

NOIDA INTERNATIONAL UNIVERSITY



BACHELORS OF ARTS IN JOURNALISM & MASS COMMUNICATION

SCHOOL OF JOURNALISM & MASS COMMUNICATION Program Structure & Syllabus (2022-2025)

<u>Program Structure BAJMC 2022 onwards</u>			
Year	Sem.	Paper Name	Credit
1	I	Basics of Mass Communication and Journalism	4
		Computer for Mass Media	2
		Understanding Media	4
		Photo Journalism	2
		Hindi/English	4
		Constitution of India	2
		Basic Photography skills - SJMC	3
		Universal Human Values - SLA	2
	II	Reporting and Editing	4
		Media Related Software	2
		India Social System	4
		Writing for media-print	2
		Hindi/English	4
		Environmental Studies	2
		Advanced Photography skills SJMC	3
		Communication Skills SLA	2
2	III	Advertising and Public Relations	4
		Graphics and Design for Advertising	2
		Radio Production	4
		Writing for Media-Radio	2
		Digital Marketing	4
		Specialized Reporting	2
		Basic Content Writing Skills - SJMC	3
		Professional Skills	2
	IV	Media Law and Ethics	4
		Print Media Production	2
		Audio Visual Production-1	4
		News Paper Production	3
		Writing for Media-Audio Visual	2
		Economic Issue and Current affairs	4
		Advanced Content Writing Skills-SJMC	3
		Leadership Skills	2
3	V	Communication Research	4
		New Media Technology	4
		Content Production for New Media	2
		Corporate Communication	4
		Audio Visual Production-2	4
		Industrial Training Report	3
		Problem Solving and decision making	2
	VI	Media Management	4
		Development Communication	4
		Audio-Visual Production	2
		Profile Study	3
		Entrepreneurship Development and Startup Management	4
		Event Management	4
		Communication skills and PD	2

Basics of Mass Communication and Journalism

Programme/Class: Certificate	Year: First	Semester: First
Subject: Journalism		
	Course Title: Basics of Mass Communication and Journalism	
Course outcomes: The student at the completion of the course will be able to: <ul style="list-style-type: none">● Prepare the students to understand physiology based courses● Students will get familiar with different types of Communication and Journalism.● Acquaint students with practical knowledge of Media related Computer softwares● Explain the need and importance of studying Communication across lifespan● Identify the factors affecting Journalism.		
Credits: 4	Core Compulsory	
Max. Marks: 100(60+40)	Min. Passing Marks: 40%	
Total No. of Lectures 60-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Units	Topic	No of Lectures
Part- A: COMMUNICATION		
I	Communication: Meaning and Definition and Nature, Elements, Process, Functions, Types, 7Cs of communication. Communication Games for Ice Breaking	12
II	Indian concepts of communication, Communication in Puranas and other Mythological Books, Narad as a Communicator, Dialogue with Nature, Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model	12
III	Communication Models: Berlo’s Model of SMCR, Osgood model of communication, Laswell model of communication, Shanon-Weaver Model, Schramm Model, Communication flows: one step, two step, multi-step. Barriers in communication Theories of Mass Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory, Four Press Theory, Diffusion of Innovation and other Relevant Theories of Communication	14
Part -B :JOURNALISM		
IV	Journalism: Meaning, Definition and Function of Communication Journalism Education in India Journalism as a Profession, Types of Journalism Origin and Development of Media: Newspaper, Radio, Television and Digital Media Pioneer Journalist of India	12
V	Duties and responsibilities of a journalist. Values and Ethics of Journalism Press Council of India, Prasar Bharati Board, RNI, Committees for Journalism	10
Suggested Readings:		

- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London.
- Wadsworth Julia T , Wood, Communication Mosaics: An Introduction to the Field of Communication. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989
- Wilbur Schram, Mass Communication, Sage Publication, New Delhi
- Uma Narula, Mass Communication Theory & Practice, Hiranand Publication, New Delhi.
- V.S. Gupta & VirBala Aggarwal, HandBook of Journalism & Mass Communications, Concept Publishers, New Delhi.
- Marshall McLuhan, Understanding Media, Sage Publication.
- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (NewEd.).
- 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 Mass Communication, Oxford & IBH Publishing Company, New Delhi

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material Svayam Portal

This course can be opted as an elective by the students of following subjects: Open for all
The eligibility for this paper is 10+2 with any subject

Suggested Continuous Evaluation Methods:

- Seminar/ Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions

Attendance

Course prerequisites: The eligibility for this paper is 10+2 with any subject

Further Suggestions:

It widens the scope for students to join Government and Non-Government organizations, upskilling the people at different levels.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to work as a reporter, Handling Media related software

Photo Journalism Practical

Programme /Class: Certificate	Year: First	Semester: First
Subject: Photo Journalism Practical		
	Course Title: Photo Journalism Practical	
Course Objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits: 2		Core Course
Max. Marks: 100(60+40)		Min. Passing Marks:
Total No. of Practical (in hours per week): L-P: 0-0-4		
Unit	Topics	No. of Lectures
I	Introduction to Photography & Camera <ul style="list-style-type: none">• Concept of Photography• History of Photography• Working of Camera• Understanding various types of Cameras & its Parts (Including pinhole, compact camera, Polaroid Camera, T.L.R, S.L.R D.S.L.R camera)• Exposure Triangle (Aperture, Shutter, ISO)• White Balance, Focus• Types of shots & Angle• Image Sensors: CCD and CMOS	10
II	<ul style="list-style-type: none">• Photojournalism: Introduction• History of photojournalism• Elements of Photojournalism• Role of Photo Journalists, Communicating with the desk, Sources of news for photojournalists.• Principles and ethics related to photojournalism.• Nature & landscapes Photography for media.• Portrait,• Wildlife, Social, Disaster• Types of news stories	10
III	<ul style="list-style-type: none">• Different type of photography - (Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime, photo features, photo stories and photo essays, sports, portrait, art and culture, environment, and industry aerial, candid, fashion, food, environmental,• Photography for entertainment industry- TV serials and films• Caption writing• Photo features for newspapers and magazines• Photography for advertising- photo shoots for print ads.	14

IV	Camera Techniques: <ul style="list-style-type: none"> • Lenses & its type (Prime, Zoom, Wide Angle, Normal, Fish eye, etc) • Composition & Lights: • Formats of a digital image • Focal length, field of view and depth of field • Rule of Thirds • Balancing Elements, Symmetry and Patterns • Viewpoint, Depth, Framing, Nose Room. • Lighting control (source, Flash) • One, two & three point lighting & its • Bounce Lighting, Hard and soft lighting, Direct light, diffused light 	14
V	Photo Editing <ul style="list-style-type: none"> • Photoshop basics & Mobile Apps • Overview of software- Image size and resolution • Tools (Selections tools, move tools Painting tools: Intro, paint bucket, Gradient pattern • Pen Tools, Eraser tools, etc. tools, Layer palette • The tax type tool, Blending option (Layer Style) • Colour correction. • Final Project - Select one specific areas/subjects (for example: child labour, old age, traffic hazards, seasons etc.) compile a collection of 12-15 news photographs. For each photograph write a background note of 150-300 words explaining the preparation/research, legwork, photography technique, and editing techniques used. • Submitted hardcopies 	12
Suggested Readings: <ol style="list-style-type: none"> 1) The Darkroom Cookbook; Anchell, Stephen G. 2) Practical photography; Freeman, John 3) Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson 4) Fred Ritchin , Bending the frame 5) John Berger, Ways of Seeing 6) Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better.Oxford University Press. 7. Lewis James. The Active Reporter.Vikas Publication 		
Course Learning Outcome: <ol style="list-style-type: none"> 1. Understand basic concepts related to photography. 2. Handle the exposure triangle in DSLR for different compositions. 3. Click photographs in various types of lighting and design posters, cards, using Photoshop. 4.Understanding critically the basic concepts of photography and photojournalism 5.Mapping historical significance and future of photojournalism 6.Analysing major issues in the field of photojournalism 7.Getting insights about impact of latest technology on photojournalism 		

