DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)
Reaccredited With A++ Grade by NAAC
College with Potential for Excellence, Linguistic Minority Institution,
Affiliated to University of Madras, Arumbakkam, Chennai - 600 106

B. A. JOURNALISM

PG DEPARTMENT OF

JOURNALISM AND COMMUNICATION

Academic Year
2022-2023

PG DEPARTMENT OF JOURNALISM AND COMMUNICATION

BACHELOR OF ARTS COURSE IN JOURNALISM

CHOICE BASED CREDIT SYSTEM (CBCS)
WITH GRADING SEMESTER SYSTEM WITH CREDITS

B.A. (Journalism) (Effective from the Academic year 2022-23)

VISION OF THE DEPARTMENT

- To provide holistic education which focusses on professional and personal development.
- To instill the foundation of academic research.
- To ignite social awareness and responsibility.
- To spark creative expressions

MISSION OF THE DEPARTMENT

- Educate to critically analyse social, cultural, economic and geo-political scenarios of the contemporary era
- Develop skills to appreciate and critically analyse media text
- Cultivate conscience to function in accordance with media laws and ethics
- Inculcate knowledge and expertise to develop media content
- Grooming students to function in the state of the art media environment

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1	To equip students with knowledge and essentials skills required to work in various media organizations.
PEO 2	To familiarize the students with the diverse socio- economic and linguistic cultures.
PEO 3	To inculcate the values and ethics of Journalism.
PEO 4	To develop critical and analytical skills of Journalism.
PEO 5	To impart knowledge and awareness on importance of life-long learning, managerial, entrepreneurial, and leadership skills.

GRADUATE ATTRIBUTES (GA)

Dwaraka Doss Goverdhan Doss Vaishnav College empowers graduates holistically. A DGVCian achieves all-round empowerment by acquiring Social, Professional and Ethical competencies. A graduate would sustain and nurture the following attributes:

I.	SOCIAL COMPETENCE
GA 1	Deep disciplinary expertise with a wide range of academic and digital literacy
GA 2	Hone creativity, passion for innovation and aspire excellence
GA 3	Enthusiasm towards emancipation and empowerment of humanity
GA 4	Potentials of being independent
GA 5	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
II.	PROFESSIONAL COMPETENCE
GA 6	Optimism, flexibility and diligence that would make them professionally competent
GA 7	Prowess to be successful entrepreneurs and become employees of trans-national societies
GA 8	Excellence in Local and Global Job Markets
GA 9	Effectiveness in Time Management
GA 10	Efficiency in taking up Initiatives
GA 11	Eagerness to deliver excellent service
GA 12	Managerial Skills to Identify, Commend and tap Potentials
III.	ETHICAL COMPETENCE
GA 13	Integrity and be disciplined in bringing stability leading a systematic life promoting good human behaviour to build better society
GA 14	Honesty in words and deeds
GA 15	Transparency revealing one's own character as well as self-esteem to lead a genuine and authentic life
GA 16	Social and Environmental Stewardship

PROGRAMME OUTCOMES (PO)

On completion (after three years) of B.A. Journalism Programme, the graduates would be able to

PO 1	**To participate in various types of employment, development activities and public discourses particularly in response to the needs of the community one serves.**
PO 2	**To understand the need and have the competencies to support local, regional and national initiatives.**

PO 3	To develop critical and analytical thinking.
PO 4	To develop conceptual understanding, problem solving and application of Skills.
PO 5	To provoke entrepreneurship among the students along with strong ethics and communication skills.
PO 6	To develop a questioning mind in diverse environments for better outcomes.
PO 7	To engage in lifelong learning and enduring proficient progress.

PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion (after three years) of B.A. Journalism and Mass Communication

Programme,

PSO 1	Students will emerge as a self-disciplined professional with adequate knowledge and competency to excel in the media industry.
PSO 2	Adopt critical thinking in interpreting various social, political, economic and cultural issues from different perspectives and infer its implications in the society.
PSO 3	Engage in self-evaluation and lifelong learning to acquire knowledge in the area of Journalism and attain different skill sets including reporting, writing, editing the news, designing layout and taking news worthy photographs.
PSO 4	Practice professional ethics and values in dispersing their duties and be a conscious and socially responsible person.
PSO 5	Rise as a team player with leadership and inter personal skills to create an amicable work atmosphere.
PSO 6	Will employ creative, technical and communication skills in understanding and developing solution for societal problems by creating appropriate content for Journalism.

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COURSE CURRICULUM-B A (Journalism)

S. No	Course Component	Name of the Course	Instructional Hours	Credits	Exam Hours	Max. Marks CIA	ESE
FIRST SEMESTER							
1	Part – I	Language – I	4+2*	3	3	50	50
2	Part – II	English – I	4	3	3	50	50
3	Part – III	**Core I -** Reporting for Media – I	5	4	3	50	50
4	Part – III	**Core II** History of Media in India-Press, Print, Radio, TV, Digital	5	5	3	50	50
5	Part – III	**Allied I-Practical 1** Designing: Photoshop, Illustrator and InDesign (P)	6	4	3	50	50
6	Part – IV	**Non-Major Elective I-**Digital Storytelling/ ***Basic Tamil/Advanced Tamil**	2	4	3	50	50
7	Part – IV	**Skill Based Subject** Soft Skills – I	2	3	3	50	50
		TOTAL	**30**	**26**			
SECOND SEMESTER							
1	Part – I	Language – II	4+2*	3	3	50	50
2	Part – II	English – II	4	3	3	50	50
3	Part – III	**Core III-Practical 2** Writing for Media - II (P)	5	5	3	50	50
4	Part – III	**Allied II** Social, Economic and Political Issues in India	5	4	3	50	50
5	Part – III	**Allied III-Practical 3** Broadcast Journalism (P)	6	5	3	50	50
6	Part – IV	**Non Major Elective II/ *Basic Tamil/ Advanced Tamil**	2	4	3	50	50
7	Part – IV	**Skill Based Subject** Soft Skills –II	2	3	3	50	50
		TOTAL	**30**	**27**			
THIRD SEMESTER							
1	Part – I	Language – III	4+2*	3	3	50	50
2	Part – II	English – III	5	3	3	50	50
3	Part – III	**Core IV** Advertising and Creative Writing	5	6	3	50	50
4	Part – III	**Core V** Indian Constitution & Media Laws	5	4	3	50	50
5	Part – III	**Allied IV-Practical 4** Photography [Practical]	6	4	3	50	50
6	Part – IV	**Skill Based Subject** Soft Skills – III	2	3	3	50	50

7	Part – IV	**Environmental Studies**	1			*Examination will be held in Semester IV*		
		TOTAL	**30**	**23**				
		FOURTH SEMESTER						
1	Part – I	Language – IV	4+2*	3	3	50	50	
2	Part – II	English – IV	4	3	3	50	50	
3	Part – III	**Core VI** Mass Communication Theories	5	5	3	50	50	
4	Part – III	**Allied V-Practical 5** Development Communication and Cultural Studies (P)	4	5	3	50	50	
5	Part – III	**Elective I-Practical 6** Film Appreciation (P)	4	5	3	50	50	
	Part – III	**Elective II-Practical 7** Multimedia Journalism and Content Management (P)	4	5	3	50	50	
6	Part – IV	**Skill Based Subject** Soft Skills – IV	2	3	3	50	50	
7	Part – IV	**Environmental Studies**	1	2	3	50	50	
		TOTAL	**30**	**31**				
		FIFTH SEMESTER						
1	Part – III	**Core VII --Practical 8** Communication Research Methods (P)	6	5	3	50	50	
2	Part – III	**Core VIII -** Media Economics and Media Management	6	5	3	50	50	
3	Part – III	**Core IX -** Data Journalism	5	5	3	50	50	
4	Part – III	**Elective III: (Interdisciplinary)- -Practical 9** Advanced Writing and Reporting (P)	5	5	3	50	50	
5	Part – III	**Elective IV-Practical 10** Media Analysing Techniques (P)	6	5	3	50	50	
6	Part – IV	**Value Education**	2	2	3	50	50	
		TOTAL	**30**	**27**				
		SIXTH SEMESTER						
1	Part – III	**Core X -** Political Communication and Campaigning	5	5	3	50	50	
2	Part – III	**Elective V-** International Relations and Conflict studies (Theory)	5	5	3	50	50	
3	Part – V	**Elective VI-** Business/Finance Journalism (Theory)	5	5	3	50	50	
4	Part – III	**Core XI --Practical 11** News Production (P)	5	5	3	50	50	
5	Part – III	**Core XII** Project-Video Production – Short Film/ Documentary and PSA (P)	6	5	3	50	50	
6	Part – III	Internship	4	5	3	50	50	
		TOTAL	**30**	**30**				

		TOTAL CREDITS		164			

Semester	I	
Subject	**CORE PAPER I: REPORTING FOR MEDIA – I**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course provides an introduction to the fundamentals of reporting and Writing.
2.	Explores the basics of journalism.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Evaluate newsworthiness of information and understanding the structure of news flow.	**K1 & K2**
CO2	Demonstrate an understanding of story idea creation and alternative story forms in journalism	**K3 & K4**
CO3	Comprehend the basic structure and format of a hard/soft news story (lead, body, and conclusion).	**K4**
CO4	Produce Content for Print, Broadcast and blogs and websites	**K5**
CO5	Demonstrate an understanding of journalism ethics.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: BASICS OF JOURNALISM AND COMMUNICATION:

News, types of news, beats, news values, news organization structure and phases of news processing- gathering, editing and publishing. Define communication and types of communication.

UNIT 2: ROLES AND RESPONSIBILITIES:

Editor, reporter, stringer, freelancer. Bias and ethics in journalism. Kinds of reporting. Professionalism, constraints on objectivity. Communication for reporter and editor.

UNIT 3: SOURCE:

Types. news Judgment, Interview and its techniques, Data collection, online news source, influence of PR and spin doctors. press release and government orders. Field observation.

UNIT 4: REPORTING:

Covering crime, courts, fire, press conferences, reporting public speeches, exit polls and public opinion, accidents and disasters, Civic, education, environment, health and sports. Reporting politics, business, local government and show business, reporting human interest stories, Follow-ups and eye-witness reporting.

UNIT 5:

How to find and analyses government Data, Assembly questions and answer, Editorial analysis. Apply RTI.

REFERENCE BOOKS:

1. Baskette and Scissors, The Art of Editing, Allyn and Bacon Publication, 1992.
2. S.N. Chaturvedi, Dynamics of Journalism and Art of Editing, Cyber Tech Publications, 2007.
3. Richard Keeble, The Newspaper's Handbook. Routledge Publication, 1994
4. Bruce Itule and Douglas Anderson, News Writing and Reporting for Today's Media, McGraw Hill Publication, 1987
5. MacDougall and Curtis Daniel, Principles of Editorial Writing. W.C. Brown Co. Publishers, 1973.

