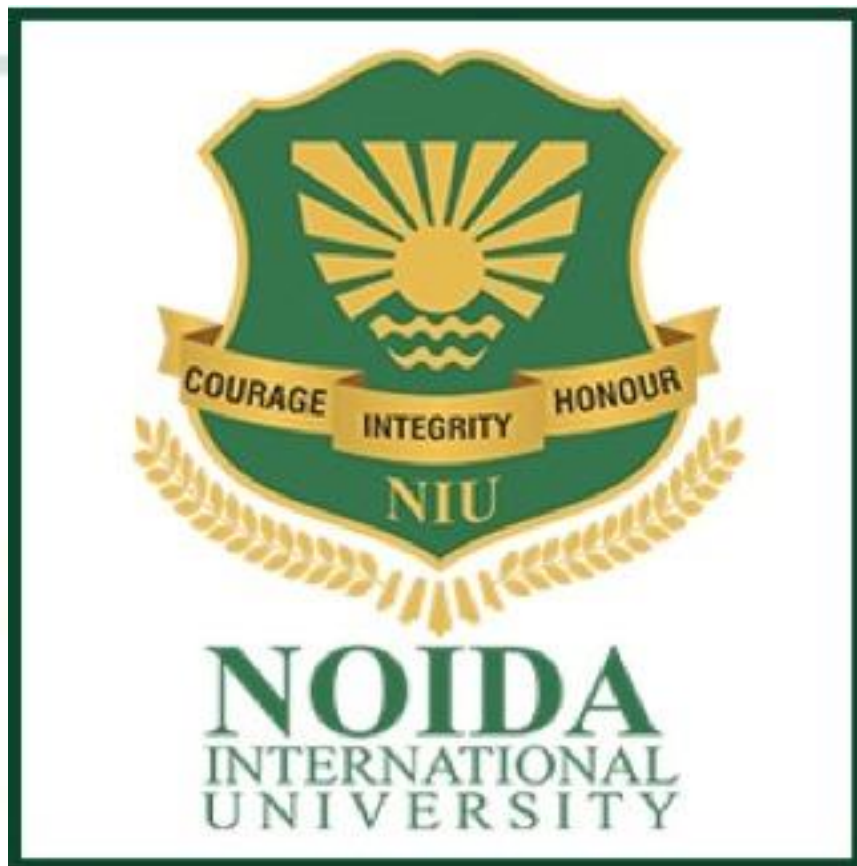


NOIDA INTERNATIONAL UNIVERSITY



SCHOOL OF JOURNALISM & MASS COMMUNICATION

MASTERS OF ARTS IN JOURNALISM & MASS COMMUNICATION

(w.e.f. 2019-20)

ABOUT THE PROGRAM

M.A. (Journalism and Mass Communication) looks to fulfill the needs of a large number of students who want to take up media courses to take entry into the vast and ever expanding industries of journalism and mass communication. This program has been designed in such a way which will help young people to acquire multi skills which is much needed for employment in the exciting and rapidly growing mass media industry i.e., newspapers, magazines, radio, TV, advertising, PR, event management, and news media. The program is designed in such a way that it caters to the industry needs of graduate students who are coming from different disciplines. It gives them understanding as well as training in these two years to make them industry ready.

This course has a wonderful amalgamation of theoretical studies and practical training. The course objective is to give theoretical understanding as well as practical knowledge of all types of media – print, electronic & cinema as well as new media

M.A. in Journalism and Mass Communication is a two-year postgraduate program divided in to four semesters aimed at providing a complete knowledge at theoretical as well as practical level to the students. The program is designed to offer industry standard training in different fields of mass communication. These fields include Print Media, Television, Radio Production, Development Communication, Integrated Marketing Communication including Advertising and Public Relations, Media Management, Social Media, and Film Studies.

The main focus of this course is to create a ethically and morally responsible media professionals. This course is backed with the latest inputs from industry experts, well-qualified faculties along with updated audio visual lab, print media lab, radio lab and AV studio. The curriculum is evenly balanced in imparting technical skills in various areas of mass communication and mass media, theoretical knowledge and perspectives which determine their nature and use, and a historical and social understanding of their dynamics. This program is delivered with the help of formal lectures, seminars, computer based learning, individual and group project work, guest lectures, extension programs, community outreach activities and industry training.

PROGRAM EDUCATION OBJECTIVES

PEO1: To introduce students to the different fields of journalism and mass communication.

PEO2: To facilitate the understanding of application of evolving technologies in the field of Mass Communication and Journalism.

PEO3: To enhance the knowledge of students with regard to various disciplines of Mass Communication like corporate communication, advertising, journalism, public relations, photography, film making, event management, development communication and new media

PEO4: To develop the use of communication research methodologies for the field of research.

PROGRAM OUTCOMES

PO1: Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.

PO2: Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.

PO3: Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.

PO4: Demonstrate the ability to respond to design briefs through conceptual thinking, design work, media and other methods.

PO5: Develop logical and creative thinking for the solutions for business, journalism, advertising and promotion and E-learning.

PO6: Develop self-confidence and awareness of general issues prevailing in the society.

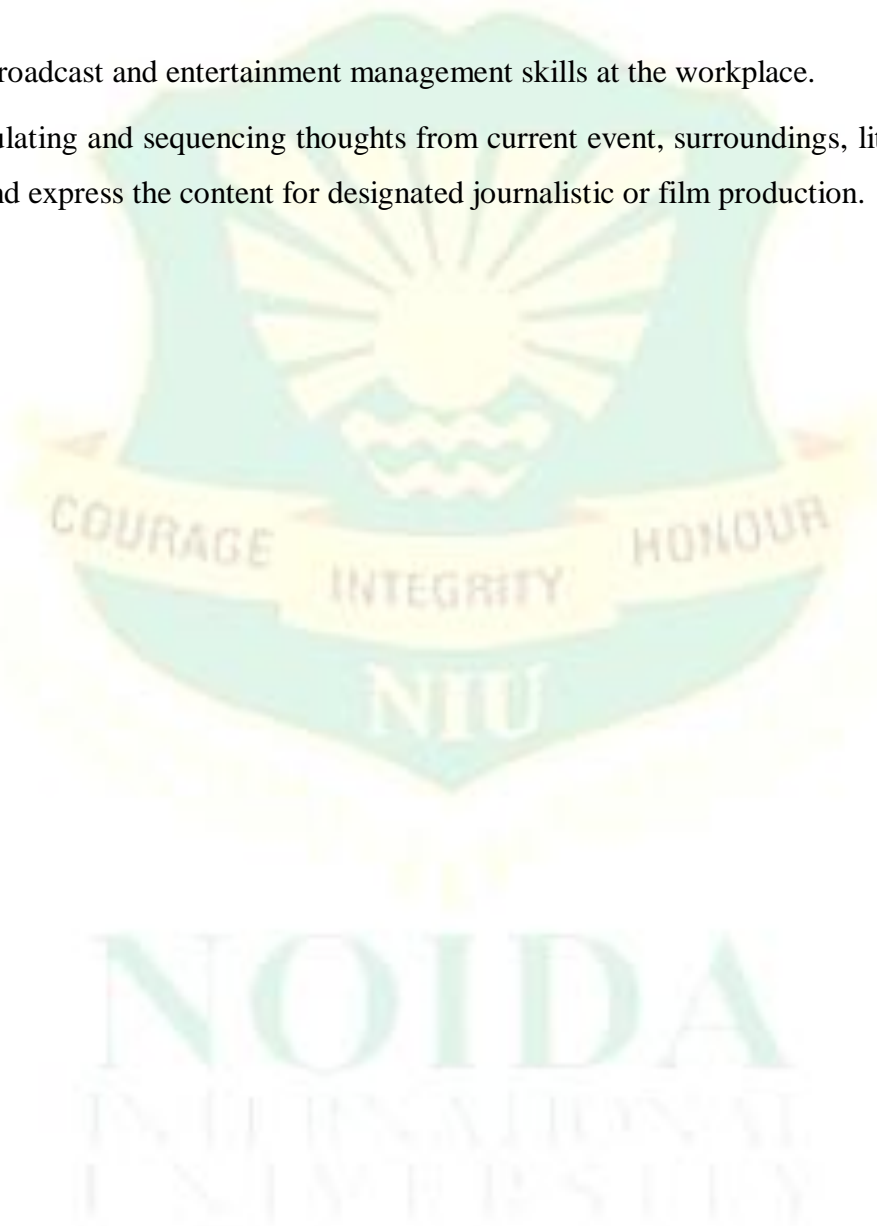
PO7: Develop a practical understanding of the underlying principles of Mass Communication and Journalism Industry.

Program Specific Outcomes

At the end of the Program students will be able to:

- **PSO 1.** To demonstrate course related specific understanding in the field of communication and the meaning and purpose of communication at the individual, group, and societal level.
- **PSO 2.** To evaluate and apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Films, Documentary Film Making, Television, Digital, Advertising, PR, Corporate Communication and Event Management, Print and constraining oneself within legal and moral limits.

- **PSO 3.** After developing the critical and objective understanding, in 4th semester, the Program divides itself into three specializations and each student has to choose one of the specialization and has to submit prescribed projects, thus fulfilling specialization requirements and creating professionals.
- **PSO 4.** To write compelling content that presents well-organised facts in professional language for News, Documentary, PSA and fictional story and writing dialogues and other sequences for Ads, serials and films.
- **PSO 5.** Apply broadcast and entertainment management skills at the workplace.
- **PSO 6.** Accumulating and sequencing thoughts from current event, surroundings, literature and history etc. to interpret and express the content for designated journalistic or film production.



PROGRAM STRUCTURE
MAJMC SEMESTER I

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	MJM101	Communicative Hindi Practical	0	0	4	4
2	MJM102	Communicative English Practical	0	0	4	4
3	MJM103	Socio-Political Issues and Current Affairs	3	0	0	3
4	MJM104	Computer Application for Media Practical	0	0	3	3
5	MJM105	Print Media Lab Practical	0	0	3	3
6	MJM106	Principles of Mass Communication	4	0	0	4
7	MJM107	Development of Media Industry	3	0	0	3
8	MJM108	Reporting & Editing for Print Media	3	0	0	3
9	MJM109	Reporting & Editing for Print Media Practical	0	0	3	3
10	MJM110	Visual Communication Practical	0	0	4	4

Note: - Anyone from MJM101 and MJM102

MAJMC SEMESTER II

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	MJM201	Media Language English Practical	0	0	4	4
2	MJM202	Media Language Hindi Practical	0	0	4	4
3	MJM203	Contemporary Economic Issues & Current Affairs	3	0	0	3
4	MJM204	Advertising Copy Writing & Designing	3	0	0	3
5	MJM205	Advertising Copy Writing & Designing Practical	0	0	3	3
6	MJM206	Radio Production Technology Practical	0	0	4	4
7	MJM207	Radio Production: Concept & Practices Practical	0	0	4	4
8	MJM208	Integrated Marketing Communication	3	0	0	3
9	MJM209	Integrated Marketing Communication Practical	0	0	2	2
10	MJM210	TV Production: Concept & Practices	2	0	0	2
11	MJM211	TV Production: Concept & Practices Practical	0	0	2	2
12	MJM212	Media Laws and Ethics	3	0	0	3

Note: - Anyone from MJM201 and MJM202

MAJMC SEMESTER III

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	MJM301	Inter Cultural Issues & Current Affairs	3	0	0	3
2	MJM302	TV Production Technology Practical	0	0	4	4
3	MJM303	Development Communication	3	0	0	3
4	MJM304	Development Communication Practical	0	0	3	3
5	MJM305	New Media Technologies Practical	0	0	3	3
6	MJM306	Communication Research Methods	3	0	0	3
7	MJM307	Communication Research Methods Practical	0	0	2	2
8.	MJM308	Corporate Communication	3	0	0	3
9	MJM309	Corporate Communication Practical	0	0	2	2

MAJMC SEMESTER IV

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	MJM401	Film Appreciation	0	0	3	3
2	MJM402	Portfolio Management	0	0	3	3
Specialization (anyone)						
3	MJM403	Print Media	0	0	0	6
4	MJM404	Electronic Media	0	0	0	6
5	MJM405	New Media	0	0	0	6
6	MJM406	Advertising	0	0	0	6
7	MJM407	Radio	0	0	0	6

Communicative Hindi Practical

Course Code: MJM101

Credits - 04

Course Objective:

- To strengthen oral communication skills in Hindi Language.
- To develop the knowledge of written in Hindi Language.
- To improve vocabulary in Hindi Language.
- To enrich the knowledge of synonyms, antonyms, idioms and phrases.
- To inculcate the knowledge of grammar in Hindi Language.

