Structure & Operations of a Newspaper Organization: Functions and Responsibilities of Editor and Sub Editor; Editorial Writing and its Importance; Commentary, Analysis.

Unit V DTP & Printing: Basics of Desktop Publishing; Printing Processes - Letter Press, Offset, Gravure, Screen.

JMC 203L Editing and Layout Design Lab

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

0 0 4 2

Design and Production of Lab Journals.

Suggested Readings:

- Nordentreg, Kaarle and Hifti Topuz (Eds.) *Journalis: Status, Rights and Responsibilities*. International Organization of Journalists, Prague.
- • George, T.J.S. (1989) *Editing, A Handbook for Journalists*, New Delhi : Indian Institute of Mass Communication.
- Evans, Harold. *Editing and Design* (5 volumes). William Heinemann, London.
- The Active Newsroom (IPI Manual). International Press Institute, Zurich.
- Moen, Daryl R., *Newspaper Layout and Design*. Ames, Iowa : Iowa State University Press.
- Sutton, Albert A., (2011) *Design and Made-up of the Newspaper*. Prentice Hall Inc. New York, London : Worlock, Peter. The Desk Top Publishing Book. Heinemann.
- Shrivastava, K.M., (2003) *News Reporting & Editing*, New Delhi : Sterling Publishers Pvt. Ltd.
- Joseph, M.K. (2006) *Outline of Editing Judish Butcher* : Anmol Publishers Pvt. Ltd. Copy Editing,

Suggested E-Learning Material:

PRINCIPLES of layout design - ncert

ncert.nic.in/ncerts/l/legd107.pdf

Page Makeup Design, Importance in Newspapers - Mass ...

www.masscommunicationtalk.com > Print Media

Typography, Layout, and Graphic Design - DePaul University

condor.depaul.edu/dsimpson/pers/typography.html

AP Stylebook

<https://www.apstylebook.com/>

DESKTOP PUBLISHING (DTP)

mwangazasecondary.sc.ke/uploads/Introduction%20to%20DTP.doc

Printing processes | Offset, Flexo, Digital, Gravure,... - Prepressure.com

<https://www.prepressure.com/printing/processes>

JMC 207 Radio Journalism and Production

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Write and report the news stories for radio news bulletins of 5, 10 and 15 minutes duration.
- Produce and present radio programmes in different formats.
- Record, edit and mix of audio programmes using single track and multi-track audio software.
- Work as professionals in private/community FM radio stations in the country and abroad.

Unit I Radio as a Medium: Radio as a Medium of Mass Communication; Characteristics of Radio; Limitations of Radio; Types of Transmission: AM, SW and FM & DRM.

Unit II Radio Programme Formats: News, Music and Spoken words. Talks, Running Commentary, Vox-pop, Interviews, Discussions, features, Documentaries, Radio Play. Commercial Spots and Jingles.

Unit III Writing for the Ear: Introduction; Characteristics of spoken Words; Knowing your Audience; Developing your Style; Writing for Different Formats and Messages; Dramatizing Messages.

Unit IV Radio Production Technology: Introduction; Elements of Radio Productions; Acoustics; Sound Effects; Music; Types of Microphones; Recording, Editing & Mixing.

Unit V Radio News Presentation: News Anchoring – Important Guidelines; Breathing; Quality of Speech and Diction.

JMC 207L Radio Journalism and Production Lab

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

0 0 4 2

Recording and Editing Exercises in the Studio. OB Recordings; Writing Exercises; Operation & Handling of Audio Equipments; Interviews-Simulated and Actual; Research and Scripting of Radio Documentary/Feature/Drama; Production of Radio Discussions; Presentation of Various Types of Programmes; Production of Social Messages (max. 30 seconds). Production of Radio Documentary/Feature; Preparation of Audience Profile; End Product. News reporting; news writing; editing; news presentation; news packaging & producing radio news bulletin.

Suggested Readings:

- Style Book Air.
- Awasthy, GC (1965) *Broadcasting in India*, Bombay : Allied.
- Luthra, HK (1987) *Indian Broadcasting*, New Delhi : Publication Division.
- Mehra, Masani (1958) *Broadcasting and the people*, NBT, New Delhi.
- Mcleish, Robert (2005) *Radio Production* : Focal Press oxford.
- Thomson Rick (2010) *Writing for broadcast journalists*, New York : Routledge.
- Aspinall, Richard (1971) *Radio Programme Production: A Manual for Training*, UNESCO, Paris.
- Messere, Hausman Benoit & Wadsworth □O' Donnel □2010 *Modern radio production : Production, programming and performance* : Boston.
- keith, Michal C. (2010) *The Radio Station : Broadcast satellite and internet* : Focal Press, oxford.
- Paul Chantler & Peter Stewar (2003) *Basic Radio journalism*, Oxford.
- Boyd, Andre (1997) *Broadcast Journalism: Techniques of Radio and TV News (Media Manuals)*, Landon : Focal Press.
- Thomas, Pradip Ninan (2010) *Political Economy of communication in India*, : *The Good, the bad and the ugly*, Delhi : sage.

- Bandopadhyay, PK (2010) *Radio Communication at close Range* : BR Publishing Corporation.
- Paravala, Vinod and Malik, Kanchan K. (2007) *Other Voices: The struggles for community Radio in India*, New Delhi : Sage.
- Hendy, David (2000) *Radio in the Global Age*, Combridge : Polity Press.
- जमलोकी, डॉ, ओमप्रकाश (2002) आकाशवाणी एवं दूरदर्शन: उद्भव तथा विकास, नई दिल्ली : अरावली बुक्स इंटरनेशनल।

Suggested E-Learning Material:

RADIO JOURNALISM AND PRODUCTION – SlideShare

<https://www.slideshare.net/KATAMUNEDINANI/radio-journalism-and-production-64273246>

NOTES ON RADIO TV JOURNALISM II | Ganeswar Prusty - Academia

http://www.academia.edu/4068242/NOTES_ON_RADIO_TV_JOURNALISM_II

FORMATS OF RADIO PROGRAMMES

<http://download.nos.org/srsec335new/ch11.pdf>

Writing for Radio - The Basics

<http://bolhyd.commuoh.in/wp-content/uploads/2014/10/writingforradio.pdf>

Introduction to Radio Systems

https://cdn.ttgtmedia.com/searchMobileComputing/downloads/radio_systems.pdf

Fourth Semester

SOC 202 Indian Society and Culture

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Discuss and explain Indian social structure and contemporary issues.
- Understand thoroughly socio-political system of India
- Evaluate and analyze the socio-economic status of India in the international arena.

Unit I Concept of Society: Inter-relation between person and society, socialization - concept and theory, social control and change.

Unit II Indian Social Structure: Stratification of Indian Society - Caste, Class and Community.

Unit III Dynamics of Indian Society and Diversity of Culture: Meaning, Definition and concept of Culture. Economic development and social mobility.

Unit IV Changing pattern of India Societies: Family, Marriage and Impact on Status of Women. Socio-economic changes and impact on different segments of society.

Unit V Current Social Issues: Gender discrimination, caste conflicts and power relations.

Suggested Readings:

- Baran Stanley J and Denis K.Davis (2009) *Mass Communication Theory: Foundation, Ferment, and Future*, 6th Edition. California , US: Wadsworth
- Kumar, Keval J (2010) *Mass Communication in India*, Mumbai : Jaico Publications.
- Greenspan, Anna. (2005) *India and the IT Revolution: Networks of Global Culture*, Plagrave Macmillah.
- Saith, Ashwani, M Vijaybaskar and V Gayathri (2008) *ICTs and Indian Social Change: Diffusion, Poverty, Governance*, New Delhi : Sage Publication.