Understanding Media

Programme/Class: Certificate	Year: First	Semester: First
Subject: Understanding Media		
	Course Title: Understanding Media	
<p>Course Objectives:</p> <p>To develop in students an understanding of media and enable them to appreciate potential and limitation of various media forms.</p> <p>To encourage students to participate in contemporary society as active citizens, through their awareness of the political, social, economic, historical and technological implications of the media.</p> <p>To develop skills to encourage the production of creative media messages.</p> <p>To introduce students to various career opportunities in mass media.</p>		
Credits: 4		Core Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	<p>Introduction</p> <ul style="list-style-type: none">• Mass Media- Means Characteristics• Functions• Role in Society• Print Media - Growth and Variety• Newspapers – Number and Circulation• New Trends in Print Media• New Printing Technologies• Role of the Press	12
II	<p>Characteristics of Radio</p> <ul style="list-style-type: none">• A Medium of the sound• A Medium of the Voice• Microphone – The Link between Speaker and Listeners <p>Characteristics of Television</p> <ul style="list-style-type: none">• An Audio-Visual Medium• Features of other Media• Wide Reach and High Credibility• A Glamour Medium	10
III	<p>Characteristics of Films</p> <ul style="list-style-type: none">• A Mass Medium• Mechanically Reproducible• A Collaborative Medium• An Art Medium• Government’s Role• A Medium for Development• A Medium that Demands People’s Concentration	14

	<ul style="list-style-type: none"> • A Realistic but Expensive Medium 	
IV	Brief history and evolution of the internet <ul style="list-style-type: none"> • Internet as a medium of communication • New media terminologies: websites and portals; cyber space, cyber culture, cyber journalism, digital divide, blogs, blogosphere, vlog, webisodes, webinars, podcasts, etc. • Characteristics of online journalism - Immediacy, interactivity and universality 	10
V	Characteristics of Messages <ul style="list-style-type: none"> • The Concept of Audience:-Media Reach,Media Access, Media Exposure, Media Effects • Duality of Audiences:- Audience Types, Audiences as Markets • Audiences of Various Media:-Multiple Media Usage, Newspaper and Magazine Readership, Radio Listeners, Television Viewers, Film Audiences, Book Readers 	14
Suggested Readings: 24 October 1994 Understanding Media: The Extensions of Man (The MIT Press) Understanding Media Cultures: Social Theory and Mass Communication(SAGE Publications Ltd) 2002		
Course Learning Outcome: <ol style="list-style-type: none"> 1. To develop in students an understanding of the concept and process of communication and to enable them to appreciate the potential and limitations of various communication processes. 2. To familiarize students with various forms of communication in today's Information Society, including nonverbal, interpersonal and mass forms. 3. To develop in students understanding of the mass communication process. 4. To introduce students to different areas of mass communication. 5. To develop an informed and critical understanding of the nature of mass media. 		