Instruction Plan:

Module	Content
Module I	शब्द शुद्धि प्रभावी वाक्य रचना अवतरण लेखन विराम चिन्हों का प्रयोग
Module II	मुहावरे, पर्यायवाची शब्द बोलियां देशज-विदेशज शब्द
Module III	मीडिया की भाषा विविध माध्यमों की भाषा में भेद और साम्यता साहित्य एवं पत्रकारिता की भाषा भाषा पर तकनीक का प्रभाव
Module IV	शीर्षक लेखन उपशीर्षक आमुख लेखन सारांश लेखन

Course Learning Outcome: After Completion of this course student will be able to

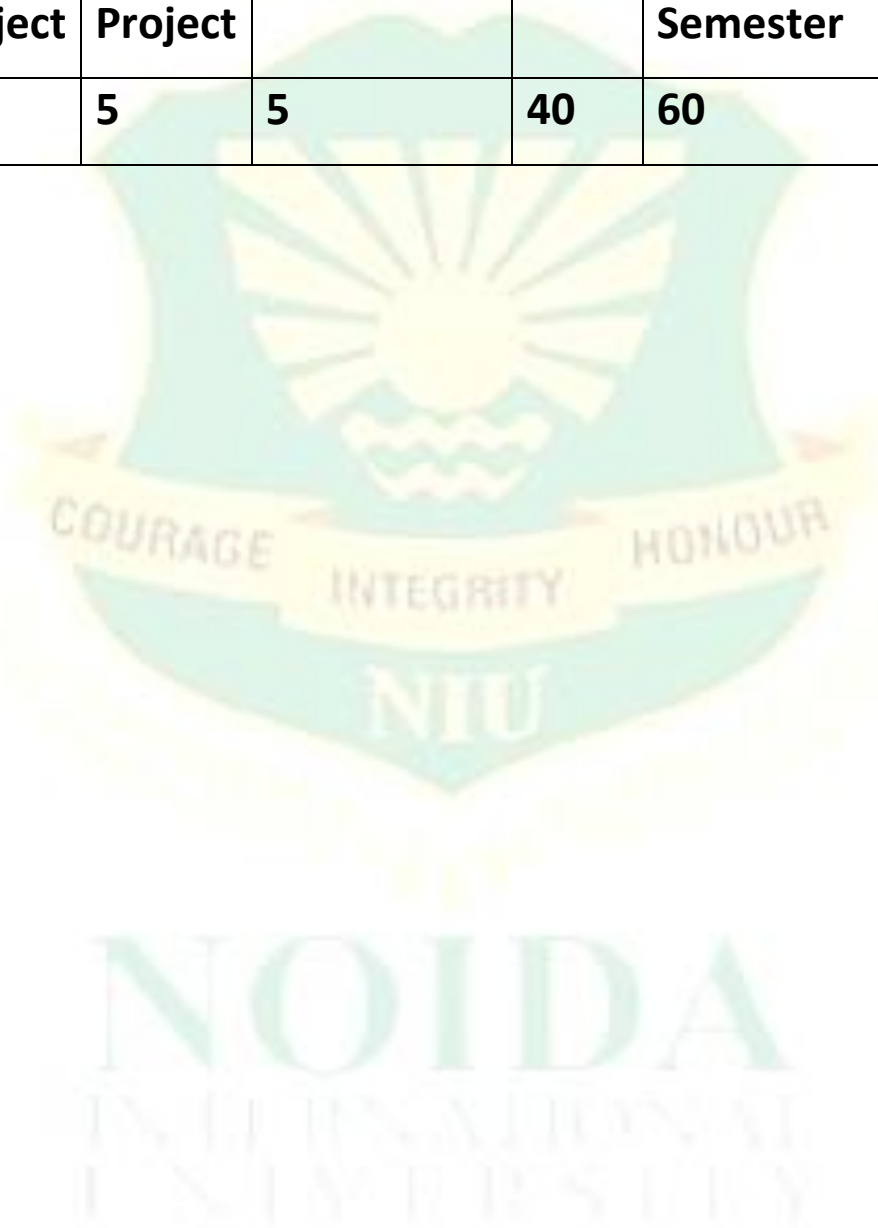
- Use words and sentences properly.
- Understand the language of media and they will learn to write accordingly.

Suggested Readings:

- 1- डा. जी एल सुलोचना, डा.अनीता गांगुली- सरल व्याकरण एवं पत्र लेखन, गीता प्रकाशन, हैदराबाद
- 2- डा. माया प्रकाश पांडेय, हिंदी भाषा और व्याकरण

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Communicative English Practical

Course Code: MJM102

Credits-04

Course Objective:

- To create linguistic skills.
- To impart knowledge about advanced vocabulary for effective communication.
- To understand the societal cultural perspectives.
- To inculcate the knowledge of compositional and comprehension skills.
- To develop the knowledge of various forms of English literature.

Instructional Plan:

Module-1	EVERYDAY CONVERSATION Common Manners and Etiquette, Debate, Role Play, Speech Drills, Stress and Annotation.
Module-2	Grammar and Usage Basic Grammar- Noun, Pronoun, Adjective, Pronunciation and Accent, Transformations-Active passive, Direct-Indirect, Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading.
Module-3	Vocabulary Vocabulary Building: Antonyms, Synonyms, Homophones, homonyms, Idioms, One word substitution, Some common error.
Module-4	Composition Paragraph Writing: Descriptive, Argumentative, Expository etc Formal correspondence, Précis writing, Report writing, Academic Essay writings

Course Learning Outcome: After Completion of this course student will be able to

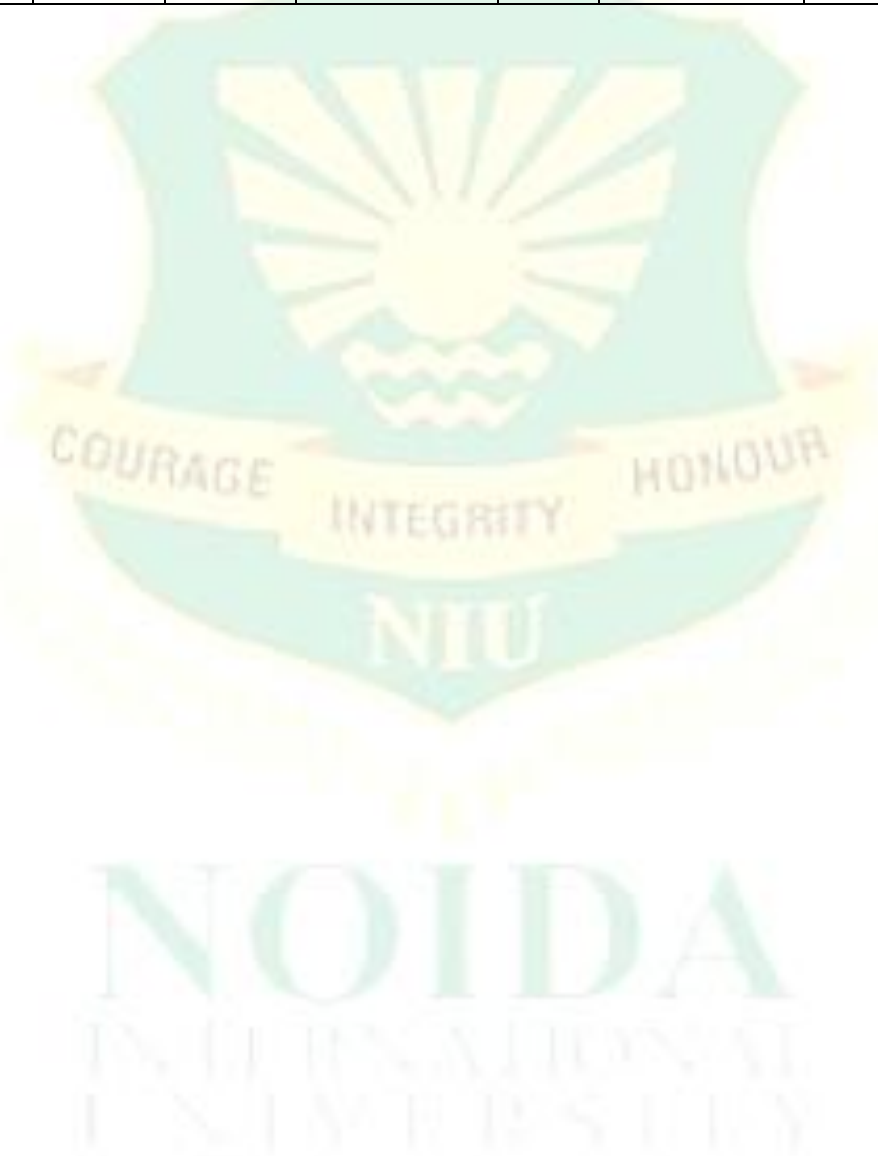
- Students would be able to create linguistic skills.
- Students would be able to impart knowledge about advanced vocabulary for effective communication.
- Students would be able to understand the societal cultural perspectives.
- Students would be able to inculcate the knowledge of compositional and comprehension skills

Suggested Reading

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Ri

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Socio Political Issues & Current Affairs

Course Code: MJM103

Credits - 03

Course Objective:

- To understand the social structure of Indian society
- To understand the role and importance different factors in social change.
- To understand the political ideologies followed in India
- To keep an eye on current affairs

Introduction Plan:

Module-1	Society- Introduction, Types. Social structure, Class conflicts, Social Issues- Casteism, Socialism, Communalism, Regionalism. Reservation system, Religion & minorities, Communal Violence.
Module-2	Contemporary social issues- Child Labor, child Trafficking. Inequality towards women- Rapes, Lynching’s, Sexual Assault, Harassment, Body Shaming. Breaking Stereotypes and Social Taboos. Honor Killings.
Module-3	Democracy : Concept and its power, Indian Constitution- Brief overview, Federal System, Important Articles, Political Ideologies: Right, Left & Centre, Extremism, National and prominent regional political parties, criminalization of politics, Vote bank politics, Central v/s State government.
Module-4	Current Affairs

Course Learning Outcome: After Completion of this course student will be able to

- Students will be able to critically discuss issues related to media and mass communication.
- Students will be able to discuss various social and political issues.
- To increase the understanding on many socio-political issues.

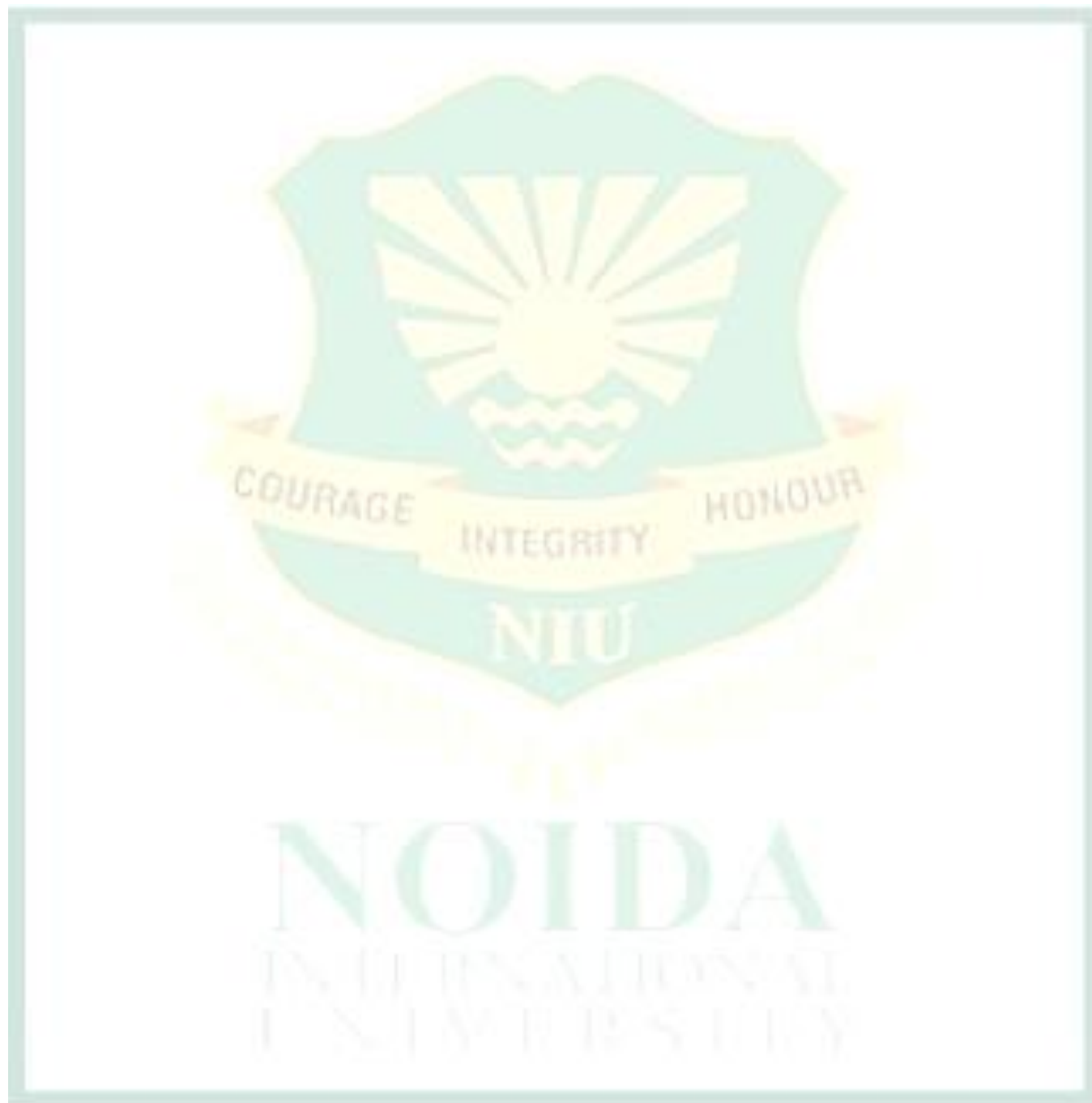
Suggested Reading

- Foundations of Politics by Andrew Heywood (Mac Millan Foundation)
- State & Politics in India edited by Parth Chatterjee, (Oxford University Press)
- Our Parliament by Subash Kashyap, National Book Trust

ASSESSMENT SCHEME

Internal Assessment	External Assessment	Total
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Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Computer Application for Media Practical

Course Code: MJM104

Credits - 03

Course objective: The objective of the syllabus is to acclimatize the students to MS Word and PowerPoint. The major focus of the course is to help students acquire the basic page layout skills in Quark Express.