- Singhal, Arvind and Everett Rogers (2006) *India's Information Revolution*, New Delhi: Sage Publications.
- Wasko, Janet and Vicent Mosco (1992) *Democratic Communication in the Information Age*, Toronto: Garamond Press.
- Agrawal, Vir bala & Gupta, V.S. (2001) *Handbook of Journalism and Mass Communication* : Concept Publishing
- Haralambos, M., & Holborn, M. (2013). *Sociology: Themes and Perspectives*. Collins Educational.
- Srinivas, M. N. (1995). *Social Change in Modern India*. Orient Blackswan.
- Shankar Rao, C. N. (2015). *Indian Social Problems* . New Delhi, India.
- Ashok, A., & Lakshmaiah, P. V. (2018). *Indian Culture and Society*.
- Pandey, V. (2016). *Indian Society and Culture*.
- Hasnain, N. (2019). *Indian Society: Themes and Social Issues*
- Atal, Y. (2016). *Indian Society: Structure and Change: Continuity and Change*.
- Srinivas, M. N. (2000). *Caste Its Twentieth Century Avatar*.
- Griddens, A. N. (2017). *Sociology*.
- Singh, Y. N. (1996). *Modernization Of Indian Traditions*.

Suggested E-Learning Material:

Social Structure of India and Role of Casteism in Indian Democracy

https://www.researchgate.net/publication/301197961_Social_Structure_of_India_and_Role_of_Casteism_in_Indian_Democracy

CHAPTER II Social Stratification Introduction ... - Shodhganga

http://shodhganga.inflibnet.ac.in/bitstream/10603/108591/7/07_chapter%202.pdf

Socio-cultural issues in contemporary India - Nios

<https://nios.ac.in/media/documents/SecIHCour/English/CH.20.pdf>

Culture: An Introduction - Nios

<https://nios.ac.in/media/documents/SecIHCour/English/CH.01.pdf>

The Role and Position of Women Ancient Society to Modern Society in India

https://www.researchgate.net/publication/316918695_The_Role_and_Position_of_Women_Ancient_Society_to_Modern_Society_in_India

JMC 206 Public Relations and Corporate Communication

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Explain the role of public relations professional in the corporate environment
- Describe the strategies, tactics and techniques of public relations programmes
- Write proposals, press release, notices etc. for specific audiences and purposes

Unit I Public Relations: Definition of Public Relations - principles, nature and scope; Types of Public functions of PR; Tools of PR; E-PR; Difference between PR, Propaganda, Publicity and Advertisement; Corporate Communication; Difference between Corporate communication & PR. Ethics of PR – IPRA, PRSI; Quality of PR.

Unit II Tools & Techniques: Tools and Techniques of Corporate Communication; News Release - Seven Point Formula; Media Relations - Press Conference and Press Tours; Internal and External PR Media - Corporate Film, Community relations and employee relations; Structure and functions of government and non-government Public Relations.

Unit III Qualities of PRO: Role of PR in Developing Countries; Role of PR in Educational and Research Institutions; PR in Rural Sector; Defense; Political and corporates; PR for Individuals.

Unit IV Event Management: Concept, Significance, Planning, Budgeting and Implementation; Strategies and Challenges.

Unit V PR Campaign: Finding a Problem; PR Campaign - Programme Planning, Evaluation; special information and political campaign: Research in PR; PR and law – Code of ethics; Emerging Trends in PR; PR and Crisis; Management – Case studies; Corporate Social Responsibilities.

Suggested Readings:

- त्रिवेदी, डॉ० सुशील, शुक्ला, शशिकांत, *जनसंपर्क सिद्धान्त और व्यवहार* : मध्यप्रदेश हिन्दी ग्रंथ अकादमी।
- चंद, डॉ० लाल, *जनसंपर्क प्रशासन* : रचना प्रकाशन जयपुर।
- प्रभाकर, डॉ० मनोहर, भानावत, डॉ० संजीव, *प्रभावी जनसंपर्क* : यूनिवर्सिटी बुक हाउस जयपुर।
- पातंजलि, डॉ० प्रेमचंद, *आधुनिक विज्ञापन*, दिल्ली : वाणी प्रकाशन।
- यादव, नरेन्द्र सिंह, *विज्ञापन तकनीक एवं सिद्धान्त* : राजस्थान हिन्दी ग्रंथ अकादमी।
- भानावत, डॉ० संजीव, *जनसंपर्क एवं विज्ञापन* : जनसंचार केन्द्र राजस्थान विश्वविद्यालय।
- Center and Cultip, *Effective Public Relation*.
- B.N. Ahuja, S.S. Chabra (1897) *Advertising and Public Relation*, Delhi : Surjet Publication.
- Horold Oxely (1987) *The Principal of Public Relation*, London : Kogan Sage,.
- K.R. Balan, (2015) *Applied Public Relation and Communication*, Delhi : Sultan Chand and Sons.
- Basu, Anil (1998) *Public Relations*, Calcutta : Problems and Prospects.
- Kaul, J.M. (1992) *Public Relations*, New Delhi : Allied Publishers.
- Mehta, D.S. (2001) *Handbook of Public Relations*. New Delhi : Allied Publishers,
- Sengupta, Sailesh (1997) *Management of Public Relations and Communication*, New Delhi : Vikas Publishing House.
- Black, Sam (2016) *Practical Public Relations*, New Delhi : Universal Book Stall,.
- Ghosh Subir, *Public Relations*.

Suggested E-Learning Material:

Public relations tools and activities | Business Queensland

<https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/pr/tools-activities>

What Is Public Relations? PR Functions, Types, & Examples | Feedough

<https://www.feedough.com/what-is-public-relations-pr-functions-types-examples/>

Corporate Communications vs. Public Relations | Chron.com

<https://work.chron.com/corporate-communications-vs-public-relations-22196.html>

What is Event Management? | Event Academy

<https://eventacademy.com/news/what-is-event-management/>

Crisis Management - Meaning, Need and its Features

<https://www.managementstudyguide.com/crisis-management.htm>

JMC 201 Advertising and Commercial Communication

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Explore the role and functions of Advertising.
- Conceptualize, Plan and Produce an advertising campaign.
- Explain the importance of Advertising Agencies.
- Recognize the societal impact of advertising and commercial communication and need for ethical practitioners.

Unit I Role and Functions of Advertising: Definition of Advertising, Objectives, Utility, Concepts and Features; Medium of Advertising: News Papers, Magazines, Radio, Television, and Internet; Outdoor, Indoor and Transit; Types of Advertisements Commercial, Social, Institutional and Financial.

Unit II Elements of Advertisement: Copy of Advertisements of Various Mediums and their Differences; Appeal; Advertisements Copy Terminology and Principles; Title, Logo, Slogans, Layout etc.; Advertising as Communication Tool; Communication Process & Advertising; Models of Advertising Communication; AIDA Model; DAGMAR Model.

Unit III Advertising Agencies: structure, functions, scope and importance; Advertising boutique.

Unit IV Advertising Campaign: Importance and Concept; Selection of Medium and Advertising Budget; Advertising Agency: Types, Qualities and Organization, DAVP, ABC, AAA, ASCI, MRUC; Advertising Code of Conduct, Importance and Role of Advertisements in the Society.

Unit V Advertising Laws and Ethics.

JMC 201L Advertising and Commercial Communication Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
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Print Advertising Preparation – Copy Writing and Designing; Making Posters and Handbills, Newspaper and Magazine Advertisement; Planning and Execution of an Advertising Campaign; Writing Radio Spots and Jingles; Writing TV Commercials - Developing Script and Story Board; Planning and Execution of an Advertising Campaign.

Suggested Readings:

- Aakar, David A. Rajeev Batra and John G. Myers (2016) *Advertising Management*, New Delhi : Prentice-Hall.
- Sengupta, Subroto (1982) *Brand Positioning*, New Delhi : Tata McGraw Hill Publishing Co.
- Rege, G.M., (1972) *Advertising Art and Ideas*, Mumbai : Kareer Institute.
- John, Caples (1998) *Tested Advertising Methods*, New York : Harper & Bros.
- Wells, William, John Burnett, Sandra Moriarty (1989) *Advertising: Principles and Practice* : Pearson Prentice Hall.
- Harriosn, Tony Ed. (1989) *A Handbook of Advertising Techniques*, London : Kogan Page, K. Chandrakandan, Noorjehan A.K. Hanif, N. Balasubramani, C. Karthikeyan.