Computer for Mass Media

Programme/Class: Certificate	Year: First	Semester: First
Subject: Computer for Mass Media		
	Course Title: Computer for Mass Media	
Course Objectives: <ul style="list-style-type: none">• Students will get familiar with Computer• Acquaint students with practical knowledge of basics of Computer		
Credits: 2		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 0-0-4		
Unit	Topics	No. of Lectures
I	Fundamental of Computer <ul style="list-style-type: none">• History of Computer• Hardware and Software	12
II	COMPUTERS AND THEIR COMPONENTS <ul style="list-style-type: none">• The Input-Output Process• Schematic Representation• Input Devices• Output Devices• Central Process• Software• System Software• Application Software• Classification of Computer	14
III	MS Word <ul style="list-style-type: none">• Interface, Mail Merge, Basics of MS Word• Typing Hindi and English	12
IV	MS Excel and PowerPoint Presentation <ul style="list-style-type: none">• Interface, Operating of MS Excel• Preparing PowerPoint Presentation	12
V	Internet <ul style="list-style-type: none">• History of Internet• Surfing, Content Searching, Finding Authentic• Sources of Content	10
Suggested Readings: <ul style="list-style-type: none">• Sinha, Pradeep and Priti: 2010, Computer Fundamentals, New Delhi, BPB Publications• Rajaraman, V and Adbala, Neeharika: 2015, Computer Fundamentals, New Delhi, PHI, Pvt. Ltd.• Thareja, Reema : 2019, Fundamentals of Computers, Oxford University Press• Faithe, Wampen : 2014, Computing Fundamentals : Introduction to Computer, Willey Eastern• Shrivastava, Niranjana : 2013, Fundamentals of Computers and Information System, New Delhi, Dreamtech Press• Verma,Deepika:2020, The Era of New Media, New Delhi, A. R. Publishing		

Course Learning Outcome:

1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape.
2. Students will be able to: Define the process, uses, principles and advantages of digital photography.
3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.

Communicative Hindi

Programme/Class: Certificate	Year: First	Semester: First
Subject: Communicative Hindi		
	Course Title: Communicative Hindi Theory	
Course objectives: 1. हिंदी भाषा के महत्व की व्यापक समझ हासिल करना। 2. व्याकरण की सामान्य समझ हासिल करना 3. अलग-अलग माध्यमों की भाषा के अंतर को समझना 4. प्रभावशाली आलेख लिखने की प्रक्रिया को समझना		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">हिंदी भाषा: परिचय, महत्व और भविष्य, हिंदी भाषा के अनुप्रयोगवर्तनी, शब्द और वाक्य संरचना, प्रभावी वाक्य रचना	12
II	<ul style="list-style-type: none">अवतरण लेखन, विराम चिन्हों का प्रयोगमुहावरे, पर्यायवाची शब्द, बोलियां, तत्सम शब्द, तद्भव शब्द, देशज शब्द, विदेशज शब्द	12
III	<ul style="list-style-type: none">अखबार की भाषा, रेडियो की भाषा, टीवी की भाषा, विभिन्न माध्यमों की भाषा में समानताएं और अंतर	11
IV	<ul style="list-style-type: none">साहित्य की भाषा और पत्रकारिता की भाषा में अंतर, भाषा पर डिजिटल क्रांति का प्रभाव	12
V	<ul style="list-style-type: none">निबंध लेखन, शीर्षक लेखन, कहानी और कविता लेखनहिंदी साहित्य: संक्षिप्त परिचय, इतिहास, प्रमुख लेखक और कवि	13

Suggested Readings:

1. डॉ. जीएल सुलोचना, डॉ. अनीता गांगुली, सरल व्याकरण और पत्र लेखन, गीता प्रकाशन, हैदराबाद
2. श्री कामता प्रसाद गुरु, हिंदी व्याकरण, ज्ञान प्रकाशन, 2021
3. आचार्य रामचंद्र शुक्ल, हिंदी साहित्य का इतिहास, प्रभात प्रकाशन, दिल्ली, 2021

Course Learning Outcome:

1. छात्र शुद्ध शब्द लिखना सीख सकेंगे
2. छात्र प्रभावी वाक्य लिखना और विराम चिन्हों के सही प्रयोग को समझेंगे
3. पाठ्यक्रम पूरा करने के बाद छात्र विभिन्न मीडिया माध्यमों की प्रकृति को समझते हुए उनके मुताबिक लेखन कार्य कर सकेंगे
4. छात्र अपनी अभिरुचि के अनुसार निबंध, कहानी या कविता लिख सकेंगे