Instructional plan:

Module I Introduction to Computers	What is Computer, Components of Computer System, Central Processing Unit (CPU), Keyboard and Mouse, Other input/output Devices, Concepts of Hardware and Software, Connecting keyboard, mouse, monitor and printer to CPU. Using MS Word documents, Power Point Presentation. Basics of electronic mail; Getting an e-mail account, Sending and receiving e-mails, Accessing sent e-mails, Using Emails.
Module II Typing : English	By Proper placement of fingers Using various fonts used in media industry Using proper display and font size
Module III Typing : Hindi	By Proper placement of fingers Using various fonts used in media Industry Using proper display and font size
Module IV Collage Making :	Selecting Theme Cropping Images Import-Export Images Using layers Colors Scheme Changing Background

Course Learning Outcome: After Completion of this course student will be able to

- To do basic works of MS office
- To prepare power point presentation
- To prepare collages and poster on computers

Prescribed Text:

- https://www.tutorialspoint.com/word/word_tutorial.pdf
- <https://gteceducation.com.sg/Brochures/MS%20OFFICE/MS%20OFFICE%20FULLCOURSE.pdf>

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



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Print Media Lab Practical

Course Code: MJM105

Credits - 03

Course objective: To educate the students with regard to theory of design and graphics through Quark Xpress by learning its tools.

Instructional plan:

Module I	What is Print Media software What is QuarkXPress The principles of design. Uses of QuarkXPress in Print Media
Module-2	Uses of Tool of Quark Xpress- Item Tool Text Content_Tool Line Tool Zoom Tool
Module-3	Uses of File, Edit, Style, Item and Window, Uses of colors sheet, Uses of Short keys
Module IV	Page layout ,Newspaper designing, , Use of color, Use of headlines Use of photographs and graphics, Rules and borders, Assignment- Prepare Simple Page for Newspaper in Tabloid size Prepare Tabloid Size News Paper in QuarkXPress

Course Learning Outcome: After Completion of this course student will be able to

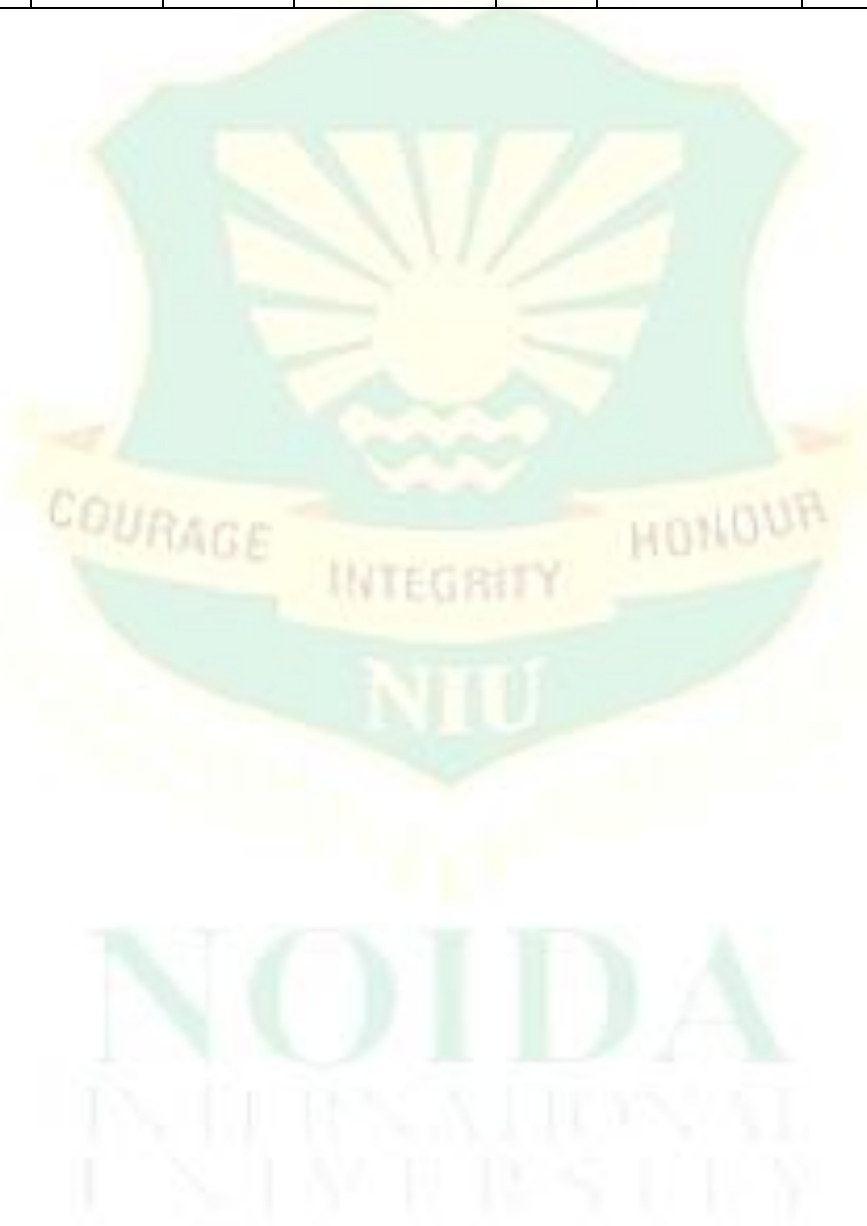
- Design page layout for newspapers
- Use different tools of quark xpress for pagination

Prescribed Text:

- The Quark Express Book
- Art & Print Production by N.N Sarkar

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Principles of Mass Communication

Course Code: MJM106

Credits - 04

Course Objective:

- Students will be able to critically discuss issues related to media and mass communication.
- Students will be able to discuss the effects of mass communication upon society.
- To increase the understanding of ethical standards within mass media fields.
- To improve the student's media literacy

Course Learning Outcome: The student would be aware about the media industry , different medium of communication and different aspects of media

Instructional plan

Module	Content
Module I	Nature & Functions communication, Development of language as a vehicle of communication Characteristics and typology of audiences. Communication and socialization
Module II	Verbal and nonverbal communication, Intra-personal, Interpersonal, Group and Mass communication
Module III	Communication models: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent Gate-keeping
Module IV	Communication theories; Authoritarian, libertarian, socialistic, Social-responsibility theory, Developmental theory, Participatory theory. Public opinion and democracy

Course Learning Outcome: After Completion of this course student will be able to

- Students would be able to introduce themselves to the theories of Communication.
- Students would be able to inculcate the knowledge of Communication models.
- Students would be able to develop the knowledge of basic elements of Communication.
- Students would be able to acquaint themselves with the various types of Communication.
- Students would be able to strengthen the 5Cs of Communication.

Suggested Readings/Prescribed Text:

- Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
- Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
- Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- Agee, Warren K., Ault Philip H., Introduction to Mas Communication, Oxford & IBH Publishing Company, New Delhi

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100

Development of Media Industry

Course Code: MJM 107

Credits - 03

Course objective:

Instructional plan:

Module	Content
Module I	Brief History of Print Media Industry in India Role of press in freedom movement and social reforms Early Newspapers in 19 th Century and prominent journalists Prominent current newspapers (Circulation wise)
Module II	Brief history of radio All India Radio Introduction of FM channels Prominent radio channels
Module III	Introduction of TV in India SITE; Doordarshan Cable TV in 90's; TRP wise top national news channel TRP wise top regional news channel
Module IV	DTH; Digital Platforms of Media Social Media Trends in New Media Industry Top New Media platforms

Course Learning Outcome: After Completion of this course student will be able to

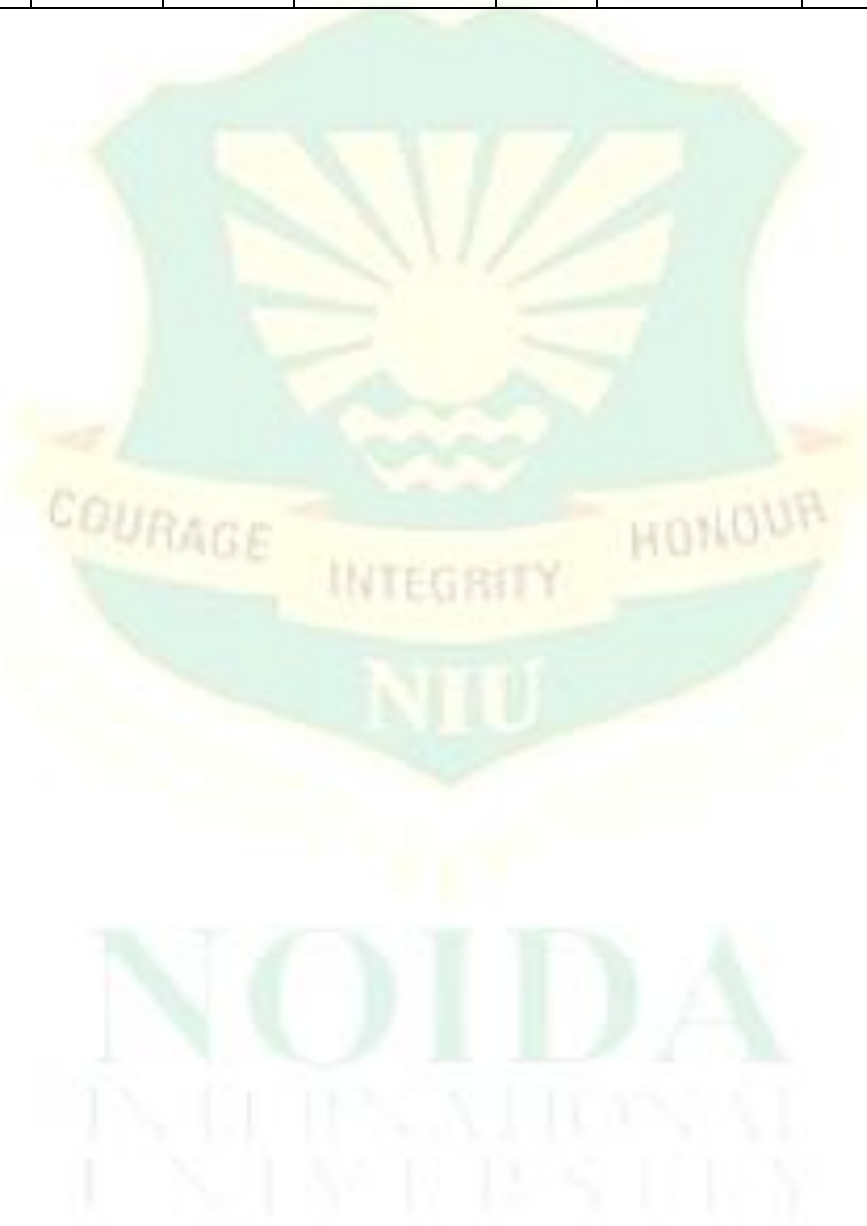
1. Know the history of print media industry, radio channels and news channels
2. Have understanding of current trends of different media industry.

Prescribed Material:

- Gunarathne, Shelton A.(2000). Handbook of Media in Asia, Sage
- Media Industry: History, Theory & Method, Willey Blackwell

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Reporting & Editing for Print Media

Course Code: MJM108

Credits – 03

Course objective: The objective of this paper is to impart theoretical knowledge about reporting and editing in the field of journalism. Emphasis will be given on developing basic skills and strategies required for information gathering, processing and editing.

Instructional plan

Module	Content
Module I	Concept of News News value, Sources of News, 5Ws & 1 H, Inverted Pyramid
Module II	Intro and its types, Body of the News Role of a Reporter, Responsibilities of Editing Staff
Module III	Reporting on Crime, Court, Culture, Political, Education, Development, Business, Disaster, Science, War, Investigative and lifestyle reporting. Interview skills
Module IV	News Agencies National and International News Agencies: UNI, PTI, ANI Reuters, AP AFP, IANS News paper's organisational structure

Course Learning Outcome: After completion of this course student will be able to:

1. Develop the news sense, a vital necessity for journalism
2. To imbibe the concept of reporting and editing.
3. To write/edit the news in required format
To know the basic skills for reporting and editing

Prescribed Text:

- M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.
- Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.
- Herbert Strentz, News Reporters and News Sources, Prentice Hall of India, New Delhi, 1992.
- George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.

- Jan R. Hakemulder, Fay A.C. de Jonge and P.P. Singh, News Reporting and Editing, Anmol Publications, New Delhi, 1998.

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100

COURAGE INTEGRITY HONOUR

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Reporting & Editing for Print Media Practical

Course Code: MJM109

Credits - 02

Course objective: The objective of this paper is to impart practical knowledge about reporting and editing in the field of journalism. Emphasis will be given on developing basic skills and strategies required for information gathering, processing and editing.

Instruction Plan:

Module	Content
Module I	Students will do reporting and after that they will file a news report.
Module II	Student will prepare a chart on role of a print media reporter in our society.
Module III	Students will submit one crime, one political and one report of their choice of fields.
Module IV	Students will do analysis and prepare PPT of the news by three news agencies.

Course Learning Outcome: After completion of this course student will be able to:

- Do reporting in a systematic way.
- Write a news report.

Suggested Readings:

1. Ravindranath, PK : Press Laws and Ethics of Journalism, Authors Press, New Delhi, 2004
2. Barua, Vidisha : Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
3. Ravindran, R K : Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi, 1999
4. John Vernon Pavlik : New Media Technology, Allyn & Bacon, 1997
5. Ambrish Saxena : Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi, 2004

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



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Visual Communication Practical

Course Code: MJM110

Credits - 04

Course objective: This paper introduces students to basic visual and technical skills necessary to understand and appreciate photography and videography. This course will cover all aspects of digital photography and videography involving camera operation, exposure control, composition and presentation of the final product.