E-REFERENCES:

1. https://www.flexiprep.com/NIOS-Notes/Senior-Secondary/Mass-Communication/NIOS-Class-12-Mass-Communication-Ch-7-Reporting-and-Editing-Part-1.html

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Students would be able to acquaint themselves with the glorious journey of journalism.	**K1 & K2**	PSO4, PSO5
CO2	Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media	**K2 & K3**	PSO4, PSO5

CO3	Students would be able to inculcate the knowledge of growth of print, electronic and web media	**K3 & K4**	PSO1, PSO2, PSO5
CO4	Students would be able to acquaint themselves with technological advancements in print, electronic and web media.	**K4**	PSO1, PSO4, PSO5
CO5	Students would be able to throw light on the present status of various mass media.	**K5**	PSO4, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	1	2	1	2	2	1	3	2	2	2	2	2	
CO2	3	1	2	1	2	1	1	3	2	2	3	2	2	
CO3	3	1	2	1	2	3	2	3	2	3	3	2	2	
CO4	3	1	2	1	2	1	1	3	2	2	3	2	2	
CO5	3	1	2	1	2	1	1	3	2	3	3	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I
Subject	**CORE PAPER II: HISTORY OF MEDIA IN INDIA-PRESS, PRINT, RADIO, TV AND DIGITAL**
Maximum Marks	**CIA Marks**: 50 **ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	This course acquaints students with the glorious journey of journalism and also enhances the understanding of the origin of the traditional print, electronic and web media.
2.	The course of History of Media in India inculcates the knowledge of technological advancements in print, electronic and web media.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Students would be able to acquaint themselves with the glorious journey of journalism.	K1 & K2
CO 2	Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media	K3 & K4
CO 3	Students would be able to inculcate the knowledge of growth of print, electronic and web media	K4
CO 4	Students would be able to acquaint themselves with technological advancements in print, electronic and web media.	K5
CO 5	Students would be able to throw light on the present status of various mass media.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: HISTORY OF PRESS IN INDIA

Before and after independence. Media during the Indian emergency. Press for freedom. Introduction and growth of Press Agencies in India. Press During Border Conflict.

UNIT 2: HISTORY OF RADIO IN INDIA

Before and after independence: AIR, FM- government and private owned and Community radio and Ham radio.

UNIT 3: HISTORY OF TELEVISION IN INDIA

Before and after independence: Doordarshan, Evolution and growth of private media channels. Partisan Television in India.

UNIT 4: HISTORY OF DIGITAL MEDIA IN INDIA

Development of social networking sites in India. News websites, Applications and podcasting. Internet Radio. Independent broadcasting- growth of YouTube Channels.

UNIT 5: HISTORY OF TAMIL JOURNALISM

Before and after independence. Old Tamil newspapers and its history, Bharathiyar, Ayothi Dasa Pandithar Va.Vu.Si., Adithanar, Kaasturi Rangan, Cho Ramasamy, SS Vasan, Annamalai Parthasarathy, Dravidian Journalism, Partisan media.

REFERENCE BOOKS:

1. Natrajan. J, History of Indian Journalism, New Delhi, Publication Division, 2017.
2. H. R .Luthra: Indian Broadcasting.
3. R. Parthasarathi: Modern Journalism in India. Sterling Publishers.
4. J. V. Seshagiri Rao. Studies in the history of /journalism.
5. R. Anand Sekhar. Journalism charithra vyavastha.

E-REFERENCES:

1. https://www.nimc-india.com/history-mass-media-india.html

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Students would be able to acquaint themselves with the glorious journey of journalism.	**K1 & K2**	PSO4, PSO5
CO2	Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media	**K2 & K3**	PSO4, PSO5

CO3	Students would be able to inculcate the knowledge of growth of print, electronic and web media	**K3 & K4**	PSO1, PSO2, PSO5
CO4	Students would be able to acquaint themselves with technological advancements in print, electronic and web media.	**K4**	PSO1, PSO4, PSO5
CO5	Students would be able to throw light on the present status of various mass media.	**K5**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	1	2	1	2	1	3	3	2	2	2	2	2	
CO2	3	1	2	1	2	1	1	3	2	2	3	2	2	
CO3	3	1	2	1	2	1	2	3	2	3	3	2	2	
CO4	3	1	2	1	2	1	1	3	2	2	3	2	2	
CO5	3	1	2	1	2	1	1	3	2	3	3	2	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I
Subject	**ALLIED PAPER 1-PRACTICAL 1: DESIGNING: PHOTOSHOP, ILLUSTRATOR AND INDESIGN**
Maximum Marks	**CIA Marks**: 50 **ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 75 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	To provide the students with a basic knowledge on how designing works for the newspaper, magazines and website.
2.	To offer an insight of Communication Elements and its Process.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Gain knowledge about Visual Communication and its concepts.	**K1 & K2**
CO 2	Acquire an insight of Communication Elements and its Process.	**K3 & K4**
CO 3	Obtain familiar with Design Concept, Color Theory and the fundamentals of Graphic Design.	**K4**
CO 4	Apply acquired communication skills effectively.	**K5**
CO 5	Apply the Models, Design, Color Concept and the Graphic Design in the media industry.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: PROMINENCE OF DESIGNING

Importance of Designing in a newspaper, advertisements, websites, applications, magazines. Types of Newspaper Layouts, style sheet, typography. Importance of Design Editing in a Newspaper, structure of a newspaper design, Structure of a magazine and website design. Contrast, balance, emphasis, proportion, hierarchy, repetition, rhythm, pattern, white space, movement, variety, and unity.

UNIT 2: PRINCIPLES OF DESIGNING

Contrast, balance, emphasis, proportion, hierarchy, repetition, rhythm, pattern, white space, movement, variety, and unity.

UNIT 3: EDITING WITH PHOTOSHOP

Image Editing, Poster making, Newspaper pagination with Photoshop, designing a magazine--Design an A5 size, 2 sheets, 4 sides Magazine using Photoshop.

UNIT 4: EDITING WITH COREL DRAW

Image editing with coral draw, pagination

UNIT 5: EDITING WITH INDESIGN

e-Newspaper Pagination--Paginate and design an A3 size Broadsheet, 2 sides using InDesign

REFERENCE BOOKS:

1. Norman Don. 2018. The Design of Everyday Things. [Second Edition]. Basic Books Publications, New York.
2. Palmer, Frederic. 1998. Visual Elements of Art and Design. Longman Publications, England.
3. Paul Martin Lester. 2013. Visual communications: images with Messages. [Sixth Edition]. Wadsworth Publications, USA.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To understand various techniques behind history, culture, traditions, and craft of digital storytelling.	K1 & K2	PSO1
CO2	To understand digital media and its effective use as a form of communication.	K2 & K3	PSO5
CO3	To communicate ideas effectively in written, oral, and visual form to a range of audiences.	K3 & K4	PSO1, PSO3, PSO5
CO4	To demonstrate mastery of the concepts, techniques, and tools in one or more digital media specialties.	K4	PSO1, PSO5

CO5	To develop professional quality digital media productions by promptly applying knowledge and skills including best practices and standards.	**K5**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO2	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO3	3	2	1	1	2	1	3	3	2	3	3	2	3	
CO4	3	2	3	1	1	2	3	3	2	3	3	2	3	
CO5	3	1	3	3	3	2	3	3	2	3	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	I	
Subject	**NON-MAJOR ELECTIVE I: DIGITAL STORYTELLING**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course is designed to provide students a new skill set in digital storytelling ideas, production, and analysis.
2.	Students will develop skills to produce creative online stories that will reverberate with the widest audience possible.
3.	Creating impactful stories will require a new understanding and thought process of how digital stories differ from those in print, radio and television.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	To understand various techniques behind history, culture, traditions, and craft of digital storytelling.	K1 & K2
CO 2	To understand digital media and its effective use as a form of communication.	K3 & K4
CO 3	To communicate ideas effectively in written, oral, and visual form to a range of audiences.	K4
CO 4	To demonstrate mastery of the concepts, techniques, and tools in one or more digital media specialties.	K5
CO 5	To develop professional quality digital media productions by promptly applying knowledge and skills including best practices and standards.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1:

Introduction to Digital Storytelling- Digital Storytelling takes the traditional craft and attributes of telling stories and merges them with new techniques.

UNIT 2:

Digital Storytelling will include aspects of advertising, journalism and public relations to understand online trends and viral content.

UNIT 3:

To Analyze the changing roles of storytellers for news, businesses and non profit organization.

UNIT 4:

To incorporate a mixture of images, text, sound, audio narration, video and/or music to tell a story.

UNIT 5:

To create unique content and post in the desired online medium- Increase ability to come up with big, original ideas and creatively tell them to reach the broadest audience

REFERENCE BOOKS:

1. Usha Ramanan, Writing for the Media, Oxford; Edition, 2009.
2. Bhawna Solanki, Textbook the Science of Media Writing, 2022.
3. Brian Carroll, Writing for Digital Media, Routledge; 1st edition 2010.

E-REFERENCES:

1. https://blog.copify.com/post/different-types-of-media-writing

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To understand various techniques behind history, culture, traditions, and craft of digital storytelling.	**K1 & K2**	PSO1
CO2	To understand digital media and its effective use as a form of communication.	**K2 & K3**	PSO5
CO3	To communicate ideas effectively in written, oral, and visual form to a range of audiences.	**K3 & K4**	PSO1, PSO3, PSO5
CO4	To demonstrate mastery of the concepts, techniques, and tools in one or more digital media specialties.	**K4**	PSO1, PSO5
CO5	To develop professional quality digital media productions by promptly applying	**K5**	PSO1, PSO3, PSO5

	knowledge and skills including best practices and standards.		

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	3	3	3	3	1	3	3	2	3	2	1	3	
CO2	3	2	2	3	3	1	3	3	2	3	2	1	3	
CO3	3	1	2	2	3	1	3	3	2	3	2	1	3	
CO4	3	2	2	2	2	2	3	3	2	3	2	1	3	
CO5	3	2	1	2	2	2	3	3	2	3	2	1	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II	
Subject	**CORE PAPER III-PRACTICAL 2: WRITING FOR MEDIA II**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**5 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course provides an introduction to the fundamentals of reporting.
2.	Writing and explores the basics of journalism.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Understand the copy flow in a newspaper industry.	**K1 & K2**
CO 2	Analyse the concepts and techniques behind newspaper writing.	**K3 & K4**
CO 3	Comprehend the need for public relations.	**K4**
CO 4	Understanding of different types of web writing.	**K5**
CO 5	Understanding of news blogging and microblogging.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: AUDIENCE AND THE WRITER:

Understanding the audience-Encoding and Decoding-Writing for different medium: Print, TV, radio, Digital Medium and Film & Advertising-Information, persuasion and storytelling - Process of Writing: Idea generation, research, developing and structuring, Clear, Concise and Complete. Appealing to the senses - Feature Stories: Function, Structure, Style, and Researching for a story.

UNIT 2: ADVERTISING:

The functions of advertising: informing and Convincing, Planning and writing for Ads, Using Text and image.

UNIT 3: PUBLIC RELATIONS:

Functions of public relations writing, Textual tools: press releases, invitations, newsletters, fact sheets, backgrounders, photo and caption, audiovisual, NGO and public service announcements.

UNIT 4: WRITING FOR THE WEB:

Characteristics of good and bad writing, Traditional and web writing: similarities and differences Audience expectations in traditional and web writing, Writing formats, SEO, Blog posts How to write: Styles of news story, Fundamentals of journalistic writing, Grammar, Punctuation, Quotation, Attribution, Editing and revising. Feature writing. Writing news for radio and television. Copy editing and its symbols, plagiarism.