Communicative English

Programme/Class: Core	Year: First	Semester: First
Subject: Communicative English - 4 Credits		
	Course Title: Communicative English - 4 Credits	
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 behavioural skills of the students. 3. To enable them to express their ideas relevant to given topics		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Subject and Predicate, Phrase & Clause, Parts of Speech, Subject Verb Agreement, Sentences: simple, complex, compound Narration, Punctuation, spelling Rules, synthesis, sequence of sentences	12
II	Grammar and Usage Basic Grammar- Articles, Noun, Pronoun, Adjective, Verb, Finite & Nonfinite Verbs, Adverb, Prepositions, Auxiliaries Modals, Phrasal verbs	11
III	Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading, Pronunciations and Accent, Gerunds Kinds of sentences and clauses, Transformations-Active passive Voice, Direct-Indirect Speech, Tenses, Mood, conjunction, Interjection	13

IV	<p>Transformations-Active passive, Direct-Indirect, Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading.</p> <p>Antonyms, Synonyms, Paronyms, homonyms, Idioms, One word substitution, Some common errors, Idioms phrases</p>	13
V	<p>Paragraph Writing: Descriptive, Argumentative, Expository etc. Formal correspondence, Précis writing, Report writing, Academic Essay writings, spotting Error, Cloze Test</p>	11
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • 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 		
<p>Course Learning Outcome:</p> <ul style="list-style-type: none"> • 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 		

Constitution of India

Programme/Class: Certificate	Year: First	Semester: First
Subject: CONSTITUTION OF INDIA		
	Course Title: CONSTITUTION OF INDIA	
Course objectives: On completion of the course the student should be able to: 1 To realise the significance of the constitution of India to students from all walks of life and help them to understand the basic concepts of the Indian constitution. 2 To identify the importance of fundamental rights as well as fundamental duties. 3 To understand the functioning of Union, State and Local Governments in the Indian federal system. 4 To learn procedure and effects of emergency, composition and activities of election commission and amendment procedure.		
Credits: 2		Core
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	The Indian Constitution Historical Background; Constituent Assembly and Drafting of the Constitution; Composition ;A Critique The Preamble;Basic Features of the Constitution ;Amendment to the Constitution	8
II	Indian Constitution: Salient Features & preamble;Fundamental Rights and Fundamental duties.;Directive Principles of state policy.States and Union Territories & Centre-State Relations	7
III	Power and functioning of democratic Institutions President and Vice President: Election and power Prime Minister and the cabinet Governor: Power & functions Chief Minister and the cabinet Parliament – Functions and powers	9
IV	Judicial System State legislature – Functions and powers Superior Judiciary - Supreme Court, High Courts	7

	Subordinate Judiciary	
V	Electoral System Election Commission – Functions and powers General Elections, Midterm Elections, By Elections Elections of upper and lower houses Election of President and Vice President Multi-Party System - National and Regional Parties	9
Suggested Readings: <ol style="list-style-type: none"> 1. Shukla, V.N. Constitution of India, Eastern Book Company, Lucknow 2001 2. Bakshi, P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001 3. D. D. Basu An introduction to the Constitution of India 4. J.C. Johari Indian Political System 		
Course Learning Outcome: <ol style="list-style-type: none"> 1. At the end of the course the student should be able to: 2. CO1. Understand and explain the significance of the Indian Constitution as the fundamental law of the land. 3. CO2. Exercising his fundamental rights in the proper sense at the same time identifies his responsibilities in national building. 4. CO3. Analyse the Indian political system, the powers and functions of the Union, State and Local Governments in detail 5. CO4. Understand Electoral Process, Emergency provisions and Amendment procedure. 		