Instructional plan

Module	Content
Module I	<p>Introduction to Photography & Camera</p> <ul style="list-style-type: none"> ➤ What is photography, Camera Obscura. ➤ Cameras & its types (Including pinhole, compact camera, POLAROID, T.L.R., S.L.R., D.S.L.R camera) ➤ Image Sensors: CCD and CMOS ➤ Lenses & its type (Prime, Zoom, Wide Angle, Normal, Fish eye, etc) ➤ Exposure Triangle (Aperture, Shutter, ISO) ➤ White Balance, Focus ➤ Formats of a digital image ➤ Focal length, field of view and depth of field. <p>Assignment 1- Students will submit softcopies of 6 photographs of different exposure.</p>
Module II	<p>. Composition & Lights</p> <ul style="list-style-type: none"> ➤ Rule of Third ➤ Balancing Elements, Symmetry and Patterns ➤ Viewpoint, Depth, Framing, Noes Room. ➤ Lighting & its control (source, Flash) ➤ One, two & three point lighting <p>Assignment 2 - Students will submit softcopies of 6 photographs of different guidelines of composition & Lights. Students will submit hardcopies of 3 selected photographs printed on photo paper.</p>

<p>Module III</p>	<p>Basic Video Camera</p> <ul style="list-style-type: none"> • Types of video Camera • Parts of Camera • Aperture, Sutter Speed, Gain • Different types of shots • Supporting equipments of Camera (MOUNTS) <p>Assignment 3- Submit a video using different shots.</p>
<p>Module IV</p>	<p>Visual Communication</p> <ul style="list-style-type: none"> ➤ Photography as a medium of mass communication. ➤ , Nature & landscapes Photography for media. ➤ Portrait, ➤ Wildlife, Wedding ,Social, Disaster light photography, Photo Journalism ➤ Photography for news- action and file photos ➤ .Special areas of photo journalism- conflict, sports, fashion ➤ Photography for entertainment industry- TV serials and films ➤ Role and responsibilities of photo journalist ➤ Photo features for newspapers and magazines ➤ Photography for advertising- photo shoots for print ads <p>Final Project - Students will submit photo essay of any Beats Cconsisting 10-15 photographs (printed on photo paper).</p>

Course Learning Outcome: After completion of this course student will be able to

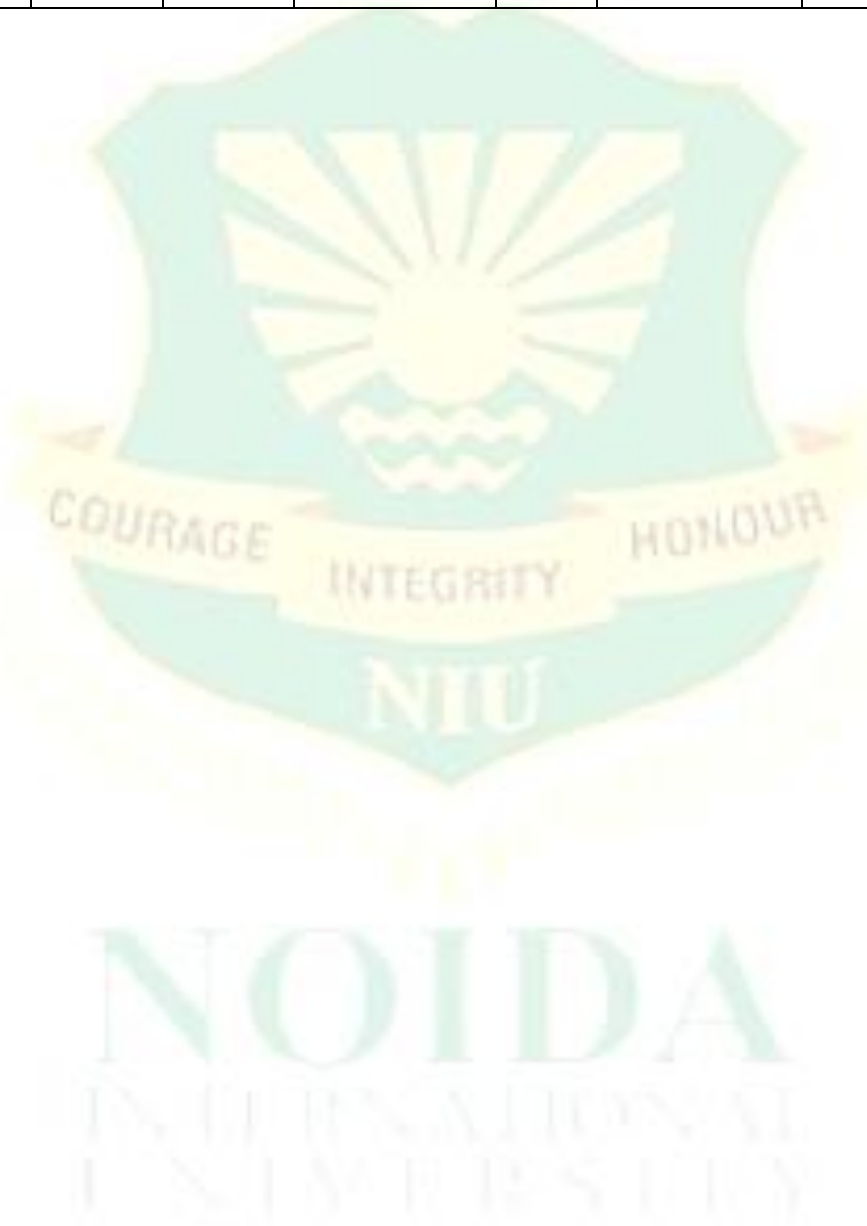
- To enhance knowledge about photography, still camera and lighting, composition.
- To apprise the students with techniques involved in various beats of photography
- Create photograph and produce a basic photography portfolio.
- Operate HD video cameras

Prescribed Material:

1. The Darkroom Cookbook; Anchell, Stephen G.
2. Practical photography; Freeman, John
3. PPT

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Media Language English Practical

Course Code: MJM201

Credits-3

COURSE OBJECTIVES:

1. To improve the students' accuracy and fluency in English through a well-developed vocabulary, and enable them to listen to English spoken at normal conversational speed by educated English speakers and respond appropriately in different socio-cultural and professional contexts.
2. To develop critical thinking in the behavioral skills in the students.
3. To enable them to express their ideas relevant to given topics

Introduction Plan:

Module-1	CORPORATE COMMUNICATION: Public speaking, Group Discussion; Presentations; Interviews, Writing Reports; Project Proposals; telephone and e-mail etiquette
Module-2	SELF-DEVELOPMENT AND ASSESSMENT: SWOC analysis; Perceptions and Attitudes; Values and Belief; Personal Goal –setting; Problem-Solving; Creative and Critical thinking; Note-Taking.
Module-3	CREATIVE COMPOSITION AND TECHNICAL WRITING: Exercises in creative writing: USP and image building; Setting Goals; Charting Objectives; Hypothesis; Thesis; Writing Abstracts; Reports; Resume and Covering Letter.
Module-4	CRITICAL THINKING AND BEHAVIORAL SKILLS: Scientific Temper; SWOC and STEP, Logical Fallacies; Positive Attitude, Problem Solving Skills, Ways to Argue Politely, Group Discussions, Corporate Dialogue/Role Play Conflict and Resolution.

Course Learning Outcome: After Completion of this course student will be able to

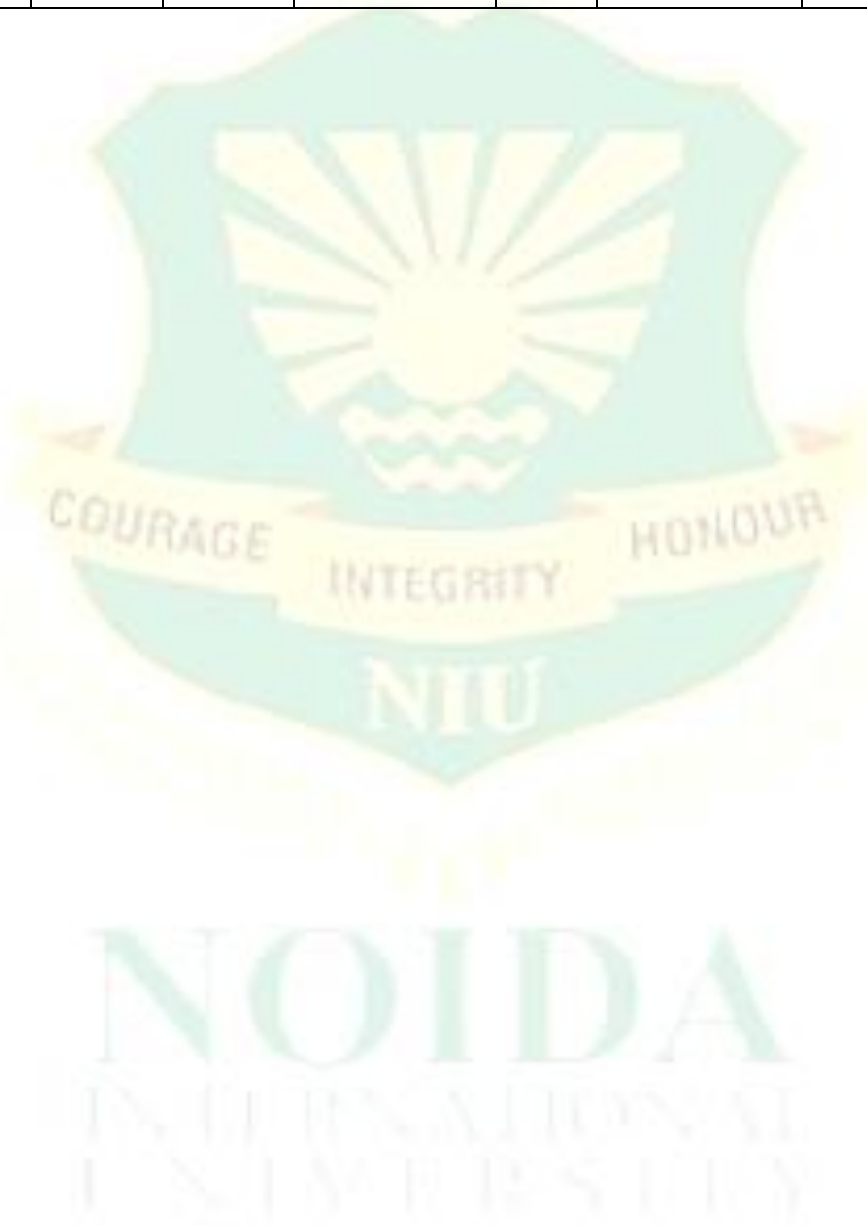
- Perform well in discussions, debates and interviews
- Understand forms of corporate communication and learn about formats and layouts of report writing and other forms of business communication.
- Learn about conflict negotiation and crisis handling

Suggested Reading

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Media Language Hindi Practical

Course Code: MJM202

Credits-02

Course Objective:

1. To make students learn about Hindi language
2. To understand the basic grammar and usages
3. To understand the language of media

Introduction Plan:

Module-1	भाषा- परिभाषा, महत्व, विशेषताएं, संक्षिप्त इतिहास, भाषा एवं समाज, भाषा एवं संस्कृति, शब्द रचना एवं प्रयोग, शब्द और वाक्य.
Module-2	वाक्य- रचना एवं प्रकार, सामान्य विधियां, संज्ञा, सर्वनाम, क्रिया, विश्लेषण, वाक्य और कल्पना, वाक्य और अनुभव.
Module-3	कहावतें, मुहावरें, अलंकार, हिंदी की प्रमुख बोलियां- अवधी, बृजभाषा, छत्तीसगढ़ी, बुंदेलखण्डी, बघेली, मालवी, राजस्थानी, भोजपुरी व मैथिली आदि से संक्षिप्त परिचय.
Module-4	मीडिया की भाषा, मीडिया में भाषा का उपयोग एवं महत्व, मीडिया की भाषा की प्रकृति एवं विशेषताएं, समाचारों में प्रयोग होने वाले शब्द, विज्ञापन में उपयोग होने वाले लोकप्रिय शब्द, प्रिंट एवं इलेक्ट्रॉनिक मीडिया की भाषा, नए प्रचलन एवं प्रयोग, मीडिया भाषा में अंतर, प्रिंट एवं इलेक्ट्रॉनिक मीडिया की भाषाई समस्या.

Course Learning Outcome: After completion of the course the students will be able to learn

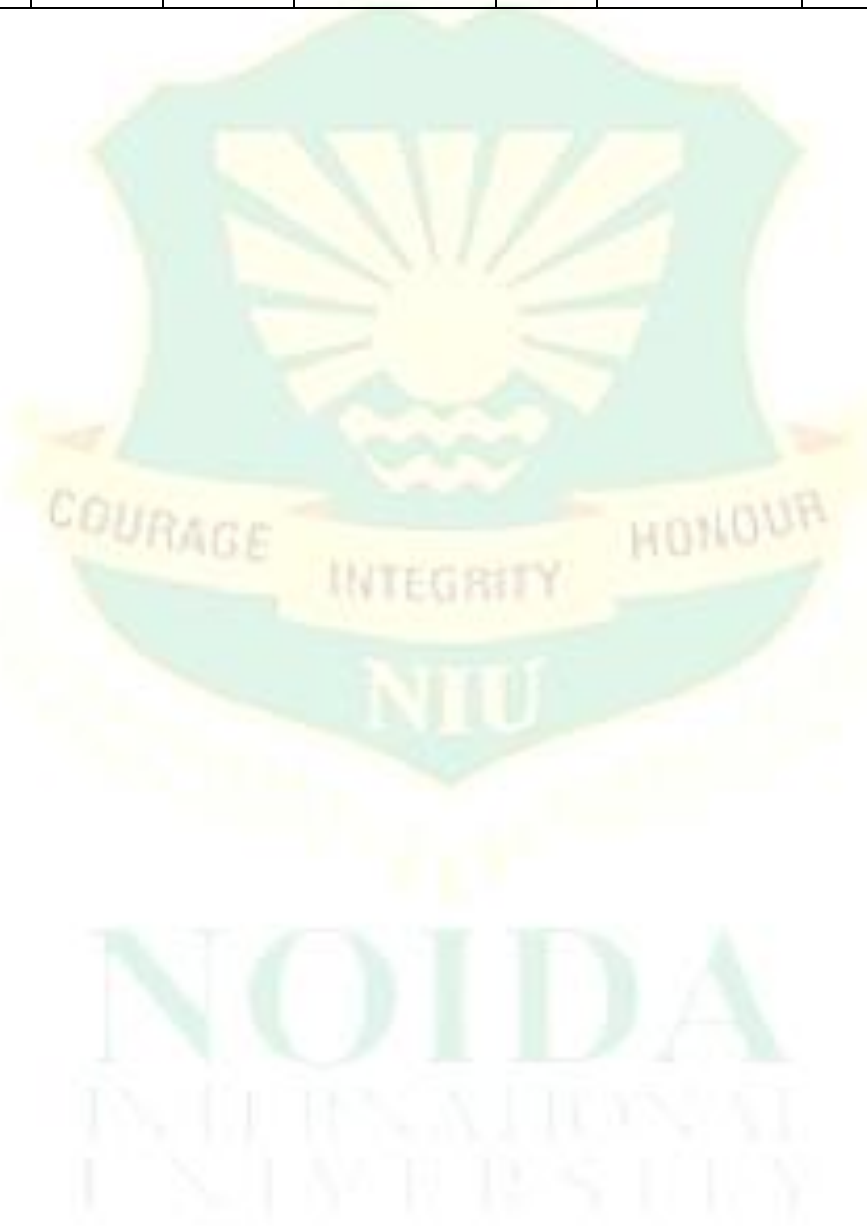
1. Define, explain the meaning, characteristics and importance language. communication.
2. Know brief history relation between language and culture.
3. Understand the language of media.