Suggested E-Learning Material:

ADVERTISING AND SALES PROMOTION

www.pondiuni.edu.in/storage/dde/downloads/markiv_esp.pdf

HubSpot | Free Advertising Ebooks

<https://www.hubspot.com/resources/ebook/advertising/>

Advertising: Concepts & Principle - NRAI School.

www.nraismc.com/wp.../03/501-advertising_concept____principle.pdf

introduction advertising - University of Mumbai - Mumbai University

archive.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf

JMC 209 Film Studies**Max. Marks : 100****L T P C****(CA: 40 + ESA: 60)****2 0 0 2****Learning Outcomes:**

After the completion of the course, Student will be able to :

- Explain how film has changed over time as an aesthetic form, as an industry, and as a social institution.
- Develop general conclusions by synthesizing specific cases and by utilizing film-studies methods.
- Recognize formal elements; they acquire and apply tools (terminology, methods) to carry out rigorous formal analysis of film.

Unit I Indian Cinema: Evolution, New wave cinema, Regional Cinema, Documentary and Feature Films. Stalwarts of Indian Cinema.

Unit II Cinematography Act: Films Censorships and its relevance.

Unit III Indian and International Film Festivals: Film Awards

Unit IV Film review, appreciation and reports in different media.

Unit V New Trends and Pressures on Indian Cinema

JMC 204L Film Studies Lab**Max. Marks : 100****L T P C****(CA: 40 + ESA: 60)****0 0 4 2****Filmmaking: Production Stages:**

- Idea Generation, Scripting, Story Boarding And Shooting Schedule
- 3 Short Films Based On Different Genre
- 2 Documentaries

Camera Handling and Operations:

- Various Shots And Angles
- Camera Moments

- Rule Of Third
- 180° Axis Rule

Lighting:

- 3 Point Lighting
- Use Of Reflector And Cutter

Editing:

- Sequencing the Raw Files.
- Video Transaction & Effects

Film Review

- Journalistic film review

Suggested Readings:

- Monaco, James (2007) *How to Read a Film*, New Delhi : Oxford University Press.
- Gnti, Tejaswini (2005) *Bollywood: A Guide to Popular Hindi Cinema*, New York : Routledge.
- Nelmes, ED. Jill (1996) *An Introduction to Film Studies*, Landon : Routledge.
- Bernard, Sheila Curran (2011) *Documentary Storytelling*, Oxford : Focal Press.
- Rajadhyaksha, Ashish and Paul willemen (2000.) *Encyclopedia of Indian Cinema*, London : British Film Institute.
- Vasudev, Aruna (1978) *Liberty and Licence in the Indian Cinema*, New Delhi : Vikas.
- रजा, राही मासूम (2003) *सिनेमा और संस्कृति*, नई दिल्ली : वाणी प्रकाशन।
- जोशी, बद्री प्रसाद (1988) *हिन्दी सिनेमा का सुनहरा सफ़र*, बंबई : संपादक— सिनेवाणी प्रकाशन।
- तिवारी, विनोद (2007) *फिल्म पत्रकारिता*, नई दिल्ली : वाणी प्रकाशन।
- जमाल, अनवर व चटर्जी, सैबल (2006) *हॉलीवुड बॉलीवुड*, नई दिल्ली : वाणी प्रकाशन।
- पारख, जवरीमल्ल, *हिन्दी सिनेमा का समाजशास्त्र।*
- अब्बास, ख्वाजा अहमद, *फिल्में कैसे बनती है।*

- चड्ढा, मनमोहन, *हिन्दी सिनेमा का इतिहास*।
- ओझा, डॉ. अनुपम, *भारतीय सिने सिद्धान्त*।
- Journals and Web Resources
- *Journals of south Asian Cinema*, Landon
- Cinemaya, *Journals of Asian Cinema*, New Delhi
- (1987-1991) *Cinema in India*, Bombay: NFDC.

Suggested E-Learning Material:

A Brief History of Indian Cinema | Golden Globes

<https://www.goldenglobes.com/articles/brief-history-indian-cinema>

Regional Cinema India - Cultural India

<https://www.culturalindia.net/indian-cinema/regional-cinema.html>

Difference between Documentary and Feature Film

<http://pediaa.com/difference-between-documentary-and-feature-film/>

10 Film Festivals in India That Are A Must Visit For Every Cinema Lover

<https://www.scoopwhoop.com/news/10-film-festivals-in-india-that-are-a-must-visit-for-every-cinema-lover/>

100 Years of Cinema: The men who changed the face of Indian films

<https://www.news18.com/photogallery/movies/100-years-of-cinema-the-men-who-changed-the-face-of-indian-films-894555.html>

JMC 205 New Media Journalism

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Comprehend the significance of New Media Journalism of various New Media
- Explain the genesis of New Media in India
- Describe the evolution and growth of New Media in India
- Evaluate the significance and nature of New Media.

Unit I New Media Journalism: Meaning and Concept; History of Web Journalism in India; Terminology of Web Journalism; ICT and Media; Characteristics of Online Media, New World Information

Order. Use of New Communication Medium (Internet, Mobile):
Advantages, Limitations and Risk Factor Involved in it

Unit II Introduction to Internet, Web Browsers, Web Sites and Net Working, Home Pages, News Groups, Portal, Blog, E-Zines; Interactive Web Casts; Digital Story Telling Tools.

Unit III Writing for New Media: Writing for hypertext, hyperlinks, RSS, Video and Audio Clips and Graphics.

Unit IV Impact of Internet on Mass Media: Storing and Retrieval; Processing and Production; Presenting and Distribution and Access; Traditional v/s Cyber Journalism; do's and don'ts Cyber Crimes & Security: Types and Dimension Cyber Laws & Ethics and the difficulty in enforcing them

Unit V Ethics in Web Journalism, Cyber Laws in India: an Overview, Cyber Crimes; Citizen Journalism, Community Journalism; Convergence Journalism and Social Media; Types of Social Media; Need and Impact of Social Media; Study of Face book; Twitter; emails; SMS Media Digitalization; Media Convergence; Interactive TV; User Generated Content; Mobile Telephony; On-line Gaming.

JMC 205L New Media Journalism Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

0 0 4 2

To create and maintain Blogs; Analyze different elements and content of a News Website; Distinguish between News, Views, Opinions, and Advertisements.; Web publishing, learning HTML; Creating a simple Web page with links to text document; Graphics and Audio & Video document; Students in groups should create a dynamic website with each one given a different assignment regarding the components of website; Study of differences between print, web and electronic in terms of writing, Layout and Representation Techniques; Designing blogs (Writing, Articles, Features, Video clips, News, Stories, Poems, Photo Features) Content Writing.

Suggested Readings:

- Bahl, Raghav (2002) *Exploring Front Page* : Cybertech.
- Doug, Sahlin (2002) *Flash MX: Virtual Classroom*, New Delhi : Dremetech Press.
- Joey, Reinhardt Robert Lott (2004) *Flash MX action script programming bible*, Delhi : Wiley dreametech India P Ltd.
- BPB eYVhehfM;k dkslZ] BPB
- Gray, Daniel (2005) *Web Design Fundamentals Handbook*, Dreamtech, Delhi
- David, Emberton J. Hamin J. Scott (2001) *Flash 5 Magic with Action Script*, New Delhi : Techmedia.
- Parekh, Ranjan (2013) *Principles of Multimedia* : the McGraw-hill.
- Claudette Guzan Artwick (2004) *Reporting and Producing for Digital Media*, Delhi : Surjeet Publications.
- Allyn and Bacon, (1997) *New Media Technology*, ISBN 020527093X : John Vernon Pavlik.
- Michael M. Mirabito, Barbara (2000) *Mogrenstorn*: Focal Press, 4th edition ISBN 0240804295
- Allyn and Bacon, *Introduction to Online Journalism 2001* ISBN : Ronal Dewolk.

Suggested E-Learning Material:

Web 2.0 technologies for learning: The current landscape – opportunities, challenges and tensions

https://dera.ioe.ac.uk/1474/1/becta_2008_web2_currentlandscape_litrev.pdf

Information Contagion: An Empirical Study of the Spread of News on Digg and Twitter Social Networks.

<https://www.aaai.org/ocs/index.php/ICWSM/ICWSM10/paper/viewFile/1509/1839/>

We Media, How Audiences are Shaping the Future of News and Information. Reston, VA: The Media Center at the American Press Institute.