UNIT 5: WRITING FOR DIGITAL PLATFORM:

News briefs - Writing for microblogging and Social-networking sites, fake news. Post truth and AI in reporting and writing.

REFERENCE BOOKS:

1. Usha Ramanan, Writing for the Media, Oxford; Edition, 2009.
2. Bhawna Solanki, Textbook the Science of Media Writing, 2022.
3. Brian Carroll, Writing for Digital Media, Routledge; 1st edition 2010.

E-REFERENCES:

1. https://blog.copify.com/post/different-types-of-media-writing

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the copy flow in a newspaper industry.	K1 & K2	PSO1
CO2	Analyse the concepts and techniques behind newspaper writing.	K2 & K3	PSO5
CO3	Comprehend the need for public relations.	K3 & K4	PSO1, PSO3, PSO5
CO4	Understanding of different types of web writing.	K4	PSO1, PSO5
CO5	Understanding of news blogging and microblogging.	K5	PSO1, PSO3, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	3	3	3	3	3	3	3	3	2	3	2	1	3	
CO2	3	2	2	3	3	2	3	3	2	3	2	1	3	
CO3	3	1	2	2	3	1	3	3	2	3	2	1	3	
CO4	3	2	2	2	2	1	3	3	2	3	2	1	3	
CO5	3	2	1	2	2	1	3	3	2	3	2	1	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II	
Subject	**ALLIED PAPER 2: SOCIAL, ECONOMIC AND POLITICAL ISSUES IN INDIA**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course provides a broad scope for analysing the different social problems and its causes and repercussions on society.
2.	This course trains the students to create news stories and bring out the various dimensions of the problem.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Assess social issues in India. Evaluate on various causes for social problems.	**K1 & K2**
CO 2	Review on various social problems and its implications.	**K3 & K4**
CO 3	Explain various forms in which Economic problems occur.	**K4**
CO 4	Create news reports on political issues.	**K5**
CO 5	Discuss environmental problem and its complexities while writing news stories.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: SOCIAL ISSUES-1

Social stratification, Caste and community, Secularism and religion, Poverty and exploitation, Migration and unemployment, Population.

UNIT 2: SOCIAL ISSUES-2

Reservation in education and workforce, Globalization and Urbanisation. Tribes and Scheduled caste. Refugee. Language and regionalism. Community health issues. Pandemic. Climate change and environment issues.

UNIT 3: ECONOMIC ISSUES

Economy before and after independence. Reforms and policy for development. Agriculture. Privatization and modernisation.

UNIT 4: POLITICAL ISSUES

Caste politics. Election. Democracy. Campaign and propaganda.

UNIT 5: ENVIRONMENTAL ISSUES

Conservation, Pollution, etc.

REFERENCE BOOKS:

1. Dhrub Kumar, Economic & Social Issues in India, First by, 2020.
2. Pooja Kumari, Ravinder Singh, Priya A. Sondhi, Social Problems And Issues In India Hardcover, 2023.
3. M. Senthil S. Rijesh, Indian Society, Third edition, 2022.

E-REFERENCES:

1. https://santandertrade.com/en/portal/analyse-markets/india/economic-political-outline

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Assess social issues in India. Evaluate on various causes for social problems.	K1 & K2	PSO4, PSO5
CO2	Review on various social problems and its implications.	K2 & K3	PSO4, PSO5
CO3	Explain various forms in which Economic problems occur.	K3 & K4	PSO1, PSO2, PSO5
CO4	Create news reports on political issues.	K4	PSO1, PSO4, PSO5
CO5	Discuss environmental problem and its complexities while writing news stories.	K5	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	3	3	2	1	3	3	3	3	3	3	3	2	
CO2	3	3	3	1	1	3	3	3	3	3	3	3	2	
CO3	3	3	3	1	3	1	3	3	3	3	3	3	2	
CO4	2	2	3	1	1	2	3	3	3	3	3	3	2	
CO5	1	3	3	1	1	1	3	3	3	3	3	3	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II	
Subject	**ALLIED PAPER 3-PRACTICAL 3: BROADCAST JOURNALISM – RADIO AND TV**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**5 Credits / 75 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course aims to inculcate the skills of reporting and writing for television and radio.
2.	It also enables the students to produce live reporting and news casting.
3.	It gives awareness on techniques involved in news production.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Explain the unique features of broad cast media and create particular content.	K1 & K2
CO 2	Create news suitable for broadcast media.	K3 & K4
CO 3	Assess the writing trends based on genres of broadcast journalism.	K4
CO 4	Apply ethical values and legal procedures while creating live reporting from the field.	K5
CO 5	Engage in team work to produce appropriate content for media.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

CONTENTS OF MODULE

UNIT 1: BASICS OF JOURNALISM

Basics of Journalism and Law, Legal Rights and Responsibility of Journalists, Kinds of News Reporting, Reporting Skills, News agencies.

UNIT 2: APPROACHING NEWS

Getting the Story, collection of facts, Selection of News, News story structure and Components, Different types of News – Emergencies, Politics, Crime, Local and National Government, Planning and Development, Conflict and Controversy, Industry, Health,

Human Interest, Personalities, Sports, Seasonal News special, Local Interest, Weather and Traffic.

UNIT 3: WRITING FOR BROADCAST JOURNALISM:

Radio and Television, Electronic News Gathering (ENG) – Production features, Style and Language, Microphone and Camera Techniques, Elements of News editing, Live Reporting and Presentation skills. News casting.

UNIT 4: MEDIA ETHICS

News manipulation, sensationalism and ethics, Regulations and Press freedom. Basic Studio structure; studio sets and equipment's, OB van and its accessories, Television Broadcasting System – Terrestrial transmission, Satellite Transmission; cable television; CAS (Conditional Access System), Set Top Box, DTH, IPTV, etc., Different genre in Studio production – Interview, Educational Shows, Drama, PSA, Game Shows etc. Anchor, News Reader. Grammar of Out-door Production – Location, ENG (Electronic News Gathering), Montage, Documentary production etc.

UNIT 5: FORMS OF JOURNALISM

Citizen Journalism, Narrative Journalism, Investigative Journalism, Duties of reporters and stringers, pressure on Press, Journalistic issues- bias, accuracy and fairness.

REFERENCE BOOKS:

1. Peter Stewart, Ray Alexander, BROADCAST JOURNALISM: Techniques of Radio and Television News, 2021.
2. Keshav Sathaye , Broadcast Journalism and Digital Media, 2011.
3. S. C. Bhatt, Broadcast Journalism: Basic Principles, 2007.

E-REFERENCES:

1. https://egyankosh.ac.in/handle/123456789/57094

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED

CO1	Explain the unique features of broad cast media and create particular content.	**K1 & K2**	PSO4, PSO5
CO2	Create news suitable for broadcast media.	**K2 & K3**	PSO4, PSO5
CO3	Assess the writing trends based on genres of broadcast journalism.	**K3 & K4**	PSO1, PSO2, PSO5
CO4	Apply ethical values and legal procedures while creating live reporting from the field.	**K4**	PSO1, PSO4, PSO5
CO5	Engage in team work to produce appropriate content for media.	**K5**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	3	3	2	1	3	3	3	3	3	3	3	2	
CO2	3	3	3	1	1	3	3	3	3	3	3	3	2	
CO3	3	3	3	1	3	1	3	3	3	3	3	3	2	
CO4	2	2	3	1	1	2	3	3	3	3	3	3	2	
CO5	1	3	3	1	1	1	3	3	3	3	3	3	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	II	
Subject	NON-MAJOR ELECTIVE II: COPYWRITING AND EDITING	
Maximum Marks	CIA Marks: 50	ESE Marks: 50
Credits/Instructional Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

COURSE OBJECTIVES:

1.	To familiarize students with writing skills for the different kinds of media.
2.	To equip them with practical knowledge for the evolving writing ecology and empower them for employment.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Understand the essential communication tool for print and broadcast journalists, public relation professionals.	K1 & K2
CO 2	Understand the nuances of writing for media	K3 & K4
CO 3	Comprehend and create Feature Stories, Obituaries, Rewrites and Roundups.	K4
CO 4	Write effective articles for newsletters, prepare fliers and brochures and news releases.	K5
CO 5	Analyse the role of translation in writing for the digital media	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: THE BASICS OF WRITING AND TYPES OF WRITING

The basics of writing mechanics – Grammar, Vocabulary, phrases and clauses. How to write – construction of clear, simple and precise Sentences. Writing for the reader – Role of reader and broadening the Reader –Response theory. Different kinds of journalistic writing.

UNIT 2: EXPLORING THE NEW AVENUES FOR WRITING:

Differences between traditional print writing (Newspapers, Magazines, books etc.) And writing in the age of the internet – need to adapt to change. Different forms of media – Print, social media websites, blogs, online platforms etc. Understanding writing for different media through examples.

UNIT 3: CUSTOMIZING ONLINE WRITING BASED ON PLATFORM:

Customizing Online Writing Based on the Online Platform. Photo and Video writing – language, writing style, content, vocabulary, focus, caption, introduction and conclusion, synchronizing content – Video logging, photo blogging etc. Journalistic and Ad Writing.

UNIT 4: JOURNALISTIC AND AD WRITING

Comparing Print and online writing – for newspapers, magazines, journals. Understanding the evolving dynamics of the ad-space - including pop up ads, scrolls, flash ads-change in language, font, style and incorporating doodling with ad writing.

UNIT 5: WRITING AND PUBLISHING (INTERNSHIP):

Students must undergo hands-on –training from a recognized Print/digital media for 20 days. (or) Publish an article in an newspaper/magazine/blog..

REFERENCE BOOKS:

E-REFERENCES:

2. https://egyankosh.ac.in/handle/123456789/57094

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the essential communication tool for print and broadcast journalists, public relation professionals.	K1 & K2	PSO4, PSO5
CO2	Understand the nuances of writing for media	K2 & K3	PSO4, PSO5
CO3	Comprehend and create Feature Stories, Obituaries, Rewrites and Roundups.	K3 & K4	PSO1, PSO2, PSO5
CO4	Write effective articles for newsletters, prepare fliers and brochures and news releases.	K4	PSO1, PSO4, PSO5
CO5	Analyse the role of translation in writing for the digital media	K5	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	1	2	1	1	3	2	3	3	1	1	1	1	
CO2	2	2	2	1	1	1	2	3	3	1	1	1	1	
CO3	1	1	2	1	1	3	2	3	3	1	1	1	1	
CO4	1	1	1	2	2	1	1	3	3	1	1	1	1	
CO5	1	1	1	1	1	3	2	3	3	1	1	1	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III	
Subject	**CORE PAPER IV: ADVERTISEMENT AND CREATIVE WRITING**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**6 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

Course Objectives:

1.	Understanding the basics of advertising
2.	Exploring about media and advertising
3.	Ascertain the importance of creativity behind making of an Advertisement

Course Outcomes: At the end of the Course, the student will be able to:

CO 1	Analyse the different types of advertising & advertising agencies	**K1 & K2**
CO 2	Understand the components of a brand image	**K3 & K4**
CO 3	Learn the Elements of ad copy in advertisement	**K4**
CO 4	To understand the Elements of media budgeting, planning and buying.	**K5**
CO 5	Acquire knowledge on campaigning advertisement	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: HISTORY AND EVOLUTION:

Evolution of advertising – socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system- market research – vocational aspects of advertising. Nature & Scope of Advertising, roles of advertising, Social, Communication, and Marketing & Economic- functions of advertising. Functions of advertising: economic impact — informative function — persuasive function — billiard-ball principle — abundance principle — AIDA model

UNIT 2: MODES OF ADVERTISING

Planning and campaigns – Media selection – newspapers – Magazines – Radio Television – Direct mail – Outdoor advertising – Hoarding – Bus panels – Spectacular – Bulletins –

Outdoor advertising in India – Commercial advertising. Latest trends in advertising (India & abroad) – Ad agency & types, Structure of small, medium & big agencies, functions, services- legal aspects & ethical issues.