Suggested Reading:

- डॉ. हरदेव बाहरी, हिंदी भाषा विज्ञान,
- डॉ. हरि तरुण- मानक हिंदीव्या और रचना
- डॉ. पाण्डेय- मानक हिंदीव्या

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Contemporary Economic Issues and Current Affairs

Course Code: MJM203

Credits – 03

Course Objective:

- To create understanding of overview to the concept and general perspective of economics.
- Developing countries strategies and their problems
- To impart knowledge about economic development

Instructional Plan

Module	Content
Module I	Economic Reforms of 1990- Liberalization, Privatization and Globalization Economy growth Indicators- National Income, GDP, Growth rate, FDI.
Module II	Banking- RBI- Role and functions, Nationalized banks, Private banks, CRR, SLR, Repo Rate, Interest Rates.
Module III	Economic fluctuations:- Inflation, Deflation, Recession/Economic slowdown, Currency exchange rates
Module IV	Current Affairs

Course Learning Outcomes: - After the completion of the course students will be able to-

- Understand the economic terms.
- Do beat reporting in business and economics.
- Develop an understanding on current affairs.

Suggested Readings/Prescribed Text

- <https://www.indiatoday.in/business/story/indian-economic-slowdown-challenges-unemployment-coronavirus-inflation-demand-1713197-2020-08-20>
- <https://www.economicdiscussion.net/indian-economy/problems-indian-economy/8-major-problems-faced-by-the-indian-economy/14140>
- <https://www.mcrhrdi.gov.in/89fc/week3/H%20-%20Economic%20Issuesof%20India.pdf>
- Economic Development in India Issues and Challenges, 2011, New Century Publications
- Economic, Political and Social Issues of India, 2019, New Century Publications

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



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Advertising Copy Writing and Designing

Course Code: MJM204

Credits – 03

Course Objective:

- Impart the basic concepts of writing a copy
- To make students know the process of copy writing
- To make students understand stages of production
- To understand the advertisement through different aspects

Instructional Plan

Module	Content
Module I	Concept of creativity, Brainstorming, Idea generation, The creative brief , Advertising Research: Consumer, Market & Product , Types of copy, how to prepare ad copy
Module II	Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video, Story board, audio-video copy formats
Module III	Understanding Production, stages of production, Production process of print copy – thumbnail, roughs, comprehensive, mechanical Production process for audio and video copies – pre production, production and post production
Module IV	Role of colors, photographs, computer graphics, artwork ,Appeals in Advertising, Analyzing the advertisement impact and popularity, Growth of Digital Advertising in India- Advantages and Disadvantages, The Law and Creativity

Course Learning Outcomes: - After the completion of the course students will be able to-

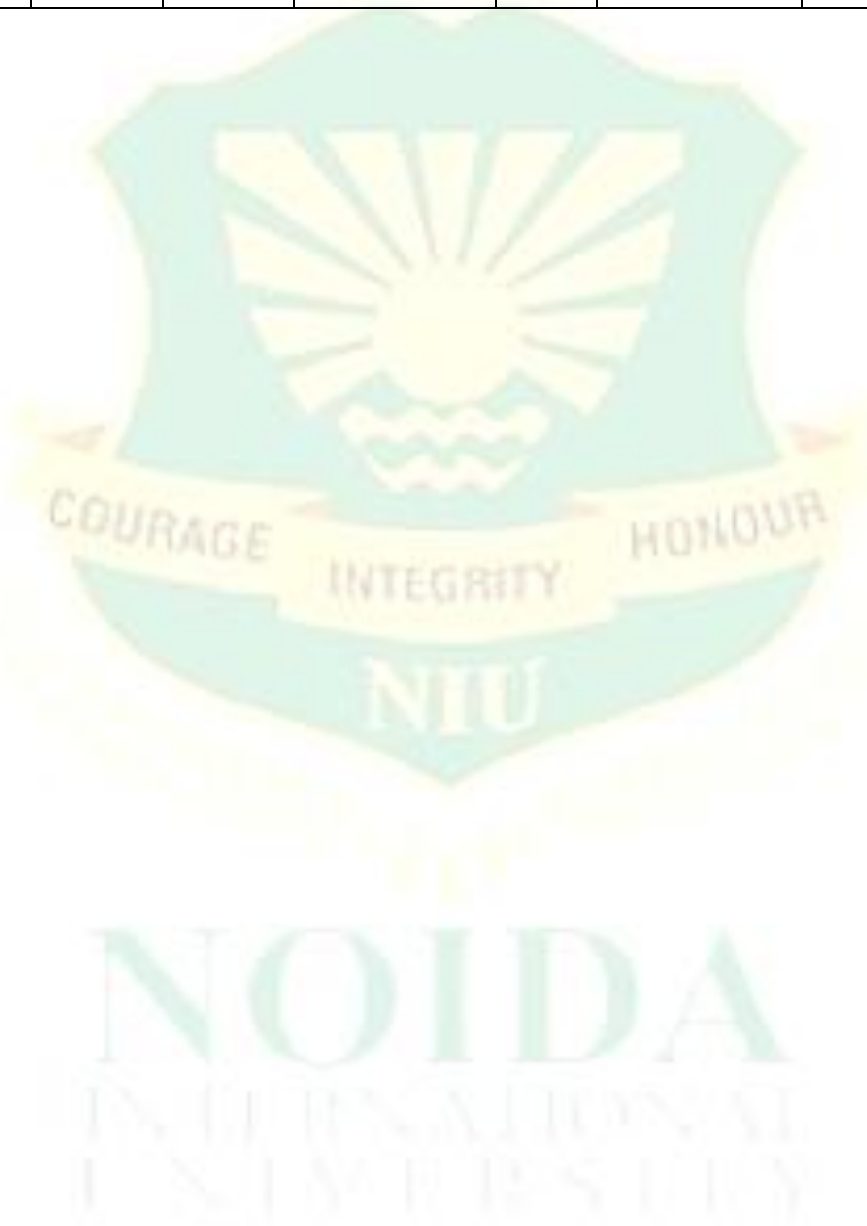
- To write scripts for advertisements.
- To produce an advertisement for different forms of media.
- Understand the overall functioning of the industry.

Suggested Readings/Prescribed Text

- The adweek copywriting handbook, 2012, Joseph Sugarman
- Copywriting, 2008, Rob Bowdery

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Advertising Copywriting and Designing Practical

Course Code: MJM205

Credits - 03

Course Objective:

- To make students understand how to produce an advertisement
- Write advertisements for selected media that execute your strategy and plan
- Create ad layouts, Radio scripts, and TV Storyboards and scripts
- Perform copyediting and copy fitting tasks
- Present your advertising strategy, advertisements, and related materials

Instructional Plan

Module	Content
Module I	Preparation of Ad Copy individually by every student.
Module II	The group of students will be formed for Ad copywriting for different media
Module III	Production of Advertisement. Print
Module IV	Production of Advertisement. Radio T.V

Course Learning Outcome: - After the completion of the course students will be able to-

- To produce an advertisement for different forms of media.

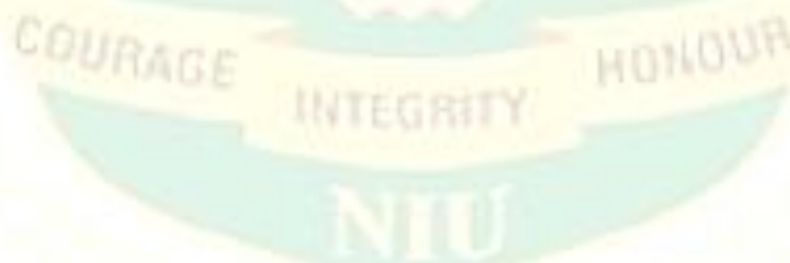
Suggested Readings/Prescribed Text

- The Design of Advertising, by Roy Paul Nelson. latest Edition

- Notes On Graphic Design And Visual Communication, by Gregg Berryman
- International Paper Company, Pocket Pal, A Graphic Arts Production Handbook.
- Graphics Master, Preparing Art for Printing, by Ekstine.

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



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Radio Production Technology Practical

Course Code: MJM206

Credits - 04

Course objective: It intended to make the students aware about the technology, equipment and software used in producing a Radio program

Instructional plan

Module	Content
Module I	Radio studio set –up, Audio equipment Microphones, Console, Recording equipment, Nature and scope of radio production, nature of sound, Sound effects, Sound recording techniques, Microphones
Module II	Audacity Software; Basic Tools (Selection tool, Time sift tool, Zoom Tool, Envelope tool, multi tool etc.) Use and Mixing of Sound Audio Effects, Assignment: Group Discussion or RJ
Module III	Techniques; Mixing, Pace, Transitions online audio (live)editing Music; Thematic Music, Layering Announcements, Talks, Newsreel, Discussions, Interviews.
Module IV	Production of a Radio Program

Course Learning Outcome: At the completion of the course the students will be able to;

- learn about the Use & Mixing of Sound, Audio Effects, Music, Voice Modulations
- Understand the Elements Feature-Documentaries, Software Knowledge .

Suggested Readings/Prescribed Text

- Radio and TV Journalism- Jan R Hakemulder, PP Singh, Fay AC DE Jonge
- Audio in media- Stanley R. Alten
- Radio production – Robert McLeish
- Handbook of Journalism and Mass Communications-Vir Bala Aggarwal & V.S. Gupta
- Radio and TV Journalism – K.M. Srivastava

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



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Radio Production: Concept & Practices Practical

Course Code: MJM207

Credits – 04

Course Objective: This course aims in making students understand the medium of Radio for widespread reach and technology related to its functioning.

Instructional plan

Module	Content
Module I	Characteristics of radio as a mass communication medium Making of a Radio Station FM Radio Process of Setting Up and Operating an FM Radio Station in India Type of Signal Transmission
Module II	Writing and production of different radio programmes- Talk, Interview, Discussion, Play, feature, Documentary, Phone –in, Radio bridges Assignment: Script for a Radio Program
Module III	Introduction to AIR and private radio stations. Special audience programmes on AIR. Audio editing techniques for different programmes. Codes related to Broadcasting.
Module IV	Community Radio; Concept and significance Web Radio; Digital and Android

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

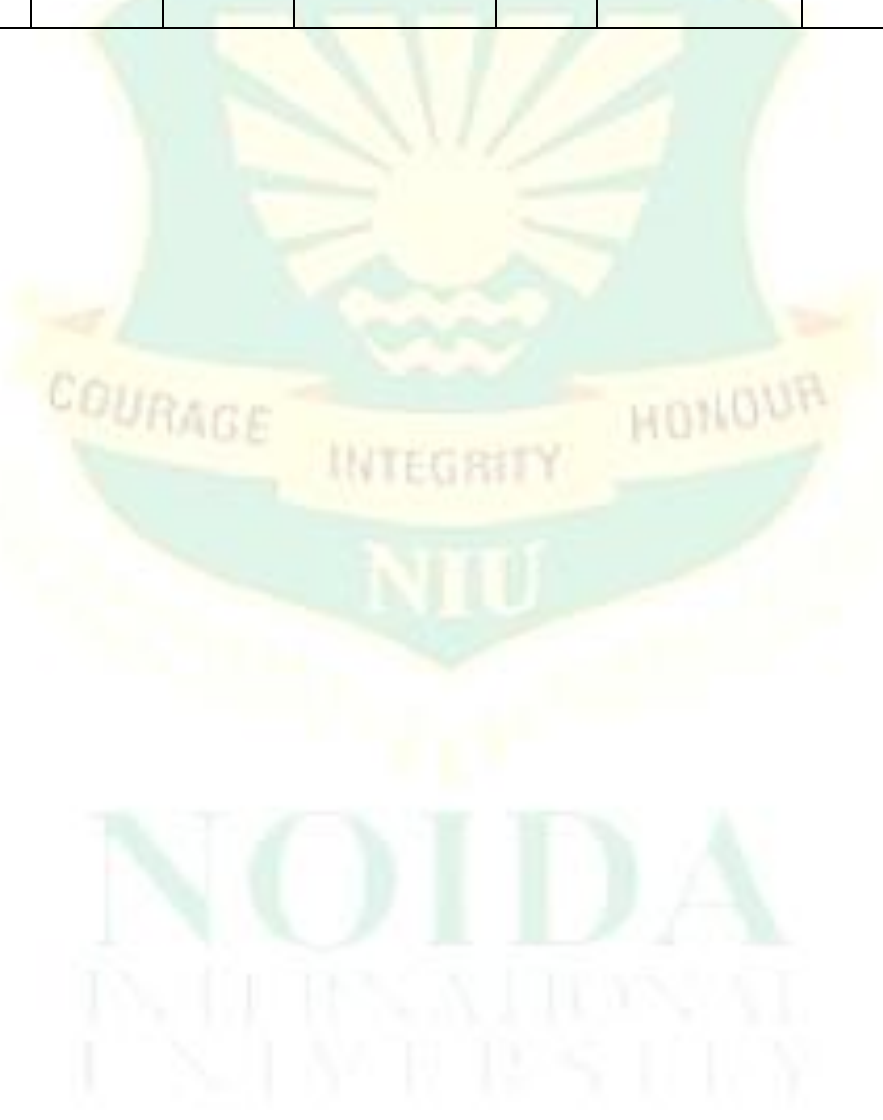
- Learn characteristics of radio as a mass communication medium.
- Use the radio formats and its Production
- Know the radio equipments; radio editing, sound effects etc.