<http://www.hypergene.net/wemedia/weblog.php?id=P36a>

Internet population is exploding but women are not logging in

<https://scroll.in/article/816892/indias-internet-population-is-exploding-but-women-are-not-logging-inia>

J.A.Ward, S. (2017). Digital Media Ethics

<https://ethics.journalism.wisc.edu/resources/digital-media-ethics/>

Fifth Semester

JMC 304 Communication Research

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Explain Meaning, Objective and Types of Research
- Define the Research Process
- Explain the importance of Primary and Secondary research
- Comprehend the Methods of Research.
- Understand Data Analysis and Report Writing and Measures of Central Tendency

Unit I Research Concepts: Meaning, Objectives, Significance and Types of Research. Research Process - the Steps Involved and Research Design.

Unit II Data Collection: Primary and Secondary Data; Observation Method; Interview Method; Collection of Data through Questionnaire; Collection of Data through Schedule; Content Analysis; Case Study Method.

Unit III Survey: Survey - Meaning, Characteristics and Types; Public Opinion Surveys, TRPs; Readership Survey, IRS, NRS, Election Related Survey - Opinion Poll and Exit Poll.

Unit IV Data Analysis and Report Writing: Writing a Proposal, Synopsis, Abstract for a Project; Processing of Data - Editing, Coding, Classification, Tabulation

Unit V Measures of Central Tendency: Mean, Median and Mode; Analysis and Interpretation of Data; Report Writing - Parts of a Report, Steps Involved; Measuring impact; Evaluation.

Suggested Readings:

- Stempel H. and Bruce Westley (1989) *Research Methods in Mass Communication*, New Jersey: Prentice Hall.
- Berger, Arthur Asa (1991) *Media Research Techniques*, New Delhi.
- Das, G. (1985) *Social Survey and Research* : Manu Enterprises.
- Emmert, Philip and William D.(1970) *Methods of Research in Communication* : Brooks Eds.
- Charles H. and Gerald D. Hursh Houghton Mifflin Co., Boston. Backstrom, *Survey Research* Northwestern University Press, Illinois.
- Wlikinson, T.S. and Bhandarar, P.L. (2010) *Methodology and Techniques of Social Research*. Mumbai : Himalaya Publishing House.
- Kothari, C.R. (2004) *Research Methodology, Ethods and Techniques*.
- Regers D. Wimmer and Joseph R (2013) *Mass Media Research: an Introduction* : Dom Inide wade worth Pub. Company Belmont.
- Ralph, O.Nafziger and David M. (2013) *Introduction to Mass Communication Research*, New York : Greenwood Press
- Gunter, Barrie (2000) *Media Research Methods: Measuring audience reaction and impact*, New Delhi : Sage Publication.
- Vel, P.Saravana (2014-2017) *Research and Report Writing*, V.K. Publishing House.
- Sharma, Jai Narain (2017) *Research Methodology: The discipline and its dimensions* : Deep & Deep Publication.

Suggested E-Learning Material:**Media and Communication Research**

http://soniapsebastiao.weebly.com/uploads/2/0/3/9/20393123/ebook_handbook-of-media-and-communication-research.pdf

Research in communication – a brief theoretic overview

<https://repository.up.ac.za/bitstream/handle/2263/26063/02chapter2.pdf>

Primary and Secondary Data

<https://keydifferences.com/difference-between-primary-and-secondary-data.html>

Survey Methods in Research

<https://research-methodology.net/research-methods/survey-method/>

JMC 305 Community Media

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Learning Outcomes:

After completion of the course, student will be able to:

Explain Meaning, Objective and Types of Research

- Understand the key principles and functioning of community media.
- Understand the legal and technical aspects of a community media in India and abroad.
- Understand key issues and challenges of a community media.
- Work with media organizations working at grass root level.

Unit I Community Radio: Concept, definition and Objectives; Origin and development in India; Structure and functioning, Role and responsibility of the Community.

Unit II Management: Involvement of Community. Motivation of volunteers and capacity building.

Unit III Community Television: Concept, definition and Objectives, Origin and development in India. Structure and functioning, Role and importance of the Community Television.

Unit IV Production: Programme formats, Content development, writing for Community Media. Presentation techniques.

Unit V Challenges and Issues: Sustainability (Financial, Resources, Training), Community Media Vs Main Stream Media.

Suggested Readings:

- Kumar, Keval J. (2000) *Mass Communication in India*, New Delhi : Jaico Publication.
- Srivastava, Dr. H.O. (2009) *Broadcast Technology-A Review*, New Delhi : Gyan Publishing House.
- Sharma, K.C. (2007) *Journalism in India: History, Growth & Development*, New Delhi : Regal Publications.
- Joshi Uma (1998) *Textbook of Mass Communication & Media* : Anmol Publications[P] Ltd.

- Ravindaran R.K. (2007) *Handbook of Radio, Television & Broadcast Journalism*, Delhi : Anmol Publication.

Suggested E- learning materials:

Community Radio Stations | Ministry of Information and Broadcasting
<http://www.mib.gov.in/broadcasting/community-radio-stations>

Community media: a good practice handbook - UNESCO Digital Library
http://www.unesco.org/webworld/publications/community_radio_handbook.pdf

Community Radio: The Key To Propel Rural Development In India
<https://www.youthkiawaz.com/2011/02/community-radio-for-rural-development>

Community radio and sustainability: a participatory research initiative
<http://unesdoc.unesco.org/images/0023/002330/233084E.pdf>

Innovations in Community Radio - Cemca
<http://cemca.org.in/ckfinder/userfiles/files/Innovations>

Community radio impact evaluation: Removing barriers
http://www.amarc.org/documents/articles/evaluation_2007.pdf

Banasthali Community Radio - Extension - Welcome to Banasthali
www.banasthali.org/communityradio

JMC 319 Media Organisation and Management

Max. Marks : 100
(CA: 40 + ESA: 60)

L	T	P	C
4	0	0	4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Manage Media Organization
- Exercise and practice their leadership qualities
- Understand different structure of media organization

Unit I Management: Functions & Principles: Management - Definition, Nature, Principles and Need for Management; Management Functions; Responsibility, Authority and Accountability of Management; Planning: Definition, Process and Importance, Organizing, Directing and Controlling; Human Resource Planning.

Unit II Media Organizations: Structure and functions: Media Organizations: Structure of Media Organizations: Print/Electronic and their Functions.

Unit III Media Ownership Patterns, Cross Media Ownership and Conglomerates; Changing patterns of power and equations in Media Organization.

Unit IV Behavior and Leadership: Foundations of Behavior: Attitudes, Personality and Learning; Leadership - Importance and Major Types; Motivation and Conflict Management

Unit V Economics of Media Organizations: Economics of Newspapers; Electronic and Print Media Organization: Cost and Revenue Relationship; FDI in Media; Establishing a Media Organization: Steps Involved; Importance of Entrepreneurship and Fund-Raising.

Suggested Readings:

- Hargie O, Dickson D, Tourish Denis (2004) *Communication Skills for Effective*, India : Management, Palgrave MacMillan.
- Murughan, Dr. Sakthivel (2011) *Management Principles & Practices*, New Delhi : New Age International Publishers.
- Redmond, J, Trager R (2004) *Media Organization Management*, New Delhi : Biztantra.
- Albarran, Alan B. (1996) *Media Economics*, New Delhi : Surjeet Publication.

Suggested E-Learning Material:

What is Event Management? | Event Academy

<https://eventacademy.com/news/what-is-event-management/>

Crisis Management - Meaning, Need and its Features

<https://www.managementstudyguide.com/crisis-management.html>

Chapter 1 (introduction to media management) – Slide Share

<https://www.slideshare.net/AbdulJawadChaudhry/chapter-1-introduction-to-media-management>

Media Organizational Structure, Funding, and Development

<http://web.cci.utk.edu/~bates/papers/AEJ95T&D.pdf>

Leadership and Teamwork: The Secret Sauce to Business Success

<https://www.forbes.com/sites/forbescoachescouncil/2017/02/08/leadership-and-teamwork-the-secret-sauce-to-business-success/#6ca149a736f1>

JMC 327 TV Journalism and Production

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Produce and present TV Programmes of different genres
- Demonstrate production planning, budgeting and management skills.
- Produce and present TV News packages/bulletins in contemporary formats

Unit I TV as a medium of Mass Communication: Understanding the Medium - Nature and Language of TV; Formats and Types of TV Programs; TV News Script Format; Scripting for Fiction/Non Fiction.