UNIT 3: ADVERTISING IN INDIA

All India Radio – Doordarshan – Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy, price war in newspapers. Client Brief, Account Planning, Creative Strategy & Brief, Communication Plan, Brand management – Positioning, Brand personality, Brand image, Brand equity, Case studies.

UNIT 4: COPY WRITING AND VISUALIZATION

Advertising copy – Visualization – Illustrations – Layout- Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trademarks - Slogans – Evaluation of effectiveness, Advertising – Problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code, Internet advertising. Conceptualization & Ideation. Translation of ideas to campaigns, visualization designing & layout, coy writing – types of headlines, body copy base lives, slogans. Logos & trademarks.

UNIT 5: ADVERTISING CAMPAIGN

Campaign planning – stages of campaign planning – Types of approach, Consumer behavior – Principles of Campaign Planning – allocation of advertising budget, Advertising – target audience – segmentation of audience.

REFERENCE BOOKS:

1. Usha Ramanan, Writing for the Media, Oxford; Edition, 2009.
2. Bhawna Solanki, Textbook the Science of Media Writing, 2022.
3. Brian Carroll, Writing for Digital Media, Routledge; 1st edition 2010.

E-REFERENCES:

1. https://blog.copify.com/post/different-types-of-media-writing

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED

CO1	Analyse the different types of advertising & advertising agencies	K1 & K2	PSO1
CO2	Understand the components of a brand image	K2 & K3	PSO5
CO3	Learn the Elements of ad copy in advertisement	K3 & K4	PSO1, PSO3, PSO5
CO4	To understand the Elements of media budgeting, planning and buying.	K4	PSO1, PSO5
CO5	Acquire knowledge on campaigning advertisement	K5	PSO1,PSO 3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	3	3	3	2	1	3	3	3	3	3	3	3	2	
CO2	3	3	3	1	1	3	3	3	3	3	3	3	2	
CO3	3	3	3	1	3	1	3	3	3	3	3	3	2	
CO4	2	2	3	1	1	2	3	3	3	3	3	3	2	
CO5	1	3	3	1	1	1	3	3	3	3	3	3	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III	
Subject	**CORE PAPER V: INDIAN CONSTITUTION AND MEDIA LAWS**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To evaluate key laws impacting the media, such as defamation, copyright and the Freedom of Information Act.
2.	To apply media law knowledge when analyzing key case studies.
3.	To understand ethical frameworks and apply to case studies from the media.
4.	To put to practice media laws and ethics by publishing multimedia research paper on a current event with legal and ethical implications.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	To learn the basic structure of Indian Constitution.	K1 & K2
CO 2	Examines the various media laws, policy and regulatory frameworks in India	K3 & K4
CO 3	Explore the legalistic perspective of IPR in media laws	K4
CO 4	Appy knowledge of self-regulation and other ethical practices in profession	K5
CO 5	Comprehend media constitutional laws and ways to solve simple media law cases.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: INDIAN CONSTITUTION

Basic principles of the Preamble, Fundamental rights – freedom of speech and expression and their limits – Directives Principles of State Policy, provisions of declaring emergency and their effects on media. theory of basic structure; union and states; and election commission and its machinery. Brief history of media laws in India. Constitution of India. Indian legal system.

UNIT 2: PRESS LAWS:

Press laws: history of press laws in India – Contempt of Courts Act 1971 Defamation – Official Secrets Act,1923, Right to information – Press and Registration of Books Act, Copyright Act.

UNIT 3: PRINT MEDIA ACTS & IPR

Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

UNIT 4: MEDIA ETHICS

Ethics: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, colored reports; Ethical issues related with ownership of media – Press Council and Press Commissions, codes for radio, television, advertising and public relations.

UNIT 5: PRACTICAL IMPLICATION:

Analyze the current trends of Media and the ethical violations. Submit a report (not exceeding 2000 words), Case Studies.

REFERENCE BOOKS:

1. Durga Das Basu, "Introduction to the Constitution of India ", Prentice Hall of India, New Delhi. 2022
2. Sharma, Brij Kishore, "Introduction to the Constitution of India, Prentice Hall of India, New Delhi. 2015.
3. U.R. Gahai, "Indian Political System ", New Academic Publishing House, Jalandhar. 1998.
4. M. Laxmikanth, "Indian Polity". Mc Graw Hill, 2022.

E-REFERENCES:

- https://indiankanoon.org/
- https://www.manupatra.com/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL	PSOs ADDRESSED

		(ACCORDING TO REVISED BLOOM'S TAXONOMY)	
CO1	To learn the basic structure of Indian Constitution.	**K1 & K2**	PSO4, PSO5
CO2	Examines the various media laws, policy and regulatory frameworks in India	**K2 & K3**	PSO4, PSO5
CO3	Explore the legalistic perspective of IPR in media laws	**K3 & K4**	PSO1, PSO2, PSO5
CO4	Appy knowledge of self-regulation and other ethical practices in profession	**K4**	PSO1, PSO4, PSO5
CO5	Comprehend media constitutional laws and ways to solve simple media law cases.	**K5**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	3	3	2	1	3	3	3	3	3	3	3	2	
CO2	3	3	3	1	1	3	3	3	3	3	3	3	2	
CO3	3	3	3	1	3	1	3	3	3	3	3	3	2	
CO4	2	2	3	1	1	2	3	3	3	3	3	3	2	
CO5	1	3	3	1	1	1	3	3	3	3	3	3	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	III	
Subject	**ALLIED PAPER 4-PRACTICAL 4: PHOTOGRAPHY**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 75 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course aims to project technical knowledge to take photographs with the intended result.
2.	To apply the principles of photography to get appealing photographs with Striking composition.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Make use of the knowledge of lighting while shooting indoor and outdoor photography	**K1 & K2**
CO 2	Create photo essay and photo feature for specific themes.	**K3 & K4**
CO 3	Apply the technical knowledge while operating camera for the desired result.	**K4**
CO 4	Construct a suitable composition in photograph to convey the intended message.	**K5**
CO 5	Apply the principles of photography to create appealing photographs.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: NATURE AND SCOPE

Nature and Scope Photography – Definition –– Elements and Principles – Subject and Light– How to take Aesthetically Pleasing Photographs.

UNIT 2: INTRODUCING CAMERA:

Introducing Camera – Types of Camera, Digital SLR and Various Digital Cameras – Parts of the Camera – Types of Lenses – Filters – Lighting Devices.

UNIT 3: LEARNING TECHNIQUES OF PHOTOGRAPHY:

Understanding ISO, Shutter speed, Aperture and Depth of Field – Concept of Exposure –Creative use of Exposure – Attributes of a Good Picture – Composing Different Types of Subjects such as Portrait, Still, Landscape and Action– Digital Photography.

UNIT 4: PRACTICING DIFFERENT TYPES OF PHOTOGRAPHY:

Nature, Architecture, Life, Landscape, Sports, Environment, Candid, Press Photography, Social Photography.

UNIT 5: PROFESSIONALISM IN PHOTOGRAPHY (INTERNSHIP)

Photo Journalist, News Photographs – Photo Agencies – Photo Editing –Photo Features – Computerized Photography–understanding. Legal and Ethical Aspects of Photography – Practical Assignments in Photography, Photographing News Events. Cultural Events. Human Interest Stories.

PRACTICAL EXERCISES

Photography record should contain at least 30 photographs. In addition to this each student is expected to work on a Photo-feature (Themes, Details, Captions etc. should be included). Each exercise should include all the necessary details (color, exposure time, lens type etc.,). This course will enable the students to experiment with speed, aperture and depth of field and also understand lighting in various situations. Also they will learn to use elements of design to create an appealing composition.

Exercises would cover:

- Human interest stories
- Sports Photography
- Single picture story
- Portraits
- Documentary Photography
- Photo essay
- Photo feature
- Experiments with shutter speed and aperture

REFERENCE BOOKS:

1. Bryan Peterson, "Understanding Exposure". Berkeley: Amphoto Books, an imprint of the Crown Publishing Group, 2016.
2. Michael Freeman, The Photographer's Eye: Composition and Design for Better Digital Photos". Focal Press. London
3. Bruce Barnbaum, "The Art of Photography: An Approach to Personal Expression". Rocky Nook.

E-REFERENCES:

1. https://digital-photography-school.com/
2. https://photographylife.com/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Make use of the knowledge of lighting while shooting indoor and outdoor photography	**K1 & K2**	PSO4, PSO5
CO2	Create photo essay and photo feature for specific themes.	**K2 & K3**	PSO4, PSO5
CO3	Apply the technical knowledge while operating camera for the desired result.	**K3 & K4**	PSO1, PSO2, PSO5
CO4	Construct a suitable composition in photograph to convey the intended message.	**K4**	PSO1, PSO4, PSO5
CO5	Apply the principles of photography to create appealing photographs.	**K5**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO2	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO3	3	2	1	3	2	1	3	3	2	3	3	2	3	
CO4	3	2	3	3	1	2	3	3	2	3	3	2	3	
CO5	3	1	3	3	3	2	3	3	2	3	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	IV	
Subject	**CORE PAPER VI: MASS COMMUNICATION THEORIES**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**5 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To imply the basic understanding on communication, its theories and their applications.
2.	To extend the knowledge about media and its effect on general audience.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Discuss the importance of studying theory.	K1 & K2
CO 2	Create news stories knowing the power and reach of media.	K3 & K4
CO 3	Relate media society relationship.	K4
CO 4	Illustrate the evolution of mass media theories.	K5
CO 5	Categorize and relate various events in the society to mass communication theories.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: WHY STUDY THEORY?

Nature and Scope of Mass Communication Theories, Media-Society Relationships, Power of the Media, Evolution of mass media theories (different phases).

UNIT 2: APPROACHES TO MEDIA:

Mass Society, Propaganda Model, Functionalist Approach, Technological Determinism (McLuhan et al) - Political Economy Approach (Marxist incl.), Powerful Media Thesis and Limited Effects Tradition and Their evolution.

UNIT 3: SELECTIVITY THEORIES:

Process of Selection, Cognitive Dissonance, Personal-Influence Models, Dependency Model (Ball-Rokeach), Uses and Gratification and, Knowledge Gap Hypothesis.

UNIT 4: THEORIES OF NEWS FLOW, SOURCES, AND NEWS DIFFUSION:

White's Gate Keeping Model, Selective Gate keeping News flow and news values. McNally's Model. Mass Communicator–Public Relationship. Determinants of News and content. Agenda Setting Model, Spiral of Silence, Social meaning of news. Definition and Theories of Public Opinion.