Suggested Readings/Prescribed Text

- Radio and TV Journalism- Jan R Hakemulder, PP Singh, Fay AC DE Jonge
- Audio in media- Stanley R. Alten
- Radio production – Robert McLeish
- Handbook of Journalism and Mass Communications-Vir Bala Aggarwal & V.S. Gupta
- Radio and TV Journalism – K.M. Srivastava

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Integrated Marketing Communication

Course Code: MJM208

Credits – 03

Course Objective:

- Understanding of how the communication component plays a vital role in the conceptualization, development and ultimate success of a marketing campaign by describing and critically evaluating previous campaigns and applying theories to concrete cases
- To develop knowledge of how the overall strategy powerfully orients the tactics used throughout a given campaign

Instructional plan

Module	Content
Module I	Origin and evolution of Integrated marketing Communication. Concept and principles of marketing Marketing mix Concept of direct marketing, Concept of Online marketing or e commerce Segmentation, targeting and positioning Developing marketing Strategy: SWOT analysis, Strategic Planning Process
Module II	Campaign Planning for Media. Media Planning: Steps Identifying media vehicles, Target audience analysis, Selecting media vehicles, Media reach, preparing media budget, allocation of media budget. Advertising Campaigns and strategy analysis
Module III	Branding Fundamentals, Brand Planning, Brand Communication Brand positioning.
Module IV	Elements of IMC- Advertising, Sales Promotion, Personal Selling, Public Relations, Publicity, New trends in IMC.

Course Learning Outcomes: After completion of this course:-

- Student will be able to understand the dynamics of marketing industry.
- Student will be able to design a campaign.
- Students will be able to learn how branding is done.

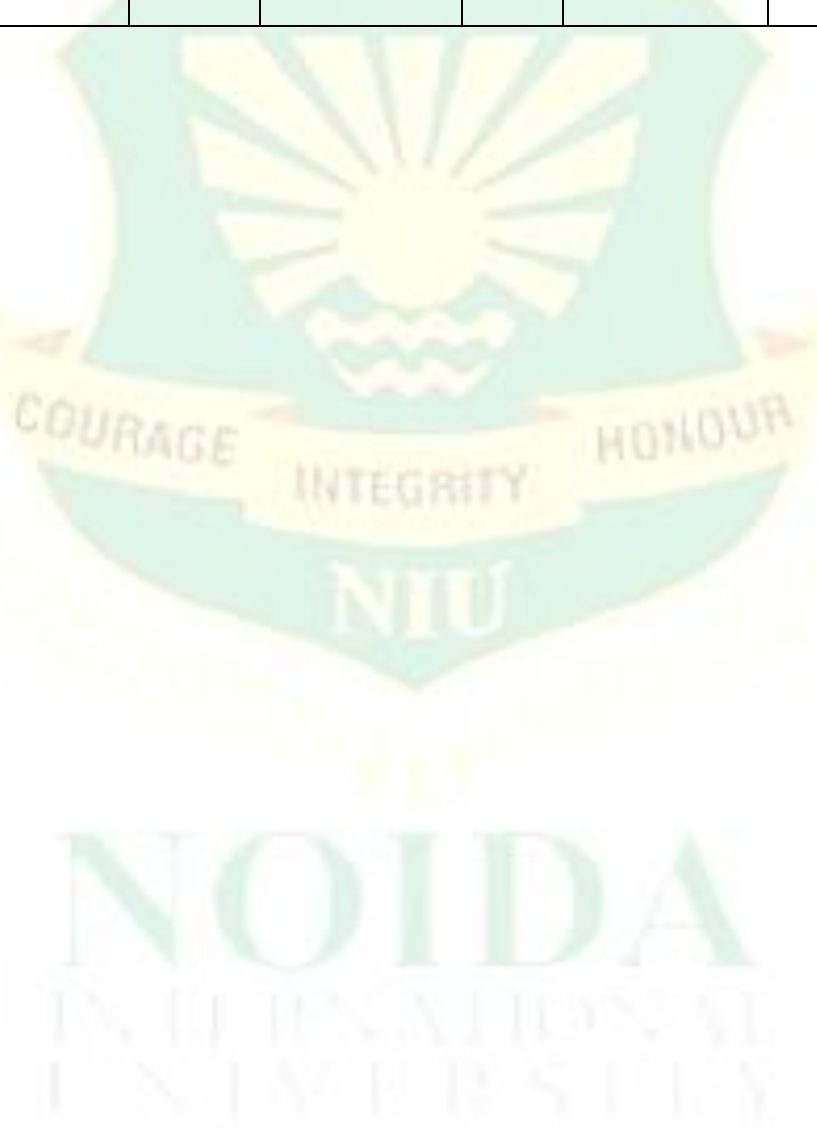
Suggested Readings/Prescribed Text

- Advertising and IMC :Shah Kruti
- Advertising principles and practices: Wells William d.
- Media planning and buying: Menon Arpita
- Public relations: Moore H. Fezier
- Media organization and management: Shamsi N. Afaque

- Advertising management: Jethwaney J.

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Integrated Marketing Communication Practical

Course Code: MJM209

Credits – 02

Course Objective:

- To introduce students to the principle and basic concept of marketing communication process in a streamlined integrated marketing strategy.
- To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.
- To analyze and evaluate the fast-changing field of advertising and promotion which affects global marketing, society and economy.
- To develop positive communication skills by extending the marketing communication approaches and techniques into effective marketing strategy and programs which are necessary to communicating to target audiences.

Instructional plan

Module	Content
Module I	Product Selling Exercises Market Pitching Exercises
Module II	Product Proposal Group Campaign Planning Social Media Product
Module III	Brand planning Brand Idea and Brand promotion
Module IV	Exercises Advertisement Personal selling Sales Promotion Public Relations

Course Learning Outcomes: After completion of this course:-

- Student will be able to understand the Product Selling Exercises
- Student will be able to design a advertising plan.
- Students will be able to learn how branding is done.

Suggested Readings/Prescribed Text

- Advertising and IMC :Shah Kruti
- Advertising principles and practices: Wells William d.
- Media planning and buying: Menon Arpita
- Public relations: Moore H. Fezier
- Media organization and management: Shamsi N. Afaque
- Advertising management: Jethwaney J.

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



TV Production: Concept & Practices

Course Code: MJM210

Credits - 02

Objective of the course:

- To create awareness and conceptual understanding about TV production
- To create a sense of directorial techniques in TV production
- course will provide an opportunity for you to create a variety of video productions, allowing you to express personal creativity while developing the ability to conceptualize story ideas and effectively translate these ideas into video productions.

Instructional plan

Module	Content
Module I	TV/Video as medium of communication , Characteristics of television, Formats of television programme, Key equipments involved in TV production , Key personnel involved in TV production
Module II	Pre production – idea, outline, research, screenplay, script, storyboard, breakdown of the script, proposal writing, budget, floor plans ; Production – single camera techniques, multi camera techniques
Module III	Post production – editing, dubbing, voiceover, music and sound mixing ;
Module IV	Developments in TV production technology, Future of TV production; Submission of a project

Course Learning Outcomes: At the completion of the course the students will be able to;

- learn about various process involved in TV production
- Understand the Elements and features of TV production technology

Suggested Readings/Prescribed Text

- Television Production Hand Book - Herbert Zettle
- Television Studio. - Gerald Millerson.
- Television Production.- Allen Wurtzel.
- Digital Video Camera Work.-Peter Ward.
- Television Production Technique.- Gerald Millerson

- Basic Beta cam Camera Work- Peter Ward.
Sight Sound Motion- Herbert Zettle

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



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TV Production: Concept & Practices Practical

Course Code: MJM211

Credits - 02

Course Objective: The course intends to make students understands the intricacies of TV programing, equipment handling and video editing.

Instructional plan

Module	Content
Module I	Television programmes- Programme production- Single camera production- Multi camera production- News and sports. - Production and Technical Personals - Duties and Responsibilities - Programme schedule and Implementation
Module II	Equipment handling techniques - Camera controls and operation - Lighting Instruments and Lighting Techniques - Audio controls and operation - Video recorder controls and operation.
Module III	Video editing systems - Special effects and transitions - Applying sound effects and sound tracks - Completing a Programme - Capsuling
Module IV	Final Production

Course Learning Outcome: At the completion of the course the students will be able to;

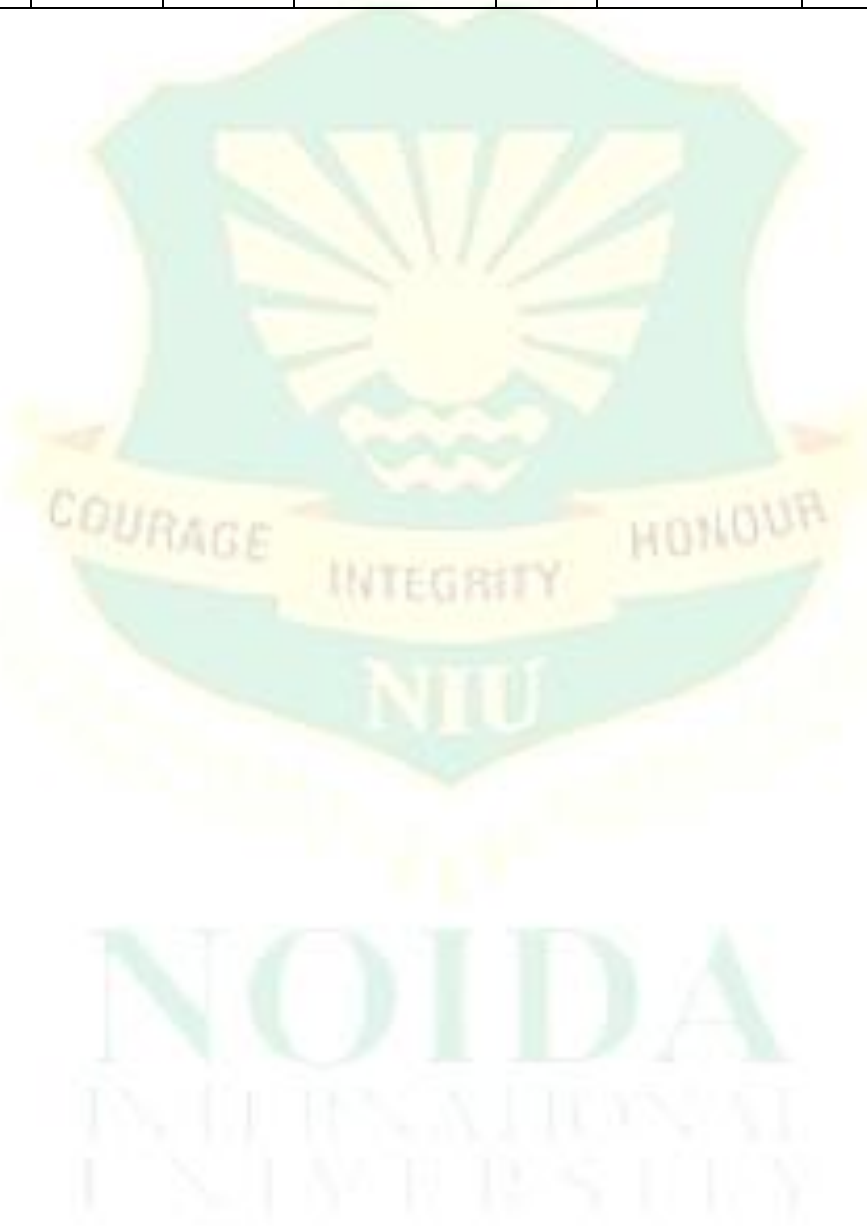
- learn about the Use & Mixing of Sound, Audio Effects, Music, Voice Modulations
- Understand the Elements Feature-Documentaries, Software Knowledge.

Suggested Readings/Prescribed Text

- Television Production Hand Book - Herbert Zettle
- Television Studio. - Gerald Millerson.
- Television Production.- Allen Wurtzel.
- Digital Video Camera Work.-Peter Ward.
- Television Production Technique.- Gerald Millerson
- Basic Beta cam Camera Work- Peter Ward.
- Sight Sound Motion- Herbert Zettle

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Media Laws & Ethics

Course Code: MJM212

Credits - 03

Objective of the course:

- To create awareness and conceptual understanding of Media Laws
- To create a sense of responsibility towards society for a journalist

Instructional plan

Module	Content
Module I	History of press laws in India: Contempt of Courts Act 1971- civil and criminal law of defamation- relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act 1923, vis-a-vis Right to Information- Press and registration of Books Act 1867. Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955;- Cinematograph Act,1953; Prasar Bharti Act; WTO agreement and intellectual property right litigation
Module II	Cable TV regulation act 1995 with amendments Law regarding internet use , Cyber transgressions Cinematography act and film censorship Official secret`s Act Press Commission of India 1st & 2nd. Laws of Libel & Defamation in India- case studies Media ethics and its scope Ombudsman
Module III	Editor's guild and other regulatory Press Council of India and its scope and functions Accountability and independence of Media. Press as fourth pillar of democracy
Module IV	Media Ethics: Self-regulation vs legislation. Sensational and yellow journalism, bias, coloured reports, 'paid' news.