Unit II TV News Production: Fundamentals of TV Reporting - Reporting Skills, Ethics for TV Reporting for TV. Types of Visuals, Structuring a TV news story: Anchor Leads, Voice over and PTC. Interview: Types of TV Interviews, Anchoring - Live Shows and Packaging.

Unit III TV Program Production: Stages of Production: Pre-Production, Production and Post-Production; The Production Personnel: Single Camera and Multi Camera Production; Use of Graphics and Special Effects. Developing a Video Brief. Live and OB coverage.

Unit IV Basics of video editing and Program Evaluation: Grammar and aesthetics of Video Editing; Types of Video Editing: Non-Linear Editing Cut- to-Cut, Assemble & Insert, On-line, Off-line Editing, Designing, Evaluation and Field Testing of Program.

Unit V Basic concepts of TV Animation and Graphics: Various software and their applications.

JMC 327L TV Journalism and Production Lab

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

0 0 6 3

Preparation of a Video Brief; Idea Generation - Fiction and Non-Fiction; Developing an Idea into Story; Script and Story Board; Production Schedule; Budget; Floor Plan; Lighting Plan Shooting Script; Production of a Program; Post Production.TV news production and presentation. Packaging of TV news bulletin.

Suggested Readings:

- Donalds, Ralph, Spann, Thomas (2011) *Fundamentals of TV Production*, New Delhi : Surjeet Publications.
- Lynne S. Gross, Larry W. Ward (1999) *Electronic moviemaking* : Wadsworth Publishing.
- Hicks, Neill (2014) *Screen writing* : Michael Wiese Productions.
- Zettl, Herbert (2005) *TV Production Handbook* : Thomas-Wadsworth, learning
- Burrows, D Thomas, Gross, S. Lynne (2004) *Video Production* : MC Graw Hill
- Hakemulder, Jan R. Jonge, Ray AC de, Singh, PP (2010) *Broadcast Journalism*, New Delhi : Anmol Publications.
- Trewin, Janet (2003) *Presenting on TV and Radio*, New Delhi : Focal Press.
- Hyde W. Stuart (1998) *TV & Radio Announcing* : Kanishka Publishers.
- Boyd, Andrew (2008) *Techniques of Radio and Television*, India : News Publisher, Focal Press.

Suggested E-Learning Material:

ROLE OF TELEVISION AS A MASS MEDIUM

<http://download.nos.org/srsec335new/ch14.pdf>

<https://www.google.com/search?q=Formats+and+types+of+TV+programs&oq=Formats+and+types+of+TV+programs&aqs=chrome..69i57j0.487j0j4&sourceid=chrome&ie=UTF-8>

Television Program Categories

<https://crtc.gc.ca/canrec/eng/tvcat.htm>

Scripting Unscripted Television

https://www.writersdigest.com/writing-articles/by-writing-genre/script-writing/scripting_unscripted_television

Three Stages of TV and Film Production - Central Casting

<https://www.centralcasting.com/three-stages-of-film-production/>

Explain the difference between single-camera and multi-camera shows on television

<https://arstechnica.com/civis/viewtopic.php?t=71684>

Video Editing - On-Line and Off-Line Editing – Cyber College

<http://cybercollege.com/tvp058.htm>

Sixth Semester**JMC 308 Development Communication**

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

4 0 0 4

Learning Outcomes:

After the completion of the course, Student will be able to :

- Analyze the development indicators - national and international perspectives
- Critically analyze the selected development initiatives
- Analyze media for development communication
- Design media for development communication

Unit I Development: Meaning, concept, and approaches to development, Indices of development, Models of Development- Basic Needs Model, Nehruvian model, Gandhian model, Panchayati Raj, Paradigms of development: Dominant paradigm, dependency, alternative paradigm

Unit II Development Communication: Meaning, Concept, Definition & Philosophy Development Communication approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development

Unit III Issues in Development Communication: millennium development goals, Population Control, Family welfare, Health and Sanitation, Women Empowerment, Poverty, Unemployment, Environment, Literacy, Consumer Awareness, Agriculture,

Unit IV Developmental programmes of GOI: Critical appraisal of Development Communication programmes and governments current schemes: SITE, Krishi Darshan, MNREGA, Digital India, Swachh Bharat campaign Pradhan Mantri Jan Dhan Yojana, Beti Bachao, Beti Padhao Scheme, millennium development goals, Cyber media and development e-governance, e-chaupal, national knowledge network

Unit V Media and Development Communication: Roles of Print, Broadcast and New media in Development Communication, Development reporting- roles and responsibilities of a reporter

Suggested Readings:

- Kuppaswamy B. (1976) *Communication and Social Development in India*, Mumbai : Sterling.
- Joshi P.C. (1991) *Communication and Nation Building*, New Delhi : Publication Division.
- Narula, Uma, Pearce, W.B. (2010) *Communication as Development* : Southern Illinois University Press
- Dhama, O.P. & Bhatnagar, O.P (1988) *Education and Communication for Development* New Delhi : Oxford.
- Mishra S.C. (2014) *Media, Communication and Development*, Jaipur : Rawat publication.
- Sondhi, Krishan (1981) *Problems of Communication in Developing Countries*:: Vision Publication New Delhi
- Sinha, Arbind (1985) *Mass-Media and Rural Development*, New Delhi : Concept publication.
- Tiwari, I.P (2017) *Communication Technology and Development*, New Delhi : Publication Division.
- Paul Hartmann & Patel B.R. (1989) *Mass-Media and Village life in India*, New Delhi : Sage.
- Gupta V.S. (1998) *Communication and Development*, New Delhi : Concept Publication.

Suggested E-Learning Material:**Development Communication**

download.nos.org/srsec335new/ch4.pdf

Development Communication Sourcebook - Open Knowledge

<https://openknowledge.worldbank.org/.../446360Dev0CommIns0handbook01PUBLI..>

(PDF) Introduction to Development Communication - ResearchGate

https://www.researchgate.net/Introduction_to_Development_Communication

Development Communication Sourcebook - World Bank Group

siteresources.worldbank.org/.../Resources/DevelopmentCommSourcebook.pdf

Media and Development Communication - International Journal

www.ijsrp.org/research_paper_may2012/ijsrp-may-2012-72.pdf

JMC 340P UIL Project

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	8	4

To provide the students with exposure to real life working environment as a part of an academic curriculum helps the students to develop and enhance academic, personal and professional competencies. Through this orientation students will understand the importance of industrial project which include:

1. Application of knowledge learned
2. Acquire and develop practical skills
3. Strengthen work values
4. Gain interpersonal skills
5. Understanding of relation between Media and Market forces.

Students shall undergo training in print or electronic or community media organizations for six/eight weeks and will submit a comprehensive Summer Training Report (STR) along with a Power Point Presentation on the work done during the training.

The Project will be evaluated by an external examiner, an internal examiner and a Vice-chancellor's nominee. The marks of the continuous assessment obtained from the industry will be compiled by the Head of the Department based on various interim reports of mid-term/end term evaluation received from the host organization and timely submission of report, synopsis and dissertation.

Discipline Elective Courses

JMC 301L Advertising Lab

Max. Marks : 100

(CA: 40 + ESA: 60)

L	T	P	C
0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Identify and discuss a range of creative strategies in advertising
- Discuss the social and ethical problems in advertising.
- Appreciate the ways that communication through advertising influences and persuades consumers.
- Develop an advertising plan for assigned clients.