UNIT 5: CRITICAL THEMES AND ISSUES

Free Market Model and Public Sphere, Normative Theories of the Press, Media and Democracy, New World Information and Communications Order (NWICO) Debate.

REFERENCE BOOKS:

1. Melvin L. DeFleur, Margaret H. DeFleur. Mass Communication Theories: Explaining Origins, Processes, 2016.
2. Robert S. Fortner, P. Mark Fackler. The Handbook of Media and Mass Communication Theory, 2014.
3. Denis McQuail, McQuail's Mass Communication Theory, 2010.
4. Stanley J. Baran, Dennis K. Davis. Mass Communication Theory: Foundations, Ferment, and Future, 2003.
5. Ran Wei. Advances in Foundational Mass Communication Theories, 2018.
6. Werner Joseph Severin, James W. Tankard. Communication Theories: Origins, Methods, and Uses, 2014.

E-REFERENCES:

1. https://www.communicationtheory.org/
2. https://www.comminit.com/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Discuss the importance of studying theory.	**K1 & K2**	PSO4, PSO5

CO2	Create news stories knowing the power and reach of media.	**K2 & K3**	PSO4, PSO5
CO3	Relate media society relationship.	**K3 & K4**	PSO1, PSO2, PSO5
CO4	Illustrate the evolution of mass media theories.	**K4**	PSO1, PSO4, PSO5
CO5	Categorize and relate various events in the society to mass communication theories..	**K5**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO2	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO3	3	2	1	3	2	1	3	3	2	3	3	2	3	
CO4	3	2	3	3	1	2	3	3	2	3	3	2	3	
CO5	3	1	3	3	3	2	3	3	2	3	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	IV
Subject	**ALLIED PAPER 5-PRACTICAL 5: DEVELOPMENT COMMUNICATION AND CULTURAL STUDIES**
Maximum Marks	**CIA Marks**: 50 **ESE Marks**: 50
Credits/Instructional Hours	**5 Credits / 75 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	This course will allow the students to examine the efforts made by the government towards development goals and its effectiveness.
2.	This course will help the students to recognize the role of international agencies like UN, UNESCO, UNICEF, WHO towards Development.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Aware of the problems related to the concept of Development.	**K1 & K2**
CO 2	Critically evaluate government policies related to Development and its impact	**K3 & K4**
CO 3	Analyse the role of International Agencies towards Development	**K4**
CO 4	Create content suitable for different formats	**K5**
CO 5	Examine the reach of Development policies	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: PROBLEMS AND ISSUES OF THE DEVELOPMENT:

Problems and issues of the Development-Understanding the rural India and its Problems- Use of Traditional media and New media in development communication.

UNIT 2: MODELS OF DEVELOPMENT:

Models of development: capitalist model, neo-liberal model, socialist model -Alternative models- Use of media in development communication.

UNIT 3: ROLE OF GOVERNMENT & OTHER AGENCIES:

Role of Government - Other agencies in development communication –Issues related to Women, child, health & family structure in India.

UNIT 4: WRITING FOR DEVELOPMENT COMMUNICATION:

Issues related to Women, child, health & family structure in India.

UNIT 5: PRACTICAL EXERCISES

Students will write 5 articles of Development issues from the broad area of human development, education, health, nutrition, population, environment, gender issues, problems faced by Dalit's and Tribals in different formats like articles, reports, interviews and features.

REFERENCE BOOKS:

1. Barker, Chris. 2005. Cultural Studies: Theory and Practice. London: Sage Publications
2. Carey, James W. 2009. Communication as Culture. Essays on Media & Society. New York & London: Routledge Publications
3. Puri, Manish. Constitutional and Political Development in India. Mohif Publications, 2016.
4. Guru, B.P. Mahesh Chandra. Applied Development Communication. Dominant Publishers, 2016.

E-REFERENCES:

1. https://www.businesstopia.net/mass-communication/development-communication-theory
2. https://www.researchgate.net/publication/276928937_Introduction_to_Development_Communication

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Aware of the problems related to the concept of Development.	**K1 & K2**	PSO4, PSO5

CO2	Critically evaluate government policies related to Development and its impact	**K2 & K3**	PSO4, PSO5
CO3	Analyse the role of International Agencies towards Development	**K3 & K4**	PSO1, PSO2, PSO5
CO4	Create content suitable for different formats	**K4**	PSO1, PSO4, PSO5
CO5	Examine the reach of Development policies	**K5**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO2	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO3	3	2	1	3	2	1	3	3	2	3	3	2	3	
CO4	3	2	3	3	1	2	3	3	2	3	3	2	3	
CO5	3	1	3	3	3	2	3	3	2	3	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	IV	
Subject	**ELECTIVE PAPER I-PRACTICAL 6: FILM APPRECIATION**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	5 Credits / 75 Hours	
Exam Duration	3 Hours	

COURSE OBJECTIVES:

1.	To make students learn the various forms of cinema and to know the technical analysis of the film.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	Appraise the technical, creative and aesthetic aspects of film production.	**K1 & K2**
CO 2	Appraise films in terms of style and mise-en-scene.	**K3 & K4**
CO 3	Evaluate films in their historical context and recognize film language	**K4**
CO 4	Examine motion pictures as a technology, business, cultural product, entertainment medium and industrial art form	**K5**
CO 5	Recognise film forms, narratives and genres	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: HISTORY OF CINEMA:

Invention of motion picture –1 895-1910 – Lumiere Brother-1985- Silent Era cinemas – Edwin S. Porter's Films –D W Griffith cinematic language - Sound-on Film -1925.

UNIT 2: INDIAN CINEMA:

Introduction to Indian Cinema - Raja Harischandra-1913 D.G. Phalke Films- Sathyajit Ray Films -Pather Panchali Parallel Cinema -The Apu Triology (1950-59) - South Region Films- Tamil Cinema.

UNIT 3: NARRATIVE FORM CINEMA:

Film Movements- Inter frame narrative film 1908-1909 -Intra narrative film 1909-1911- Birth of Nation – Fiction films-Non Fiction Films.

UNIT 4: GREAT FILM MAKERS:

World Film maker -Howard Hawks-Charlie Chaplin -Sergei Eisenstein - Akira Kurosava-Vittorio De Sica, 1952)-Sir Alfred Joseph Hitchcock-–Stephen Spielberg - James Francis Cameron.

UNIT 5: WORLD CINEMA

World Cinema; Britain films - European films- wide screen technology films -Soviet Union 1945- Iranian cinemas - Japan films - Hollywood Enter the Digital Domain-Cultural Cinemas.

PROJECTS

Students have to submit the analysis of film with the DVD.

- Film Review from World Cinema
- Film Technical Analysis

REFERENCE BOOKS:

1. Aristides Gazetas. An Introduction to World Cinema,2nd Edition, McFarland, 2008.
2. Paula Marantz Cohen. The Legacy of Victorianism, University Press of Kentucky, 1995.
3. David A. Cook. A History of Narrative Film, W W Norton & Company Incorporated, 2004.

E-REFERENCES:

1. https://thefilmproduction.wordpress.com/
2. https://www.futurelearn.com/courses/film-production/0/steps/12304

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED

CO1	Appraise the technical, creative and aesthetic aspects of film production.	**K1 & K2**	PSO4, PSO5
CO2	Appraise films in terms of style and mise-en-scene.	**K2 & K3**	PSO4, PSO5
CO3	Evaluate films in their historical context and recognize film language	**K3 & K4**	PSO1, PSO2, PSO5
CO4	Examine motion pictures as a technology, business, cultural product, entertainment medium and industrial art form	**K4**	PSO1, PSO4, PSO5
CO5	Recognise film forms, narratives and genres	**K5**	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	2	1	2	2	1	3	3	2	1	1	1	2	
CO2	3	2	1	2	2	1	3	3	2	1	1	1	2	
CO3	3	2	1	1	2	1	3	3	2	1	1	1	2	
CO4	3	2	3	1	1	2	3	3	2	1	1	1	2	
CO5	3	1	3	3	3	2	3	3	2	1	1	1	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	IV	
Subject	**ELECTIVE PAPER II-PRACTICAL 7: MULTIMEDIA JOURNALISM AND CONTENT MANAGEMENT**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	5 Credits / 75 Hours	
Exam Duration	3 Hours	

COURSE OBJECTIVES:

1.	To help students for writing both academically and technically
2.	To serve writing through blogs, social media
3.	To express visual thinking through designs and graphics
4.	To motivate citizens to action

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	To produce and manage content with respect to media forms.	**K1 & K2**
CO 2	To understand color psychology behind each design	**K3 & K4**
CO 3	To create design content with visual parameters.	**K4**
CO 4	To understand basic design specifications.	**K5**
CO 5	To create illustrations	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: CONTENT PRODUCTION AND MANAGEMENT:

Definition of E-content, Designing of E-content, Life Cycle of E-content, Content Management Systems, Templates, Standard Characteristics and Delivery. E-Publishing Processes -E-Author, E- Editing, E-Publishing.

UNIT 2: COLOURS & VISUALS:

Colour Psychology. Visual Elements. Visual culture. Visual Pleasure and Visual Disruption. Reading Pictures. Vocabulary of color. Drawings. Portraits. Landscapes. Photo-features. Photographs and their communication. Visual thinking and Designing of

Visual media. Illustration- Conceptual approach. Qualities of a good illustration. Illustration problems. Illustration techniques. Types of illustrations.

UNIT 3: DESIGN & GRAPHICS:

Basics of Design and graphic, elements and principles of design, typography, colour; Components of layout and layout planning ; Make up of front page and other pages, dummy, magazine & book layout ; Photo editing, cropping, principles of photo editing.

UNIT 4: DESIGNING PRINCIPLES:

Principles of design – balance, contrast, harmony, rhythm & movement, proportion, emphasis, scale and unity; layout principles: rule of thirds, grids; proportion-the golden mean and the unity of layout elements; basic design applications.

UNIT 5: ILLUSTRATIONS & CARICATURES

Human scale. Proportion. Contrast. Isolation. Placement. Absence of focal point/ rhythm and motion. Principles of visual aesthetics. Principles of illustration. Illustration techniques. Cartooning, Caricature, satirical cartooning, underground cartoon and cartoons or other nations.

PROJECTS:

- Content writing for varied journalistic projects
- Projects with Visual Weightage (Magazines, advertisements, posters, brochures, etc.)
- Telling stories with visuals (cartoons, caricatures, comic strip, etc.)
- Typography and its importance

REFERENCE BOOKS:

1. Richard Zakia, Perception and Imaging, Focal Press. Oxford.1997.
2. Alan Pipes , Foundation of Art and Design ,Lawrence King Publishing, London. 2003.
3. Robert Gillam Scott, Design Fundamentals, McGraw – Hill Book Company, London 1951.