	Codes of conduct for journalists. Codes for radio, television, advertising and public relations.
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Course Learning Outcome: At the completion of the course the students will be able to;

- Understand the duties of a journalist
- Know the function of different press organizations
- Understand the laws that govern the field of journalism

Suggested Readings/Prescribed Text

1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
2. Media Credibility by Aggarwal, S.K.
3. Mass Media: Laws and Regulations by Rayudu, C.S.
4. History of Press, Press Laws and Communication by Ahuja, B.N.
5. Press and Pressure by Mankakar, D.R.
6. Freedom and Fraud of the Press by Ghosh, Kekar
7. Press and Press Laws in India by Ghosh, Hemendra Prasad
8. Media Ethics and Laws by Jan R. Hakeculdar

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100

Intercultural Issues & Current Affairs

Course Code: MJM301

Credits – 03

Course Objective:

- Compare and contrast communication styles between cultures
- Recognize signs of stereotyping, and describe the effect it may have on communication competence

Instructional plan

Module	Content
Module I	Definition, concept and scope - Relationship between culture and communication - Basic understanding of culture as a social institution - value systems - Inter-Cultural communication - Modern mass media as vehicles of intercultural communication
Module II	- Barriers in inter-cultural communication (Reference to Religious, political and economic pressures, inter-cultural conflicts and communication) - Impact of new technology on culture - Globalization effects on culture and communication - Mass media as a culture manufacturing industry - Culture, communication and folk media
Module III	Current Affairs
Module IV	Current Affairs

Course Learning Outcomes: After the completion of this Course: -

- Students will understand how Intercultural Communication happens.
- They will be able to understand the different issues that arise internationally.
- They will study the various current affairs

Suggested Readings/Prescribed Text

- Martin, J.N. & Nakayama, T.K., (2012), Intercultural communication in contexts (Sixth Edition). Chennai, India: McGraw-Hill Education
- Martin, J.N., Nakayama, T.K., Flores Lisa, (2002), Readings in Intercultural Communication. Experiences and contexts. Chennai, India: McGraw-Hill Education

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



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TV Production Technology

Course Code: MJM302

Credits – 04

Course objective:

- Familiarize the students with the process of television news and make them understand the working of a television news organization.
- Aware of the basic attributes and skills needed to pursue a journalistic path and different types of reporting undertaken in electronic media.
- Specialize in news script writing for television.

Module	Description	Exercise/Practice
Module I	<ul style="list-style-type: none"> ➤ Basic Knowledge of video camera setting ➤ Focal length and Angle of view ➤ Aperture, Sutter Speed, Gain ➤ Lenses ➤ Supporting equipments of Camera (MOUNTS) ➤ Different types of shots and Camera angles, Camera movement. ➤ Depth of Filed ,Deep Focus, Shallow Focus, Racking focus(shift Focus) ➤ Shooting formats(PAL, SECAM, NTSC) ➤ Aspect Ratio 	<p>Students will practice on camera operate.</p> <p>Assignment- Submit a video using different shots, angles and movements</p>
Module II	<ul style="list-style-type: none"> ➤ HD and SD formats ➤ Magnetic tapes(low band, HI band, betacam, Digibeta, DVcam, DVC pro) ➤ Memory cards (SD, Flash) ➤ Basics of Sound(Recording Audio with HD Video Camera) ➤ Types of microphones ➤ Positioning of microphones, ➤ Importance of Audio while shooting, Common audio problems ➤ Cut away & Cut in shots ➤ Film continuity -Line of Axis (180 degree rule) ➤ Anticipate editing 	<p>Students will practice all Module II .</p> <p>Assignment- Create a video with apply continuity (180-degree rule).</p>

	<ul style="list-style-type: none"> ➤ In-camera editing ➤ Working with Chroma-Green/Blue Screen 	
Module III	<ul style="list-style-type: none"> ➤ Importance of Lighting ➤ Basic lighting technique(Three & Four point lighting) ➤ Studio lighting (High-Key lighting & Low Key) ➤ Light cutting (cut light, source light, etc.) Diffusers, Reflectors, Cutters & Gels, Bouncing light ➤ Basic Discussion of Production Planning 	Students will practice on lighting .
Module IV	<p>Linear & Non-linear editing Ingest and digitize Basic FCP (Final Cut Pro) Tools of Editing Basic Transitions (cut, dissolve, fade, wipe) Sequencing shots Graphics, text Concept of montage Continuity vs. non continuity</p>	<p>Students will practice the transfer and organizing the footage on timeline. Exercise on rendering, color correction, titling and exporting on the timeline.</p> <p>Final Assignment - Students will submit a short film, documentary, News package, interview based programme with using professional techniques of non-linear editing. (only one Film)</p>

Course Learning Outcome: After completion of the course, student would be able to-

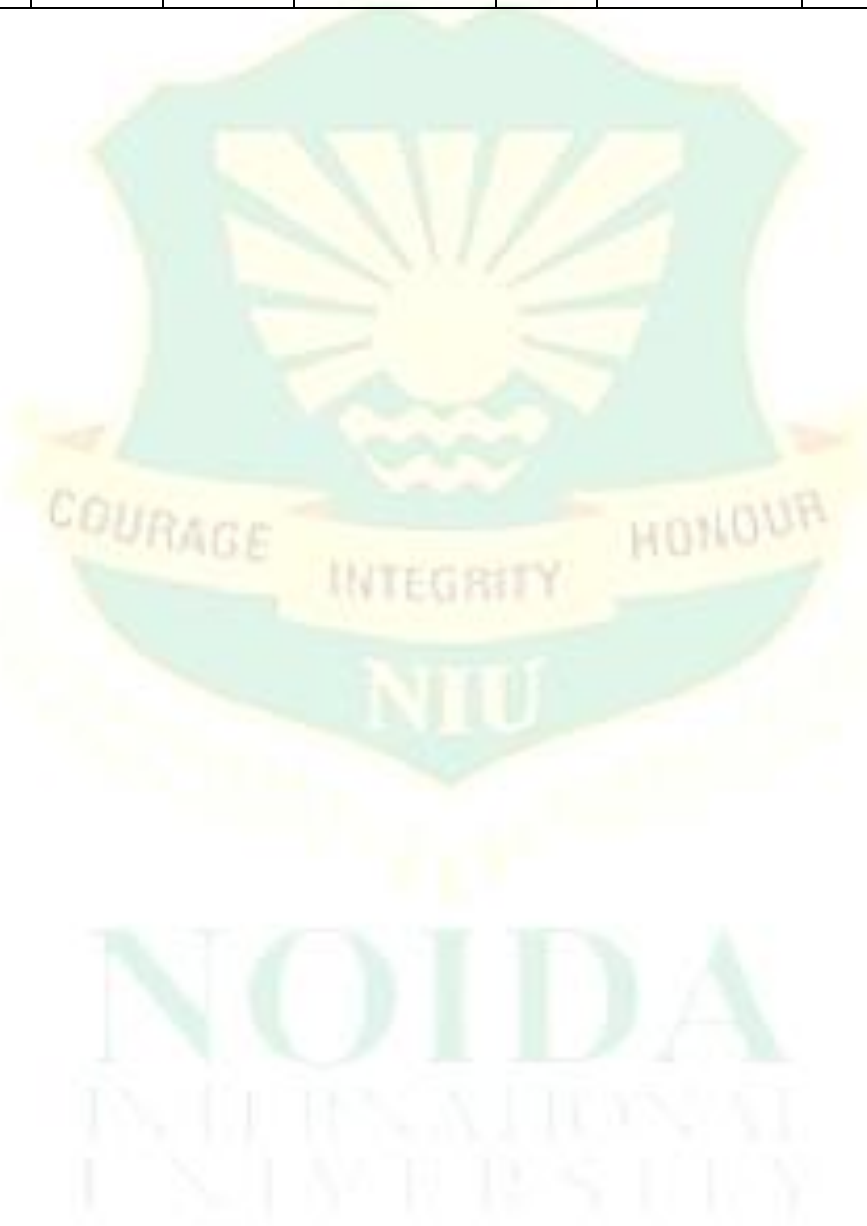
- Operate HD video cameras.
- Use lights according to the production needs.
- Basic operations of NLE
- Using timeline editing, project set-up, media management and editing techniques.

Suggested Readings/Prescribed Text

- Alkin Glynn. TV Sound Operations 1975
- Cheshire David. The Video Manual, Mitchell Beazley Artists House, 1982
- Millerson Gerald. Video Camera Techniques, Focal press
- Digital Nonlinear Editing: Editing Film and Video on the Desktop
- [Editing Digital Video: The Complete Creative and Technical Guide \(Digital Video and Audio\)](#) by Robert M. Goodman and Patrick

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Development Communication

Course Code: MJM303

Credits - 03

Course Objective:

- Demonstrate an understanding of the theory and history of the role of communication in development.
- Critically assess the strategic use of communication and media tools in development goals
- Apply strategies of communicating social change on various development issues from a local, national, and global perspective

Instructional Plan

Module	Content
Module I	The concept of development: a review of changing perceptions; Perspectives on development communication; Basic indicators of development; Characteristics of underdeveloped societies; Obstacles to development. Sustainable development.
Module II	Communication and Development: Major theories and models Development support communication: process and impact. Early communication approaches; The dominant paradigm, alternative paradigms for development.
Module III	Mass media for development; Development communication process; Message design; Strategies of persuasion Use of new media for development. Rural development; Problems and solutions; Participatory communication; Communication Support to community development; Interactivity and demassification; Development of cooperatives; Role of extension workers; Use of folk media for diffusion of innovation.
Module IV	Communication policy and development; Development news in the media; Multimedia campaigns, Case studies of communication campaigns.

Course Learning Outcome: The student will have an understanding of the various aspects of our society, its place in the world, its major development issues and how communication can help. Adequate assignment will be given to help the student to develop a deeper understanding.

Suggested Readings/Prescribed Text

- Wilbur Schramm, (1964), Mass media and National Development Stanford, Stanford Univ. Press, Twelve Edition

- Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press, Fifteen Edition
- Daniel Lerner, (1958), The Passing of Traditional society Glencoe, Free Press, Seventh Edition
- Bella Mody, Handbook of International and Intercultural Communication, Second Edition

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



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Development Communication Practical

Course Code: MJM304

Credits - 03

Course Objective: The objective of this paper is to illuminate the linkages between development and communication. It discusses the different perspectives on development, specific national development issues and programs and the role of communication and media in it. It will help students understand the use of media for development.

Instructional Plan

Module	Content
Module I	Production of Radio Spots, Jingles, Interviews on different aspects of development communication.
Module II	Production of Montages, documentary, Interviews on different aspects of development communication.
Module III	Preparation of Posters, banners etc and awareness related material for development communication.
Module IV	Multimedia campaigns, Case study presentation of communication campaigns.

Course Learning Outcomes: After the completion of the course:

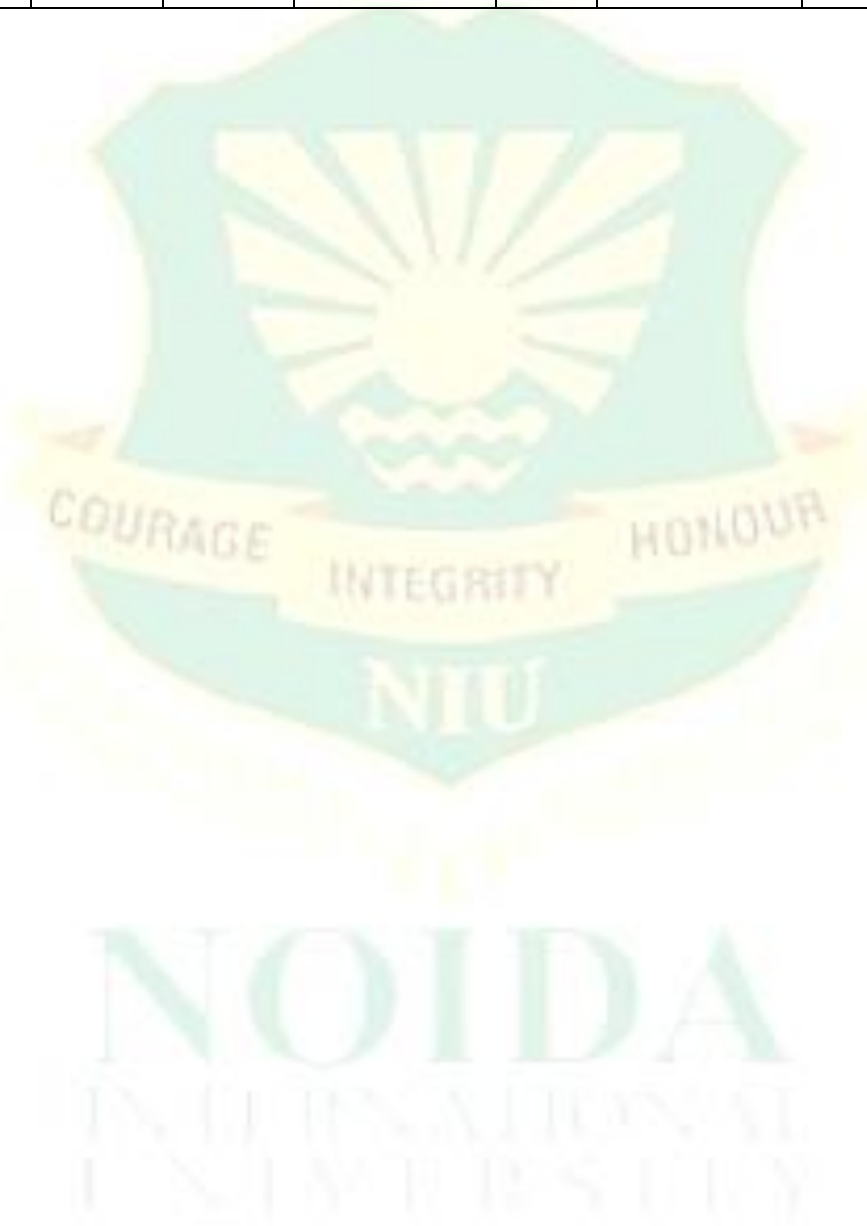
- The student will be able to make programs in radio and TV.
- The student will be able to make assignments implementation of promotion and propagation techniques

Suggested Readings/Prescribed Text

- Wilbur Schramm, (1964), Mass media and National Development Stanford, Stanford Univ. Press, Twelve Edition
- Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press, Fifteen Edition
- Daniel Lerner, (1958), The Passing of Traditional society Glencoe, Free Press, Seventh Edition
- Bella Mody, Handbook of International and Intercultural Communication, Second Edition

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



New Media Technology Practical

Course Code: MJM305

Credits – 03

Course objective: This paper introduces students to new media and its theoretical and implication part. A number of new communication technology areas such as computer-mediated communication, social networks, blogs, and online journalism will also be explored.