Exercises/Assignments:

- Two commercial ads
- Two Public Service Announcements

Suggested E-Learning Material:

Create your next video advertising campaign for your business | Moovly

<https://www.moovly.com/make/advertising-video>

Intro to Print Ad Design: Introduction - YouTube

<https://www.youtube.com/watch?v=TFoA3qRgt9c>

Tips for Print Advertising - Ideas for Print Ads - YouTube

<https://www.youtube.com/watch?v=X9zTkGcpeo8>

Print Advertising Techniques and Examples - YouTube

<https://www.youtube.com/watch?v=sg0PmFWqmko>

YouTube Advertising Campaign Tutorial 2018 - How to Set-up

<https://www.youtube.com/watch?v=hZnHIOKgBFs>

JMC 309L Digital Photo Journalism Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Develop, edit and ensure printing quality images.
- Work on news coverage and complete given task.
- Work effectively in the current photography practices

Exercises/Assignments (Group Production):

- Photo feature
- Audio Visual
- Special Effects

Suggested E-Learning Material:

Photojournalism: How to Become a Photojournalist - Study.com

https://study.com/articles/Photojournalism_How_to_Become_a_Photojournalist.html

7 Powerful Photography Tips for Amazing Photos - YouTube

<https://www.youtube.com/watch?v=YZPuc3HV5O8>

How to do High Speed Photography - YouTube

<https://www.youtube.com/watch?v=x43yftnFBBw>

Photography tips-Lighting techniques. - YouTube

<https://www.youtube.com/watch?v=bz2WTRYeaVQ>

10 Creative Photography Ideas & Techniques to Try - SLR Lounge

<https://www.srlounge.com/creative-photography-ideas>

Long Exposure Photography for Beginners - YouTube

<https://www.youtube.com/watch?v=g6DIaFnnCiI>

JMC 315L Film Direction Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

- Work as Cameraperson and film editor.
- Work as an independent film maker.
- Manage film production and planning for production houses.

Exercises/Assignments:

- Short Film
- Documentaries
- Story Boarding

Suggested E-Learning Material:

15 Filmmaking Tips and Tricks for Filming Yourself - Basic ... - YouTube

<https://www.youtube.com/watch?v=Uxn9BTRKB1w>

30 Cinematography Techniques & Tips You Didn't Learn in Film School

<https://www.studiobinder.com/blog/cinematography-techniques-no-film-school/>

Five Tips for Beginning Cinematographers

<https://fstoppers.com> > Education

Basic Nonlinear Editing in Adobe Premiere Pro - YouTube

<https://www.youtube.com/watch?v=-xnQtpxRsQI>

DIRECTING ACTORS AND ACTORS DIRECTING Dialogues | Festival ...

<https://www.youtube.com/watch?v=hhN0fiYiDgM>

JMC 320L Public Relations (Film, Corporate) Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Identify the ethical factors involved in responsible public relations practices.
- Recognize the fundamental functions of community, human relations, crisis management etc.

Create a public relations campaign

Exercises/Assignments:

- Press Release (covering current happening)
- House Journal
- Case Study

Suggested E-Learning Material:

How to Use Social Media in PR | Public Relations – YouTube

<https://www.youtube.com/watch?v=oCUP60qJ1Tk>

Public Relations: Techniques of Public Relations - YouTube

https://www.youtube.com/watch?v=yqqzir6_UU

Creating A Public Relations Campaign - YouTube

https://www.youtube.com/watch?v=8zs9COGXM_

Corporate Film Production - Jardine Michelson Public Relations

www.jardine-michelson.com/What-we-do/Corporate-Film-Production

Propaganda, Public Relations, Marketing, and Advertising - Ivy Lee ...

<https://www.youtube.com/watch?v=hRxnUQ64054>

JMC 321L Radio Jockeying/Anchoring Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Work as radio jockey/anchor at any FM radio station in India and abroad.
- Operate and manage any FM radio station in India and abroad.
- Setup new FM radio stations to strengthen the FM radio Industry.

Exercises/Assignments::

- Live Commentary
- Announcements
- Anchoring
- Calendar of Events
- One minute sound story
- Jingles
- Short feature

Suggested E-Learning Material:

Job Roles For Radio Jockey – Radio, RJ, DJ, All India Radio - YouTube

https://www.youtube.com/watch?v=0JhZ_UkiWKS

Anchoring for a Hindi Radio programme - YouTube

https://www.youtube.com/watch?v=u1qJwP5_rZU

Radio Script.wmv - YouTube

<https://www.youtube.com/watch?v=uxSY-eD8gpM>

Radio News Sample - YouTube

<https://www.youtube.com/watch?v=SEXbHN2y1RU>

JMC 326L TV Journalism Lab

Max. Marks : 100	L T P C
(CA: 40 + ESA: 60)	0 0 10 5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Produce News graphics and television graphic Presentation.
- Work as an Animator, game Designer and Graphics Editor.
- Edit and develop 2D and 3D Motion Graphics.

Exercises/Assignments:

- Production and presentation of different types of news bulletins/ TVprogrammes/ packages.

Suggested E-Learning Material:

How to Become a TV Reporter: Step-by-Step Career Guide - Study.com

https://study.com/.../How_to_Become_a_TV_Reporter_Step-by-Step_Career_Guide.htm..

Television News Careers : What Is Broadcast Journalism? - YouTube

<https://www.youtube.com/watch?v=g5kmzuf0ixE>

BBC Journalism Skills: Interviewing techniques - YouTube

<https://www.youtube.com/watch?v=dHUn6zSGEJ8>

What Is A Television News Bulletin? - YouTube

<https://www.youtube.com/watch?v=aFSHQQx-1CM>

TV Presenter Training - TV Presenting tips - YouTube

<https://www.youtube.com/watch?v=JAdZP2I5SPc>

Broadcasting Television Program Promo - YouTube

<https://www.youtube.com/watch?v=xj7MB3VEDJ8>

JMC 302L Animation and Graphics Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Understand the multi-disciplinary nature of event management
- Coordinate and manage university programmes/functions/events/conferences

Exercises/Assignments:

- Visual Language - Syntactic: Animation Principles: Animation Process and Visual Form

Suggested E-Learning Material:

How to Become a Special Effects Animator: Career Guide - Study.com

https://study.com/.../How_to_Become_a_Special_Effects_Animator_Career_Guide.html

10 Basic Motion Graphic Designer Skills | Animation Courses

<https://www.animationcoursesahmedabad.com/10-basic-motion-graphic-designer-skills/>

Motion Graphics and Animation Design with After Effects Tutorial

<https://www.howdesignuniversity.com/courses/motion-graphics-and-animation-design>

Learning Motion Graphics - Lynda.com

<https://www.lynda.com/Video-Motion-Graphics-tutorials/...Graphics/364442-2.html>

JMC 313L Event Management Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Understand the multi-disciplinary nature of event management
- Coordinate and manage university programmes/functions/events/conferences

Exercises/Assignments:

- Planning the Event
- Organizing & Budgeting
- Managing the Event
- Implementation
- Evaluation

Suggested E-Learning Material:

How to Organize an Event (with Pictures) – wiki How

<https://www.wikihow.com/Organise-an-Event>

How to organize a successful event with a small budget

<https://www.gevme.com/blog/10-tips-for-event-planning-with-a-small-budget/>

How to Organize Events - YouTube

https://www.youtube.com/watch?v=e_E9ldhwodM

Five Key Steps for Organizing Your Business Event – YouTube

<https://www.youtube.com/watch?v=1oCvDlvnkUc>

15 Corporate Event Management Tips: Guide to Planning

<https://www.youtube.com/watch?v=tBbAnF04BVY>

JMC 322L Rural Reporting Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Write and report the news stories covering social/political/economic issues of rural areas.
- Understand the issues of local communities of rural areas.
- Raise the voices of voiceless through their journalistic skills and learning.

Exercises/Assignments:

- Reporting rural issues and developmental activities of surrounding villages and University campus.

Suggested E-Learning Material:

P Sainath - Reporting Rural India - BV Kakkilaya Inspired Oration...

https://www.youtube.com/watch?v=CptIW_m7koE

Feminist Rural Journalism Is Changing India's North - YouTube

<https://www.youtube.com/watch?v=fkxLMEuwu1o>

India's citizen journalists tell a few home truths | KumKum Dasgupta

...

<https://www.theguardian.com/global.../oct/.../india-citizen-journalists-video-volunteers>

Rural Development in India: Scope, Importance with Questions and ...