E-REFERENCES:

1. https://ieeexplore.ieee.org/Xplore/home.jsp

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To produce and manage content with respect to media forms.	K1 & K2	PSO4, PSO5
CO2	To understand color psychology behind each design	K2 & K3	PSO4, PSO5
CO3	To create design content with visual parameters.	K3 & K4	PSO1, PSO2, PSO5
CO4	To understand basic design specifications.	K4	PSO1, PSO4, PSO5
CO5	To create illustrations	K5	PSO4, PSO5

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	3	2	1	2	2	1	3	3	2	1	1	1	2	
CO2	3	2	1	2	2	1	3	3	2	1	1	1	2	
CO3	3	2	1	1	2	1	3	3	2	1	1	1	2	
CO4	3	2	3	1	1	2	3	3	2	1	1	1	2	
CO5	3	1	3	3	3	2	3	3	2	1	1	1	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	V	
Subject	**CORE PAPER VII-PRACTICAL 8: COMMUNICATION RESEARCH METHODS**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**6 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	The objective of the course is to provide students a comprehensive grounding in communication research.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Understand the basics of communication research	**K1 & K2**
CO2	Outline the basic framework of research process	**K3 & K4**
CO3	Explore several different kinds of samples and sampling techniques used in mass communication research.	**K4**
CO4	Understanding the basic conceptualisation behind perfect data collection	**K5**
CO5	Critically analyse research methods and develop the skills for writing a thesis.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: NEED FOR RESEARCH

Differences between common sense approach and research approach, research traditions in humanities, social sciences and communication, origins of communication research.

UNIT 2: APPROACHES TO MEDIA RESEARCH:

Qualitative and quantitative approaches in social science research, administrative vs applied research methods, multi-disciplinary approaches and methods – anthropological, cultural studies, literary, psychological, feminist and marxist.

UNIT 3: PROCESS OF MEDIA RESEARCH:

Research questions and hypotheses, types of data, data collection, sampling procedures and types, sampling errors and controls.

UNIT 4: WORKING WITH THEORIES AND CONCEPTS:

Working with theories and concepts – structuration, moral panics, assemblage, deep play, agenda-setting, information seeking, diffusion of innovations and gatekeeping.

UNIT 5: PRACTICAL ASSIGNMENTS:

Dissertation/Graduate Seminar: Students must submit a minor dissertation (25 pages) and present the same in a graduate seminar.

REFERENCE BOOKS:

1. Wimmer. R.D, and Dominick J.R (2006) , Mass Media Research – Processes, Approaches and Application. Wadsworth CENGAGE Learning, India Edition.
2. Bryman, Alan (2008), Social Research Methods, Oxford University Press, Oxford.
3. Somekh B, and Lewin C (Eds)(2005), Research Methods in the Social Sciences. Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi.
4. Berger, Arthur A, 2005, Media Analysis Techniques, Sage: New Delhi.
5. Jensen Klaus B and Nicholas W Jankowski. 1991, A Handbook of Qualitative Methodologies for Mass Communication Research, Routledge: London and New York.

E-REFERENCES:

2. https://ieeexplore.ieee.org/Xplore/home.jsp

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the basics of communication research	**K1 & K2**	PSO1
CO2	Outline the basic framework of research process	**K2 & K3**	PSO5
CO3	Explore several different kinds of samples and sampling techniques used in mass communication research.	**K3 & K4**	PSO1, PSO3, PSO5
CO4	Understanding the basic conceptualisation behind perfect data collection	**K4**	PSO1, PSO5
CO5	Critically analyse research methods and develop the skills for writing a thesis.	**K5**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	3	3	3	3	3	3	3	2	3	2	1	3	
CO2	3	2	2	3	3	2	3	3	2	3	2	1	3	
CO3	3	1	2	2	3	1	3	3	2	3	2	1	3	
CO4	3	2	2	2	2	1	3	3	2	3	2	1	3	
CO5	3	2	1	2	2	1	3	3	2	3	2	1	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	V
Subject	**CORE PAPER VIII: MEDIA ECONOMICS & MEDIA MANAGEMENT**
Maximum Marks	**CIA Marks**: 50 **ESE Marks**: 50
Credits/Instructional Hours	**6 Credits / 90 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	This course aims to enable the students to develop an attitude for managing information using a wide variety of media that will take a comprehensive approach towards a marketing scenario

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To familiarize students to Indian media organization and their management practices.	**K1 & K2**
CO2	To introduce students to principles of Media business management	**K3 & K4**
CO3	Understand Commercials and sponsorship in electronic media	**K4**
CO4	Evaluate the different Organizations roles and perform a career-oriented approach	**K5**
CO5	To create programs with credibility and accountability according to the uprising trending technologies	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: MEDIA ORGANIZATION AND DESIGN

Some conceptual issues, media management goals, media as business and social institution, media production versus manufacturing process, nature and structure of media organizations, individual's in mass media organizations, task allocation and functions of various departments, media ownership and issues of monopoly, oligopoly, cross media ownership, multinational media ownership and control, conglomerate and modern media companies.

UNIT 2: MODELS OF DEVELOPMENT:

Media entrepreneurship, managing creativity, Greiner's Development Model of a company: Five stages of growth model, behavior in media organization and organizational behavior, policy versus practice and performance, relationship with

internal and external environment, managing the new media, content and skills management, changing nature of management, state of the industry today, employment opportunities in Indian media industry.

UNIT 3: ECONOMICS OF MEDIA

Economics of media: relationship between supplier and buyer, key economic characteristics, selling time and cable economics, diversity of broadcasting- economic view of programming, media diversity and business opportunity, media organization with and without other commercial interests, economic forces, managing revenue, rate structure and packaging, paid news, revenue generation in media industries.

UNIT 4: PROJECT MANAGEMENT IN MEDIA:

Managing project and creativity, production project cycle, fundamentals of film production, management themes and production process, project planning, production strategies, sources of funds, budgeting, project responsibility.

UNIT 5: HISTORY OF BROADCAST PROGRAMMING:

Broadcast programming techniques, types of broadcast television programmers, broadcast schedule, audience rating, analyzing audience, understanding duality of audience, marketing programs, selling space and time, project management, understanding and using ratings, strategic management, case study.

REFERENCE BOOKS:

1. Sindhwani, T. N.; Newspaper Economics and Management; (1979); Ankur Publishing.
2. Sylvie, George, LeBlanc, Jan Wicks, Hollifield, C. Ann, Lacy, Stephen, Media Management: A Casebook Approach (Routledge Communication Series), Routledge Communication Series, Routledge; 4 edition
3. Rucker and Williams; Newspaper Organisation and Management; 4th Edition; (1974); Iowa State University Press.
4. Fink, Conrad; Strategic newspaper management; (1988); Random House.
5. Bradshaw, Paul. 2011. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age. Harlow: Longman.

E-REFERENCES:

1. https://ieeexplore.ieee.org/Xplore/home.jsp

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To familiarize students to Indian media organization and their management practices.	K1 & K2	PSO1
CO2	To introduce students to principles of Media business management	K2 & K3	PSO5
CO3	Understand Commercials and sponsorship in electronic media	K3 & K4	PSO1, PSO3, PSO5
CO4	Evaluate the different Organizations roles and perform a career-oriented approach	K4	PSO1, PSO5
CO5	To create programs with credibility and accountability according to the uprising trending technologies	K5	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	3	3	3	2	1	3	3	3	3	3	3	3	2	
CO2	3	3	3	1	1	3	3	3	3	3	3	3	2	
CO3	3	3	3	1	3	1	3	3	3	3	3	3	2	
CO4	2	2	3	1	1	2	3	3	3	3	3	3	2	
CO5	1	3	3	1	1	1	3	3	3	3	3	3	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	V	
Subject	**CORE PAPER IX: DATA JOURNALISM**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**6 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course helps in equipping students for data-driven journalism

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To encompass an ever-growing set of tools, techniques and approaches to storytelling	**K1 & K2**
CO2	To understand the cutting edge data visualization and news applications.	**K3 & K4**
CO3	To effectively search, understand and visualize digital sources	**K4**
CO4	To explore new avenues for creatively presenting data	**K5**
CO5	To attract audiences by presenting news-driven data	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: INTRODUCTION TO DATA JOURNALISM

What is data? Data in basic news stories, How to Find a Story in Data, Sector-Specific Data Stories, Data in investigative stories, Government jurisdictions and open data portals, Datatypes and cleaning up raw data.

UNIT 2: COMMON DATA FORMATS:

Common Data Formats, Finding Data Online, Alternative Data Sources, Planning a Data Story: Hypothesis and Questions, Enriching Stories With Data, Analyzing Fact Sheets.

UNIT 3: ORGANISATION AND ANALYSIS OF DATA:

Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights, Essential Statistics, Evaluating Data Interpretation, Data Privacy.

UNIT 4: PURPOSE OF DATA VISUALIZATION:

Matching Data and Graph Types, Design and Color Basics, Map Theory, Ethics of Data Visualization, Visual Storytelling.

UNIT 5: REACHING YOUR AUDIENCE:

Data Driven Interviews, Anatomy of a Data Story, Data-Driven Leads, Data-Driven Writing, Solution Journalism.

REFERENCE BOOKS:

1. Jonathan Gray, The Data Journalism Handbook, Shroff Publishers, 2008.
2. Numbers in the Newsroom: Using Math and Statistics in News, Second Edition, by Sarah Cohen for Investigative Reporters and Editors, Inc., 2014.
3. The Data Journalism Handbook: How Journalists Can Use Data to Improve the News, edited by Jonathan Gray, Liliana Bounegru and Lucy Chambers, O'Reilly Media, 2012.

E-REFERENCES:

1. https://ieeexplore.ieee.org/Xplore/home.jsp

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To encompass an ever-growing set of tools, techniques and approaches to storytelling	K1 & K2	PSO1
CO2	To understand the cutting edge data visualization and news applications.	K2 & K3	PSO5
CO3	To effectively search, understand and visualize digital sources	K3 & K4	PSO1, PSO3, PSO5
CO4	To explore new avenues for creatively presenting data	K4	PSO1, PSO5
CO5	To attract audiences by presenting news-driven data	K5	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	

CO1	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO2	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO3	3	2	1	1	2	1	3	3	2	3	3	2	3	
CO4	3	2	3	1	1	2	3	3	2	3	3	2	3	
CO5	3	1	3	3	3	2	3	3	2	3	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	V
Subject	**ELECTIVE PAPER III - PRACTICAL 9 (INTERDISCIPLINARY): ADVANCED WRITING AND REPORTING**
Maximum Marks	**CIA Marks**: 50 **ESE Marks**: 50
Credits/Instructional Hours	**6 Credits / 75 Hours**
Exam Duration	**3 Hours**

COURSE OBJECTIVES:

1.	Interest to write accompanied with nose for news.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To encompass an ever-growing set of tools, techniques and approaches to storytelling	**K1 & K2**
CO2	To understand the cutting edge data visualization and news applications.	**K3 & K4**
CO3	To effectively search, understand and visualize digital sources.	**K4**
CO4	To explore new avenues for creatively presenting data.	**K5**
CO5	To attract audiences by presenting news-driven data.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create			

CONTENTS OF MODULE

UNIT 1: WRITING FOR INTERNET

Internet–features and advantage over traditional media; Convergence and Multi-media: Print, radio, TV, internet and mobile; Online editions of newspapers, Online reporting-tools for newsgathering. Writing for the Web – principles, limitations and new trends; Editing of web content; Management and economics of online editions, online advertisements and their types.