Instructional Plan

Module	Content
Module I	Process of creating a website Chat support on website Blog creation on website Types of blogs
Module II	Video blog E-newsletter Podcast Types of Podcast
Module III	Social Media Management YouTube Integration Live streaming Promoting Blog
Module IV	Multimedia Production for websites Links on websites Creating Online Communities Promotion on Social sites

Course Learning Outcomes: After the completion of the course:

- Students will be able to do production for New Media
- Students will learn to create content for New Media

Suggested Readings/Prescribed Text

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. —What is New Media?! In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of

- Borderless World. Oxford University Press US.
- O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
- Grossman, —Iran Protests: Twitter, the Medium of the Movement
- Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100

COURAGE INTEGRITY HONOUR

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Communication Research Methods

Course Code: MJM306

Credits -03

Course objective: It help students understand the importance of research in media studies. It discusses various approaches, data collection techniques, statistical tools, and data analysis methods used in communication research. The course also provides the necessary knowledge base required for budding communication researchers and prepares them to pursue research in their chosen areas.

Module	Content
Module I	Definition and Elements of Research Research methods and Approaches in Social Sciences. Mass media research and Importance of communication research – Indian scenario.
Module II	Research Process: Formulation of research problem, review of literature, hypothesis, research design
Module III	Qualitative and Quantitative Research Methods: Ethnography, Symbolic Interactionism, Policy and archival research. Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis. Tools of Data Collection Primary & Secondary
Module IV	Data Analysis and Report writing – data analysis techniques – coding and tabulation – non– statistical methods – descriptive – historical – statistical analysis – univariate, bi-variate, multi – variate tests of significance — central tendency –preparation of research reports/project reports/dissertations, Referencing and Citation Style. Ethical perspectives of mass media research.

Course Learning Outcomes: After completion of this course:-

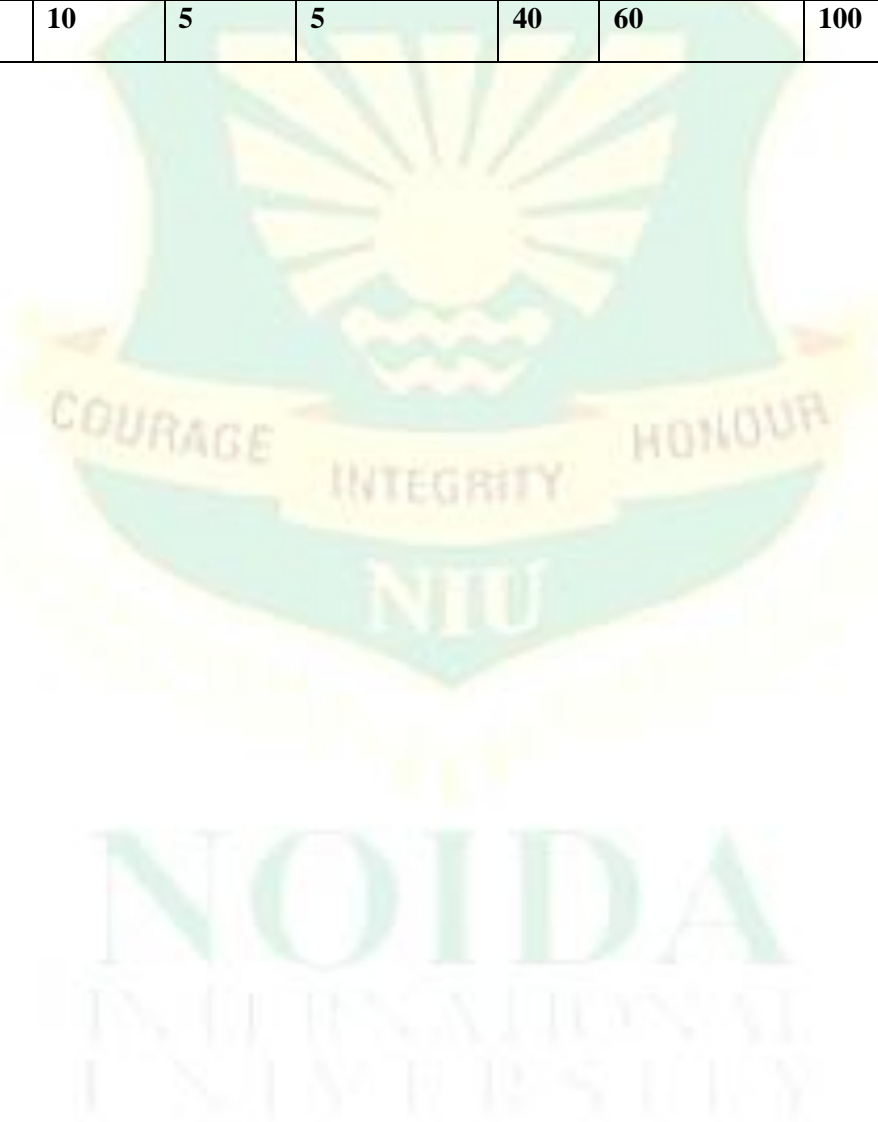
- The students will able to learn different theories related to communication research
- The students will able to learn research methodologies of communication research

Suggested Readings/Prescribed Text

- Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies. Routledge.
- Wimmer and Domnick,(2011)Mass Media ‘Research: An Introduction, 10th edition. Boston: Wadsworth.
- Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press.

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Communication Research Methods Practical

Course Code: MJM307

Credits – 02

Course objective: The course intends to bring out the writing and research capabilities of the students.

Module	Content
Module I	Report writing
Module II	Formulation of a Research topic
Module III	Writing Research Papers covering data collection tools and sources.
Module IV	Project Report

Course Learning Outcomes: After completion of this course:-

- The students will able to learn how to write reports
- The students will able to learn to research on any given topic
- They will learn to learn to basic research papers

Suggested Readings/Prescribed Text

- Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies. Routledge.
- Wimmer and Domnick, (2011) Mass Media 'Research: An Introduction, 10th edition. Boston: Wadsworth.
- Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press.

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100

Corporate Communication

Course Code: MJM308

Credits - 03

Course objective:

- The course focuses on the roles and responsibilities of the corporate communication function with all of the company's stakeholders.
- The course will examine the strategic communication demands placed on the corporation by a variety of stakeholders: employees, customers, shareholders, the local community, and society at large represented by the media.
- Managing relationships with stakeholders and building the image of the organization through communications on an ongoing basis is the primary agenda of a Corporate Communications function.

Instructional plan

Module	Content
Module I	Corporate communication: Advent, role, Communication Hierarchy. Levels of management. strategic importance - Corporate culture, corporate philosophy, corporate citizenship - Skills and talents of a corporate communicator - Building a distinct corporate identity
Module II	Making presentations, preparing for meetings, writing speeches, Group discussions, Holding seminars and conferences, Corporate etiquettes, Client servicing, TPAs, Role of competitors.
Module III	Corporate goals- Mission & Vision, Strategy formulation, Selection of media for corporate communication - Proactive and reactive media relations - Ethical aspects in media relations.
Module IV	Corporate Communication: concepts, evolution Corporate Identity, Corporate Image and Reputation Management, Managing relationship with suppliers and distributors

Course Learning Outcomes: After completion of this course:-

- Student will be able to understand the dynamics of corporate organisation.
- Student will be able to work in a corporate sector.
- Students will be able to learn and understand corporate communication.


Suggested Readings/Prescribed Text

- Corporate Communication Paul A. Argenti
- How to Have Confidence and Power in Dealing with People Paperback – Leslie T. Giblin

- Public relations: Moore H. Fezier
- Media organization and management: Shamsi N. Afaque
- Advertising Management by Jaishree Jethwani

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



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Corporate Communication Practical

Course Code: MJM309

Credits – 02

Course objective: This course enables students to fully understand the internal mechanisms needed for business communication and how to deal with different types of communication/writing skills necessary for successfully analysing and carrying out organizational processes.

Instructional plan

Module	Content
Module I	Corporate Communication Speech drills. Mock exercises Dummy meetings, Interviews
Module II	Corporate etiquettes Meeting ideals. Confidence building and Speaking exercises
Module III	Presentation Styles Verbal and Visual
Module IV	Dealing with:- Investors Suppliers Consumers

Course Learning Outcomes: After completion of this course:-

- Students recognize and respond to the communication expectations of various corporate stakeholders.
- Students will be able to create and implement a strategic corporate communications plan.
- Students will learn to utilize a variety of communication tools and techniques.
- Students will apply the learning into a real workplace situation for image building of the organization during normal and crisis situations.

Suggested Readings/Prescribed Text

- Cornelissen, J.P “Corporate Communications” 4th edition Sage Publication 2014
- Clarke.L Caywood “The Handbook of Strategic Public Relations and Integrated Communications”, Mcgrew-Hill 1997

- Dr. Joseph Parackal PRAs Persons In Relation: A Personalistic Approach to the Study and Practice of Public Relations. eBooks2go.2016

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100



Film Appreciation

Course Code: MJM401

Credits - 03

Course objective:

- To provide outlook on various genres of films and film appreciation
- To understand the various aspects of Film Appreciation.
- To study the film by previewing movies with different aspects and scenarios.
- To understand the pattern and style of various Film Makers

Instructional plan

Module	Content
Module I	Appreciation, Criticism and Definitions. Collecting and analyzing different types of films and its reviews
Module II	Technical elements in film making like Shot, scene and sequence. Camera movements and subject movements. Lighting. Setting. Sound. Understand the techniques like montage and mise-en-scene. Deep focus, jump cut, etc.
Module III	Study the audience manners. Conducting surveys and Collect data about major studios and distribution network.
Module IV	Watch and evaluate classic films made from different cultures around the world.

Course Learning Outcome: The students will able to learn to:

- Understanding basic terminologies of Film Appreciation.
- Understand the basic elements of Film Appreciation.
- Understand various aspects of Film Appreciation.
- Interpret the types of movies, Genres, Direction, Cinematography, Lighting, Music and various editing styles.
- Able to discuss prominent pattern and style of various Film Makers.

Suggested Readings/Prescribed Text

- Bolas, Terry.(2013) Screen Education: From Film Appreciation to Media Studies. University of Chicago Press.
- Bone, Jan. and Johnson, Ron.(2001) Understanding the Film: An Introduction to Film Appreciation. NTC Publishing Group.
- Doraiswamy, Rashmi. and Padgaonkar, Latika. (2011)Asian Film Journeys: Selection from Cinemaya. Wisdom Tree Publishers.

- e-Resource: • <https://www.filmsinreview.com/>
- <http://filmmakersfans.com/famous-bollywood-hindi-scripts-download/>
- <https://www.filmcompanion.in/category/fc-pro/scripts/>
- <https://www.makeuseof.com/tag/guides-understand-movies-appreciate-films/>
- <https://www.rottentomatoes.com/>

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100

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Portfolio Management

Course Code: MJM402

Credits – 03

Course objective: The course will make the student prepare for their introduction to the industry.

Course

In this unit, students will learn how to create a digital portfolio that will be used throughout the school year and for end of term assessment work, college applications and/or scholarships. This enables students to examine their creative process and reflect on their work. This also provides students with adequate experience in presenting and articulating his/her work in a professional manner to experts in the field.

Course Learning Outcome: After the completion of the course the students will be able to prepare their portfolio.

ASSESSMENT SCHEME

Internal Assessment					External Assessment	Total
Mid Sem.	Major Project	Minor Project	Attendance	Total	End Semester	Internal+ External
20	10	5	5	40	60	100

Specialization

Course Code: MJM403 (Print Media)

Credits - 06

Course Code: MJM404 (Electronic Media)

Course Code: MJM405 (New Media)

Course Code: MJM406 (Advertising)

Course Code: MJM407 (Radio)

Objective of the course:

1. To motivate the students to do a quality research based study on the selected topic
2. To encourage the students to take up the production of documentary or short fiction

Dissertation/Production:

The students can take up any of the following assignments as part of this paper.

- Dissertation: Students can take up research on a selected topic, by using the research methodology, under supervision of a faculty member.
- Production: Students can produce documentaries/ short fiction films as group work, with the approval and under supervision of a faculty member.

Dissertation:

- Selecting the Topic: Students are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology.
- Writing the report: Students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

Production:

The students can produce in group any of the following work.

- Documentary: A group can produce a documentary on a topic of social relevance approved by the concerned faculty. The duration of the documentary should be 10 minutes.
- Short Film: A group can decide to produce a short fiction film with the prior approval of the concerned faculty member. The duration of the short film should be 5 minutes.

ASSESSMENT SCHEME

External Assessment	Total
	External
100	100