<https://www.toppr.com/guides/economics/rural.../rural-development-in-india/>

JMC 325L Travel and Tourism Journalism Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Utilize their journalistic skills to prepare travel reports, travelogue, features etc.
- Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.

Exercises/Assignments:

- Reporting Indian Heritage; Tourism Industry; Less known tourist places.

Suggested E-Learning Material:

So you want to be a travel journalist? - YouTube

<https://www.youtube.com/watch?v=ypp3r-9X3sY>

Travel and Tourism Management career explained in Hindi | Vicky ...

<https://www.youtube.com/watch?v=cuZ1IiuSHU>

YouTube Tourism Marketing Tips MP4 Video - Travel Business Success

<https://www.travelbusinesssuccess.com/youtube-tourism-marketing-tips-mp4-video/>

Travel Journalism. - ppt video online download - SlidePlayer

<https://slideplayer.com/slide/10809731/>

JMC 331L Web Journalism Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

- Define the elements of various New Media
- Explain the genesis of New Media in India
- Describe the evolution and growth of New Media in India
- Evaluate the significance and nature of New Media.

Exercises/Assignments:

- Web Page/Design News portal

Suggested E-Learning Material:

<https://www.youtube.com/watch?v=kNMiOjRf05c>

5 Website Design Hints. Web Design Tutorial For Beginners.

<https://www.youtube.com/watch?v=j2G1IUpRiPY>

Web Design Basics

<https://webdesign.tutsplus.com/articles/want-to-learn-web-design-basics-start-here--cms-27341>

JMC 332L Campus Reporting Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

After the completion of the course, Student will be able to :

Report and write news covering the events activities and functions taking place in the university/college campus

Exercises/Assignments:

- Reporting scientific and technological developments; Reporting sports, arts, cultural and academic activities of university campus.

Suggested E-Learning Material:

Report Writing - YouTube

<https://www.youtube.com/watch?v=AFGNKJruxdg>

JMC 335L Convergent Journalism Lab

Max. Marks : 100	L	T	P	C
(CA: 40 + ESA: 60)	0	0	10	5

Learning Outcomes:

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

- Understand the functioning of different media in terms of planning, writing and producing Programmes.
- Produce and present the programmes of different genres for multimedia platforms.
- Understand the challenges and opportunities in Convergent Media.

Exercises/Assignments

- Production of a four page news paper or magazine.
- Short film Script for Fiction & Script for non-fiction
- Production of a voice over item for different formats - News Stories, Documentaries and Internet Videos
- PTC, VOX POP , Anchor lead , Anchor VO , Voice over
- Short film stories duration 1 and 2 minute (Including Story boarding)

- Assignments & Assessment
- Writing and producing stories for Cross Media Publicity

E-Learning Materials:

<https://www.britannica.com/topic/media-convergence>

<https://www.slideshare.net/Ashokkumar574/media-convergence-53680560>

<http://www.advancingthestory.com/about/>

<http://journalistsresource.org/>

Reading Elective Courses

JMC 337R Global Media and Inter-Cultural Communication

Max. Marks : 100

L T P C

(ESA: 100)

0 0 4 2

Learning Outcomes:

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

- Identify and explain concepts of culture and communication.
- Show awareness of the role of individuals, institutions, and cultural values in intercultural communication competence.

Course Content:

Understanding global communications, Intercultural communication, Media and Globalization, Media Flows & Global Culture, Culture & Everyday Life, The Roles of Advertising and Public Relations, Bollywood, Cultural Imperialism, Cultural Appropriation, Intercultural Business Communication, Popular Culture, Cultural Metaphors, Cultural Norms and Expectations: gender roles.

Suggested Readings:

- Mattelart, A. *Networking the World: 1974-2000*. Preface & Chapter 6
- Giddens, A. (1999) *Runaway World*. BBC Reith Lectures
- Thussu. *International Communication: Continuity and Change*, Intro and Chapter 1
- Thussu. "The Global Media Bazaar," *International Communication: Continuity and Change*, Chapter 4

- Thussu. “The Global and Local in Media Cultures,” *International Communication*. Chap 5

E-Learning Material:

- Social norms, gender norms and adolescent girls
<https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/9818.pdf>
- Global communications--what does it mean in today's
<https://www.pmi.org/learning/library/global-community-successful-communication-tools-6143>
- Cultural Appropriation
https://en.wikipedia.org/wiki/Cultural_appropriation
- Cultural Studies and the Culture of Everyday Life
https://pages.mtu.edu/~jdslack/readings/CSReadings/Fiske_Cultural_Studies_Culture_Everyday_Life.pdf
- The Role of Advertising, Publicity and Public Relations
<https://www.ajol.info/index.php/ejotmas/article/viewFile/120996/1104>
24

JMC 336R Film Appreciation and Criticism

Max. Marks : 100

L T P C

(ESA: 100)

0 0 4 2

Learning Outcomes:

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

- Recognize and Identify types of movie genres, their impact on society, their roles in our lives.
- Understand the concepts behind storytelling.
- Appreciate the roles of directors and critics in the film industry.
- Understand the viewpoint and extended overview of cinema.

Course Content:

History of Bollywood, What is cinema, basic film grammar, Movies for fun & profit, communication, Art & Science of Cinema, define how to evaluate films, Film and Its Impact on Society, Films beyond Entertainment, **Censorship:** CBFC, Five C's of cinematography, **Storytelling:** Films start with stories, narrative elements in film, story time vs. plot time, conflict and temperament,

Movie Genres: Mysteries, Gangster Films, Horror, Fantasy and Science Fiction, Romantic, Comedy, documentaries **Film Criticism:** Film

screening and Discussion on the film, critical analysis of films, learning how to be a film critic, analyzing, reviewing,

Suggested Readings:

- Bowen, Christopher J.(2009) *Grammar of the edit*. Focal Press.
- Browne, Steven E.(2002). *Video Editing- A Post Production Primer*. Focal Press
- Edgar, Robert.(2015). *The language of Film*. Bloomsbury: London.
- Field, S. (2005) *Screenplay: The Foundations of Screenwriting*, Delta, Revised Edition.
- Giannetti, L. D. (1993). *Understanding movies*. 6th ed. Englewood Cliffs, N.J.: Prentice Hall.
- Glebas, Francis.(2008) *Directing the Story*. Routledge.
- Hayward, Susan. (2018) *Cinema Studies The Key Concepts*. London and New York: Routledge.
- Holman, Tomlinson.(2013) *Sound For Digital Video*. Focal Press.
- Huber, David Miles. (2010) *Modern Recording Techniques*. Focal Pre
- Irving, K. David (2010) *Fundamentals of Film Directing*. McFarland & Company.
- Jan B.,Ron J. (2001) *Understanding the Film: An Introduction to Film Appreciation*. NTC Publishing Group.
- Monaco, James.(1977)*How to Read a Film*. Oxford University Press.
- Owens, Jim.(2012) *Video Production Handbook*. Kilmington: Focal Press.
- Rabiger. Michael. (2013). *Directing: Film Techniques and Aesthetics*. Focal Press.
- Sikov,ed. (2010) *Film studies and production*. New York: Columbia university press.
- Silver. Alain, Ward. Elizabeth (1992) *The film director's team*. Silman-James.
- Ward, Peter. (2013) *Picture Composition for Film and Television*. Burlington, MA: Focal Press.

E-Learning Materials:

- **Films in Review**
<https://www.filmsinreview.com/>
- **Film Script Formatting - Film Script Writing**
www.filmscriptwriting.com > script-formatting-2
<http://www.filmscriptwriting.com/>
- **Recording Studio Microphones: The Ultimate Beginner's Guide**
<https://ehomerecordingstudio.com/types-of-microphones/>
- **Everything You Need to Know About Professional ... - Aframe**
https://www.aframe.com/application/files/9814/5373/1646/Aframe_whatpaper_-_Pro_Video_Editing.pdf

JMC 334R Brand Planning and Management**Max. Marks : 100****L T P C****(ESA: 100)****0 0 4 2****Learning Outcomes:****After the completion of this course, students will be able to:**

- Understand and analyze brand and branding management, from a corporate and consumer perspective
- Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).