UNIT 2: NEWSROOM & TECHNICAL WRITING:

Inverted Pyramid style, news values, Roles and responsibilities of writers, editors / project managers; Newsroom job flow, Differences between technical writing and other forms of writing; Qualities and qualifications of technical writers; End products of technical writing – technical reports, Project proposals, project abstracts, project documents and manuals - technical, installation and end-user.

UNIT 3: WRITING STYLES:

Styles in technical writing; Clarity, precision, coherence and logical sequence in writing: The writing process - aim of writing, knowing the writing assignment, its clients and end users; Gathering of facts/data; Planning the document content and organization; Writing the draft; draft revision; use of graphics/illustrations.

UNIT 4: EDITING TECHNIQUES

The technical editing process- Review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/ illustrations; copy fitting, design and layout of documents. Online editing process; Bibliographic styles and formats.

UNIT 5: PRESENTATION AND TOOLS:

Tools of Online Content: Mapping, Timeline, Infographics, Podcasts, Explainer videos, etc...

PROJECTS

- Create a digital blog. Post article everyday on the blog based on the day's learning.
- The blog should contain min. 10 news bulletins on different types of news, features etc. based on the time period of the course.
- The blog should represent multimedia content of varied genres created by the student.

REFERENCE BOOKS:

1. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
2. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
3. Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
4. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.

E-REFERENCES:

1. https://ieeexplore.ieee.org/Xplore/home.jsp

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING	PSOs ADDRESSED

		TO REVISED BLOOM'S TAXONOMY)	
CO1	To make the students learn the basic structures and tools to prepare for media writing	**K1 & K2**	PSO1
CO2	To help students for writing both academically and technically	**K2 & K3**	PSO5
CO3	To serve writing through blogs, social media	**K3 & K4**	PSO1, PSO3, PSO5
CO4	To express visual thinking through designs and graphics	**K4**	PSO1, PSO5
CO5	To motivate citizens to action	**K5**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	3	3	3	3	3	3	3	3	3	3	3	3	
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3	
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	V	
Subject	**ELECTIVE PAPER IV PRACTICAL : 10 MEDIA ANALYSING TECHNIQUES**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**4 Credits / 75 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course provides students with the methodological tools to empirically study media frames through content analysis.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To understand the systematic methodologies involved in studying the mass media – both print and electronic media	K1 & K2
CO2	Learning to search for any kind of information regarding a brand, often by using keywords	K3 & K4
CO3	Knowing about key concepts like Brand monitoring, Social listening and Competitor analysis	K4
CO4	Creating an accurate perception of a brand based on the available primary or secondary data	K5
CO5	Analyzing media forms and critic	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: MEDIA FORMS:

Principles and Basics behind analysing media forms

UNIT 2: CONCEPTS & IDEOLOGIES:

Knowing about key concepts like Brand monitoring, Social listening and Competitor analysis

UNIT 3: WRITING STYLES:

Writing Styles for varied media forms and writing for strategy

UNIT 4: BRANDING TECHNIQUES:

Creating an accurate perception of a brand based on the available primary or secondary data

UNIT 5: PRACTICAL ASSIGNMENTS:

Students would take multiple brands and search for company mentions and also analyse them one by one; also a thorough analysis of digital content including websites and social media will be added in the final thesis.

REFERENCE BOOKS:

1. Berger Arthur Asa. Media Analysis Techniques, Sage Publication, London. 2012.
2. Gillian Rose. Visual Methodologies, Routledge, London. 2011.
3. Theo Van Leeuwen, Carey Jewitt. Handbook of Visual analysis, Sage Publications, London. 2003.
4. Philip Ryan and Peter Walls. Media studies: the Essential introduction, Rout ledge, London. 2001.
5. Paul Martin Lester. Visual Communication: Images with Messages, Thomson, UK. 2002.

E-REFERENCES:

1. https://ieeexplore.ieee.org/Xplore/home.jsp

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To understand the systematic methodologies involved in studying the mass media – both print and electronic media	K1 & K2	PSO1
CO2	Learning to search for any kind of information regarding a brand, often by using keywords	K2 & K3	PSO5
CO3	Knowing about key concepts like Brand monitoring, Social listening and Competitor analysis	K3 & K4	PSO1, PSO3, PSO5
CO4	Creating an accurate perception of a brand based on the available primary or secondary data	K4	PSO1, PSO5
CO5	Analyzing media forms and critic	K5	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	3	3	3	3	3	3	3	2	3	2	1	3	
CO2	3	2	2	3	3	2	3	3	2	3	2	1	3	
CO3	3	1	2	2	3	1	3	3	2	3	2	1	3	
CO4	3	2	2	2	2	1	3	3	2	3	2	1	3	
CO5	3	2	1	2	2	1	3	3	2	3	2	1	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	VI
Subject	**CORE PAPER XIII: POLITICAL COMMUNICATION AND CAMPAIGNING**
Maximum Marks	CIA Marks: 50	ESE Marks: 50
Credits/Instructional Hours	6 Credits / 90 Hours
Exam Duration	3 Hours

COURSE OBJECTIVES:

1.	To gain expertise in effectively communicate political information in a effective manner.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To describe the functioning and structure of the political scenario in India.	**K1 & K2**
CO2	To identify forms of government, coalitions and alliances.	**K3 & K4**
CO3	To analyze political issues in the overall context of the Indian Political system.	**K4**
CO4	To understand the tools and techniques behind effective political communication.	**K5**
CO5	To effectively communicate political information through social media.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: POLITICAL COMMUNICATION

Political Communication- Definition; Relationship of politics and mass communication; Theoretical approaches: Jurgen Habermas on Political Communication; Role of media in politics: Power or Democratic Participation; Media bias, political participation and media choice.

UNIT 2: POLITICAL COMMUNICATION AND PROPAGANDA:

Mass persuasion and propaganda: Priming and Agenda Setting; Responsibilities of media in framing public opinion: Walter Lippmann, public policy, Noam Chomsky, Agenda Setting Theory – Gate Keeping – Spiral Keeping – Spiral of Silence. Media Manipulation – Four Theories of Press – Political Communication – Political Socialization – Communication Politics. Western and Eastern Perspectives – Differences – Western Theories in the Indian Context – Asian and Indian Models.

UNIT 3: POLITICS AND ADVOCACY

Leadership, politics and social advocacy; Fundamentals of political engagement. Identity politics in India; Social Movements, Political Dimension – Ownership and Control – Monopoly Formation of Public opinion.

UNIT 4: TOOLS OF POLITICAL COMMUNICATION

Symbolic and cultural forms of communication; Election campaign strategies; Coverage of election campaigns in Indian media; Opinion and Exit Polls: Political Framing. Political Advertisements; Digital Media and Political communication; Digital Political campaigning; Fundamentals of Digital political advertising

UNIT 5: SOCIAL MEDIA AND POLITICAL COMMUNICATION

Social media strategies in political communication: Use of Facebook, Whatsapp and Twitter, Freedom of Expression, Voicing for the public, Citizen and participatory journalism.

REFERENCE BOOKS:

1. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
2. Seator, Jean. (1998). Politics and the Media, Blackwell.
3. Gunther, Richard. (2000). Democracy and the Media, Cambridge
4. Harold Laswell; The Theory of Political Propaganda
5. Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To describe the functioning and structure of the political scenario in India.	K1 & K2	PSO1
CO2	To identify forms of government, coalitions and alliances.	K2 & K3	PSO5

CO3	To analyze political issues in the overall context of the Indian Political system.	**K3 & K4**	PSO1, PSO3, PSO5
CO4	To understand the tools and techniques behind effective political communication.	**K4**	PSO1, PSO5
CO5	To effectively communicate political information through social media.	**K5**	PSO1,PSO 3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	3	3	2	1	3	3	3	3	3	3	3	2	
CO2	3	3	3	1	1	3	3	3	3	3	3	3	2	
CO3	3	3	3	1	3	1	3	3	3	3	3	3	2	
CO4	2	2	3	1	1	2	3	3	3	3	3	3	2	
CO5	1	3	3	1	1	1	3	3	3	3	3	3	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	VI	
Subject	ELECTIVE THEORY V: INTERNATIONAL RELATIONS AND CONFLICT STUDIES	
Maximum Marks	CIA Marks: 50	ESE Marks: 50
Credits/Instructional Hours	6 Credits / 90 Hours	
Exam Duration	3 Hours	

COURSE OBJECTIVES:

1.	To help students understand international affairs and conflict situations in their political, historical, cultural, economic and legal dimensions.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To study in-depth on international relations and its influence in politics	K1 & K2
CO2	To understand the influence of conflict and motivate citizens to action.	K3 & K4
CO3	To gain more knowledge on International Organization and its influence in resolving conflicts.	K4
CO4	To evaluate influence of conflict studies in social media sphere	K5
CO5	To apply peacebuilding in preventing conflict and violence.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: INTERNATIONAL RELATIONS:

Introduction, concepts, scope and nature of International Relations, Theories of International Relations, Power politics.

UNIT 2: CONFLICT STUDIES:

Introduction to conflict, types of conflict, Theories of conflict, Understanding conflict-sources of conflict-types of conflict-Johan Galtung's conflict triangle, conflict Resolution Studies, Conflict Mapping: Tools and Techniques.

UNIT 3: INTERNATIONAL ORGANIZATION:

International Organization and its help in Conflict Resolution, Contemporary International Conflicts-case studies, Understanding of Internal Conflicts in India Conflict and Community Development

UNIT 4: SOCIAL MEDIA AND CONFLICT RESOLUTION:

Understanding Social media in conflict scenario-Social media platforms-Role of social media as a new agenda for conflict resolution - resolving conflict and building peace.

UNIT 5: PREVENTING CONFLICT AND VIOLENCE:

Peacebuilding, Peace, Development, Faith and Security: An Integrated Focus, Indian Perspectives on Peace: Gandhi and Beyond, Consideration for peace processes and conflict prevention-peacebuilders and peacekeepers.

REFERENCE BOOKS:

1. Bercovitch, Jacob, et.al. 2009. The Sage Handbook of Conflict Resolution. New Delhi: Sage Publication.
2. Bose, Anima. 1987. Dimensions of Peace and Non-violence: The Gandhian Perspectives.
3. Coser, Lewis. 1956. The Functions of Social Conflict. New York: Free Press.
4. Deutsch, Morten. 2006. 'Justice and Conflict.' In The Handbook of Conflict Resolution: Theory and Practice, edited by Coleman, Deutsch, and Marcus. San Francisco: John Wiley and Sons.
5. Fisher Simon, et.al. 2000. Working with Conflict: Skills and Strategies for Action. London: Zed Books.
6. Galtung, Johan. 1996. Peace by Peaceful Means: Peace, Conflict, Development and Civilization. New Delhi: Sage Publication.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To study in-depth on international relations and its influence in politics	K1 & K2	PSO1
CO2	To understand the influence of conflict and motivate citizens to action.	K2 & K3	PSO5
CO3	To gain more knowledge on International Organization and its influence in resolving conflicts.	K3 & K4	PSO1, PSO3, PSO5
CO4	To evaluate influence of conflict studies in social media sphere	K4	PSO1, PSO5

CO5	To apply peacebuilding in preventing conflict and violence.	K5	PSO1,PSO 3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO2	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO3	3	2	1	1	2	1	3	3	2	3	3	2	3	
CO4	3	2	3	1	1	2	3	3	2	3	3	2	3	
CO5	3	1	3	3	3	2	3	3	2	3	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	VI	
Subject	**ELECTIVE THEORY VI: BUSINESS/FINANCE JOURNALISM**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**6 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course enables the student to produce detailed and investigative media content in the broad business journalism sphere.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To produce succinct news stories in a variety of areas from company performance to economics.	K1 & K2
CO2	Understanding basic areas in business journalism and how to write about them with intelligence and credibility.	K3 & K4
CO3	To explain how companies function and ways they compete with each other and identify specific financial & business events worthy of news coverage.	K4
CO4	Report and analyse a clear and concise summary of daily activity in a financial market with coherent and accurate analytical news stories.	K5
CO5	Understand and write about wider economic issues, government budgets, industrial relations, how firms communicate.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: INDIAN ECONOMY WITH RESPECT TO BUSINESS AND FINANCE:

Indian Economy, GDP, Physical Deficit, Trade Deficit, Export, Import, Direct Tax, Indirect Tax, Custom Duty, Excise Duty, Forex reserve, DTC, GST, CBDT, CBEC, FDI, FII and FIPB, Service sector, Manufacturing and Agriculture. Management and financing of business-basics.