Course Content:

Introduction to Brand Management, Marketing communications, Storytelling and Branding, The Internationalization of brands, The importance of consumer perception and behavior in branding, Tools for marketing and branding strategy, Brand Equity, Building a corporate social responsibility image, Branding and Ethics, Internet and Social media branding

Suggested Readings:

- Herskovitz. S, Crystal. M. (2010) *The essential brand persona: storytelling and branding*

- Scolari, C.A. (2009) *Transmedia Storytelling: Implicit Consumers, Narrative Worlds, and Branding in Contemporary Media Production*.
- Schuiling, I, Kapferer, J.N. (2004) *Real Differences between Local and International Brands: Strategic Implications for International Marketers*.
- Smith.S.M, Albau,G.S. (2012) *Basic Marketing Research: Volume 1, Handbook for Research*.
- Singh, J. et al. (2013) *Understanding Corporate Social Responsibility and Product Perceptions in Consumer Markets: A Cross-Cultural Evaluation*.

E-Learning Material:

Brand Management - Meaning and Important Concepts

<https://www.managementstudyguide.com/brand-management.htm>

Marketing Communications – Introduction

https://www.tutorialspoint.com/advertisement_and_marketing_communications/marketing_communications_introduction.htm

What is Customer Perception and How to Control it

<https://www.vhtcx.com/blog/customer-perception-control/>

7 Branding Tools to Effectively Establish Your Brand

<https://inkbotdesign.com/branding-tools/>

Ethical Branding and Corporate Reputation

<https://bura.brunel.ac.uk/bitstream/2438/1283/3/Ethical+branding.pdf>

JMC 338R Humanitarian Journalism

Max. Marks : 100

L T P C

(ESA: 100)

0 0 4 2

Learning Outcomes:

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

- Understand the diagnostic and evocative styles of reporting the protection and violation of human rights principles and issues
- Recognize the approaches and techniques needed, and be aware of the challenges involved, to monitor and evaluate the principles and issues of human rights in national and global contexts

- Understand the manipulation and distortion by political and humanitarian civil society stakeholders in the reporting of humanitarian crises.

Course Content:

Concept of Humanitarian Journalism, The Journalism and the UN Human Rights Charter, The journalist as the watchdog of human rights principles and issues, Investigative journalism and humanitarian journalism, Legal, ethical, and structural challenges in humanitarian journalism, Stereotypes, manipulations and distortions in reporting humanitarian crises, Journalism and the political economy of humanitarian intervention, The risks and dangers of humanitarian journalism

Suggested Readings:

- Beman, G. and Calderbank, D. (eds). (2008). *The Human Rights-Based Approach to Journalism: Training Manual Vietnam*. Bangkok: UNESCO
- Dente Ross, S. (2007). *Peace Journalism: Constructive Model in a Global Community*.
- Geiss, Robin. (2010). 'How does international humanitarian law protect journalists in armed-conflict situations? Interview. ICRC. www.icrc.org/eng/resources/documents/interview/protection-journalists-interview-270710.htm
- Shaw, I. S. (2012). *Human Rights Journalism: Advances in Reporting Distant Humanitarian Interventions*. Basingstoke: Palgrave Macmillan.
- Scott, M. Wright, K. and Bunce, M. (2018). *The state of humanitarian journalism*. University of East Anglia.
- Thussu, D. K. (2000). *Legitimizing 'humanitarian intervention'?* CNN, NATO and the Kosovo crisis. European Journal of Communication, Vol. 15, No. 3, pp. 345–61.

E-Learning materials:

- The State of Humanitarian Journalism - City Research Online
<https://openaccess.city.ac.uk>
- UNESCO Series on Journalism Education
<https://en.unesco.org> > unesco-series-on-journalism-education
- UNESCO Digital Library: Home
<https://unesdoc.unesco.org>
- Humanitarian Journalism - Oxford Research Encyclopedia of ...
<https://oxfordre.com> > view > acrefore > acrefore-9780190228613-e-821
- The State of Humanitarian Journalism - Ethical Journalism ...
<https://ethicaljournalismnetwork.org> > News

JMC 339R Travel and Tourism Journalism**Max. Marks : 100****L T P C****(ESA: 100)****0 0 4 2****Learning Outcomes:****After the completion of this course, students will be able to:**

- Understand travel and tourism industry in all its forms and perspectives.
- Perform different types of travel writings and audio- video programmes.
- Understand and appreciate India's rich cultural and geographical heritage.

Course content:

Travel and Tourism - Meaning and Definition, Elements and Characteristics of Travel and Tourism, Unique Features of Tourism in India: Geography of India. Cultural Resources-Performing-Arts of India. Architectural Heritage of India-India's Architectural styles-historic monuments of Tourist; Important Historic /Archeological sites-Museums, Arts Galleries, Religious Shrines/Centers-Hindu Buddhist, Jain, Sikh, Muslim, Christian and others World Heritage Sites in India, Nature based Tourism; Wild Life Sanctuaries, National Parks ;Mountain Tourism, Desert Tourism, Tourism in Coastal areas, Medical Tourism -Ayurveda Yoga, Wild life Festivals, Village tourism , Eco Tourism, Sustainable Tourism.

Suggested Readings

- Acharya Ram , *Tourism and cultural Heritage of India: ROSA Publication*
- Basham . A *L the wonder that was India : Rupa and Company , Delhi*
- Manoj Dixit, CharuSheela, *Tourism Products, New Royal Books*
- Hussain AK *The National Culture of India* . National Book Trust New Delhi
- Kaul H .K *Travellers India Oxford University press*

E-Learning Materials:

<https://en.wikipedia.org/wiki/Tourism>

Travel and Tourism- Meaning and Definition

<https://www.india-tourism.net/geography.htm>

Unique Features of Tourism in India: Geography of India

<https://knowindia.gov.in/culture-and-heritage/performing-arts.php>

Cultural Resources-Performing-Arts of India

<https://www.culturalindia.net/indian-architecture/>

Architectural Heritage of India

JMC 333R Advocacy and Social Marketing

Max. Marks : 100

L T P C

(ESA: 100)

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Learning Outcomes:

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

- Examine various media theories and their application to employ social change strategies.
- Employ a global, cross-cultural perspective to look at community and alternative media.
- Have hands-on opportunities to apply effective media and marketing techniques by working with a client organization.
- Deal with some ethical dilemmas that arise when government agencies, civil societies, corporate sectors etc. engage in social activism and when commercial marketing and media techniques are applied to complex issues of social and public policy.

Course Content:

- Defining Media Advocacy and Social Marketing; Mainstream Media, Community Media and Social Change; Social Marketing, Market

Research and Behavior Change; Activism in Mainstream Media v. Activism in Alternative Media: Case Studies; Techniques of Media Advocacy and Social Marketing; Design and Evaluation of Social Marketing and Media Advocacy Initiatives; Ethics of Media Advocacy and Social Marketing Law & Order; Local Media's Global Impact; The Changing Media Landscape & Activism on the Net.

Suggested Readings:

- Public Relations Management, Jaishri Jethwaney and N N Sarkar, Sterling, New-Delhi, 2015
- Social Sector Communication in India -Concepts, Practices and Case Studies, Jaishri Jethwaney, Sage, New Delhi, 2016.
- Social Media Marketing, Paul Martin, Global Vision Publishing, New Delhi 2011.
- Uncommon sense of Advertising: Getting the Facts Right, Tiwari Sanjay, Response 20003
- Strategic social marketing, Jeff French and Ross Gordon, Sage, 2015, London.
- Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing, Doug McKenzie-Mohr, 2011, New Society publishers, 2011.
- Customer visits; Building a better market focus. Edward F McQuarrie, Routledge Publishing, New York and London, 2015
- Michael T Ewing, Social Marketing, 2001, Routledge Publishing, New York and London.

E Learning material:

- https://www.jstor.org/stable/3343024?seq=1#metadata_info_tab_contents
- <https://www.mk.undp.org/content/northmacedonia/en/home/ourperspective/ourperspectivearticles/2013/05/02/social-marketing-promoting-social-values.html>
- <https://ctb.ku.edu/en/table-of-contents/sustain/social-marketing/promote-behavior-change/main>
- https://www.theadvocatesforhumanrights.org/uploads/ch_7_2.pdf