UNIT 2: BUSINESS/FINANCIAL JOURNALISM:

Nature and scope of Business, Forms of Business Organisation: Sole Proprietorship, Joint Hindu Family, Partnership, Joint Stock Company, Co-operative Society characteristics. Suitability of different forms of Business organisation. , Introduction, aim, scope, structure of business/financial journalism, application and theories, News and Share

Market, Market Abuse and Media, Panic and Rumour, Ethics and Financial Journalism, Corporate Laws

UNIT 3: BUSINESS/FINANCIAL ENVIRONMENT:

Concept of Business/Finance, Business terminologies, Finance and other disciplines, Corporate Financing, Money Market, Capital Market, Long Term Sources of Finance, Investment Scenario, Institutional Structure of Capital Market.

UNIT 4: BUSINESS/FINANCIAL REPORTING:

Business Reporting and Indian Media, Newspapers and TV Channels, Business Reporting and Public Relations, Issue of Ethics Financial Newspapers, Business News Channels, B2B Web Portals. Globalization and Business News, Influence of social media and its usage in the business and finance industries

UNIT 5: CRITICAL ANALYSIS:

Analysing business and finance related newspapers and magazines in Indian Market

REFERENCE BOOKS:

1. Courtland L. Bovee and John V Thill. Business Communication Today. NY: Random House, 1986.
2. Asha Kaul. Business Communication. New Delhi, Prentice Hall of India, 2000.
3. Herta A. Murphy and Charles E. Peck. Effective Business Communications. Third Edition. New York: McGraw-Hill, 1980.
4. R.K. Madhukar. Business Communication. 2018. S. Chand., New Delhi

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To produce succinct news stories in a variety of areas from company performance to economics.	**K1 & K2**	PSO1
CO2	Understanding basic areas in business journalism and how to write about them with intelligence and credibility.	**K2 & K3**	PSO5
CO3	To explain how companies function and ways they compete with each other and identify	**K3 & K4**	PSO1, PSO3, PSO5

	specific financial & business events worthy of news coverage.		
CO4	Report and analyse a clear and concise summary of daily activity in a financial market with coherent and accurate analytical news stories.	**K4**	PSO1, PSO5
CO5	Understand and write about wider economic issues, government budgets, industrial relations, how firms communicate.	**K5**	PSO1,PSO 3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO2	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO3	3	2	1	1	2	1	3	3	2	3	3	2	3	
CO4	3	2	3	1	1	2	3	3	2	3	3	2	3	
CO5	3	1	3	3	3	2	3	3	2	3	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	VI	
Subject	**CORE PAPER X-PRACTICAL 11: NEWS PRODUCTION**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**6 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course will empower the students with technical skills to produce news for broadcast media.
2.	To develop necessary skill sets for television news reporting.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	Acquire the technical skills to produce news for broadcast media	**K1 & K2**
CO2	Organize the news according to news values for broadcasting.	**K3 & K4**
CO3	Acquire good writing skills while writing for news bulletins	**K4**
CO4	Employ ethical values in fact checking to produce the content of the news story	**K5**
CO5	Acquire skills to organize the news and to write for broadcast media	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**–Create		

CONTENTS OF MODULE

UNIT 1-5:

Process involved in the production of television/radio news packages- Skill sets for television/radio news reporting, difference between reporting for television and radio - Visual storytelling, using graphics, sound design, color grading, optimum outputs for different kinds of screening platforms- The art and craft of editing, DSLR and camcorder work flows, video crews, role of a producer.

Students will produce a news bulletin for 7 minutes. (Group work).

REFERENCE BOOKS:

1. M.S. Sharma, "Journalism for students", Mohit Publications, New Delhi-110 002, 2008.
2. S.R. Sharma, "Elements of Modern Journalism", S.S. Publication, Delhi, 1999.

3. Andrew Boyd, "Broadcast Journalism: Techniques of Radio and TV News". Focal Press, Oxford, 1997.
4. Herbert, John (2000) Journalism in the Digital Age; Theory and Practice for broadcast, print and on-line media. Focal Press, Boston.
5. E. Hilard (2000): Writing for TV, Radio and New Media, Thomson Learning

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Acquire the technical skills to produce news for broadcast media	**K1 & K2**	PSO1
CO2	Organize the news according to news values for broadcasting.	**K2 & K3**	PSO5
CO3	Acquire good writing skills while writing for news bulletins	**K3 & K4**	PSO1, PSO3, PSO5
CO4	Employ ethical values in fact checking to produce the content of the news story	**K4**	PSO1, PSO5
CO5	Acquire skills to organize the news and to write for broadcast media	**K5**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO2	3	2	1	2	2	1	3	3	2	3	3	2	3	
CO3	3	2	1	1	2	1	3	3	2	3	3	2	3	
CO4	3	2	3	1	1	2	3	3	2	3	3	2	3	
CO5	3	1	3	3	3	2	3	3	2	3	3	2	3	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	VI	
Subject	**CORE PAPER XII-VIDEO PRODUCTION (PROJECT) - SHORT FILM/DOCUMENTARY AND PSA**	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**6 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	To gain expertise in both audio and video techniques in correlation with visual presentation.
2.	To provide the learners hands on experience in documentary film production.
3.	To enable them to analyze the variety of creative approaches in the documentary genre.

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO1	To encompass an ever-growing set of tools, techniques and approaches to storytelling	**K1 & K2**
CO2	To understand the cutting edge data visualization and news applications.	**K3 & K4**
CO3	To effectively search, understand and visualize digital sources	**K4**
CO4	To explore new avenues for creatively presenting data	**K5**
CO5	To attract audiences by presenting news-driven data	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT 1: PRE–PRODUCTION PROCESS

Researching the topic - writing the Proposal - writing the treatment - setting the budget.

UNIT 2: SEMIOTICS:

Budgeting and Scripting - Finalising the budget and the script.

UNIT 3: PRODUCTION:

Structuring the programme - Storyboard and script designing - Script layout.

UNIT 4: POST-PRODUCTION:

Editing – Adding Animation, etc.

UNIT 5: AUDIO-VIDEO ENGINEERING:

Dubbing and translation - Adding titles - Distribution process - Adobe Premiere pro.

REFERENCE BOOKS:

1. Bernard, Sheila Curran. Documentary Storytelling: Creative Nonfiction on Screen. Focal Press: 2011.
2. Hampe, Barry. Making Documentary Films and Videos: A Practical Guide to Planning, Filming and Editing Documentaries. Holt Paperbacks: 2007.

E-REFERENCES:

1. https://www.desktop-documentaries.com/making-documentaries.html
2. https://www.futurelearn.com/courses/film-production/0/steps/12304
3. https://www.videomaker.com/article/c06/18423-six-primary-styles-of-documentary-production
4. https://www.nfi.edu/how-to-make-a-documentary/

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	To identify content from real life, books and print materials.	**K1 & K2**	PSO1
CO2	To improve the data collection and research skills for documentary.	**K2 & K3**	PSO5
CO3	To strengthen the script writing ability of the student.	**K3 & K4**	PSO1, PSO3, PSO5
CO4	To draft a formal documentary proposal.	**K4**	PSO1, PSO5
CO5	To make a socially responsible documentary.	**K5**	PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	
CO1	3	3	3	2	1	3	3	3	3	3	3	3	2	
CO2	3	3	3	1	1	3	3	3	3	3	3	3	2	
CO3	3	3	3	1	3	1	3	3	3	3	3	3	2	
CO4	2	2	3	1	1	2	3	3	3	3	3	3	2	
CO5	1	3	3	1	1	1	3	3	3	3	3	3	2	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.

Semester	VI	
Subject	INTERNSHIP	
Maximum Marks	**CIA Marks**: 50	**ESE Marks**: 50
Credits/Instructional Hours	**2 Credits / 90 Hours**	
Exam Duration	**3 Hours**	

COURSE OBJECTIVES:

1.	This course focusses on providing students with an ability to putting theory to practice

COURSE OUTCOMES: At the end of the Course, the student will be able to:

CO 1	To extend the skills and knowledge they acquired from relevant theory components	**K1 & K2**
CO 2	To create, analyze and critically evaluate experiential learning.	**K3 & K4**
CO 3	To engage in continuous learning and development of new skills appropriate for their field	**K4**
CO 4	To build professional portfolio.	**K5**
CO 5	To facilitate students' opportunity to work and experience actual operations in the real business world	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create		

CONTENTS OF MODULE

UNIT: 1-5: INTERNSHIP PROJECT SUBMISSION

Students will have to undergo an internship in any media institution of their choice for a minimum period of 1 month.

Students have to submit a report on their involvement with the organization/firm interned with. This report will be the final submission record for evaluation. The project will have to be submitted at the end of Third semester.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING	PSOs ADDRESSED

			TO REVISED BLOOM'S TAXONOMY)	
CO1	To extend the skills and knowledge they acquired from relevant theory components	**K1, K2**		PSO1
CO2	To create, analyze and critically evaluate experiential learning.	**K2 & K3**		PSO5
CO3	To engage in continuous learning and development of new skills appropriate for their field	**K4**		PSO1, PSO3, PSO5, PSO6
CO4	To build professional portfolio.	**K5**		PSO1, PSO5
CO5	To facilitate students' opportunity to work and experience actual operations in the real business world	**K6**		PSO1,PSO3, PSO5, PSO6

COURSE MAPPING

Course Mapping with POs and PSOs

CO/PO/PSO	PO							PSO						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	
CO1	1	3	2	3	1	1	3	1	1	3	3	3	1	
CO2	1	2	3	2	3	1	2	1	3	2	2	3	3	
CO3	3	1	2	3	1	3	1	3	3	1	2	3	3	
CO4	2	1	3	3	1	2	1	1	3	1	3	3	3	
CO5	1	2	2	2	3	1	2	3	1	1	2	2	1	

Note:

- **3**- Strongly Correlated;
- **2**-Moderately Correlated;
- **1**-Weakly Correlated.