Basic Photography Skills Practical

Programme/Class: Certificate	Year: First	Semester: First
Subject: Basic Photography Skills Practical		
:	Course Title: Basic Photography Skills Practical	
Course Objectives: <ul style="list-style-type: none">• Handle Digital SLR Camera• Compose and Shoot in different lighting conditions.• Make a photo feature on a specific topic		
Instructional plan		
This course will focus on the visual grammar and Basic skills of photography. The students make a basic Photography portfolio by the end of the semester.		
Credits: 3		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Tutorial-Practical (in hours per week): T-P: 0-0-6		
Unit	Topics	No. of Lectures
I	Introduction to Photography & Camera <ul style="list-style-type: none">• Basics of Photography. Principles of Camera Obscura.• Working of Camera• Understanding various types of Cameras & its Parts (Including pinhole, compact camera, Polaroid Camera, T.L.R, S.L.R D.S.L.R camera) Practical Assignment: Students will submit an assignment based on analysis of 5 photographs from the Mobile Phone.	11
II	Practical exercises- <ul style="list-style-type: none">• Proper way of holding a DSLR Camera. (Battery, Card, Lenses)• Handling accessories- Tripod, Base Plate, Camera flash, etc.• Auto Manual Focus use	12

	<ul style="list-style-type: none"> Vertical vs. Horizontal 	
III	<ul style="list-style-type: none"> Exposure Triangle (Aperture, Shutter, ISO) Auto White Balance, Auto Focus Types of shots & Angle 	11
IV	<ul style="list-style-type: none"> Photoshop basics & Mobile Apps Overview of software- Image size and resolution Tools (Selections tools, move tools Painting tools: Intro, paint bucket Gradient pattern Pen Tools, Eraser tools, etc tools 	14
V	<ul style="list-style-type: none"> Intro to layers The tax type tool, Blending option (Layer Style) Color correction. Final Project - Students will submit a photo essay of any Beats Consisting 10-15 photographs (printed on photo paper). Each photo should have a suitable caption. 	`12
Suggested Readings: <ul style="list-style-type: none"> The Darkroom Cookbook; Anchell, Stephen G. Practical photography; Freeman, John Visual Communication: Images with messages by Paul Martin Lester Focal Press: Basic Photography by Michael Langford The History of Photography: As Seen Through the Spira Collection, S.F. Spira 		
Course Learning Outcome: <ol style="list-style-type: none"> Understand basic concepts related to photography. Handle the exposure triangle in DSLR for different compositions. Click photographs in various types of lighting and design posters, cards, using Photoshop. 		

Universal Human Values

Programme/Class: Certificate	Year: First	Semester: First
Subject: Universal Human Values		
	Course Title: Universal Human Values	
Course objective: The present course deals with the meaning, purpose, and relevance of universal human values and how to inculcate and practice them consciously to be a good human being and realize one’s potential.		
Credits: 2		Co-curricular
Max. Marks: 100		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Love and Compassion Introduction: What is love? Forms of love — for self, parents, family, friend, spouse, community, nation, humanity and other beings — the living and the non-living. Love and compassion and inter-relatedness. Love, compassion, empathy, sympathy and non-violence. Individuals who are remembered3693story and literature including local folklore. Practicing love and compassion: What will learners gain if they practice love and compassion? What will learners	8

	<p>lose if they don't practice love and compassion? Sharing learner's individual and/or group experience(s). Simulated situations. Case studies.</p> <p>Truth Introduction: What is truth? Universal truth, truth as value, truth as fact (veracity, sincerity, honesty among others) Individuals who are remembered in history for practicing this value. Narratives and anecdotes from history and literature including local folklore. Practicing Truth: What will learners learn or gain if they practice truth? What will learners lose if they don't practice it? Individual and/or group experience(s). Simulated situations. Case studies.</p>	
II	<p>Non-violence Introduction: What is non-violence? Its need. Love, compassion, empathy, sympathy for others as prerequisites for non-violence. Ahimsa as non-violence and non-killing. Individuals and organizations that are known for their commitment to non-violence. Narratives and anecdotes about non-violence from history and literature, including local folklore. Practicing non-violence: What will learners learn/gain if they practice non-violence? What will learners lose if they don't practice it? Sharing individual and/or group experience(s) about non-violence. Simulated situations. Case studies.</p> <p>Righteousness Introduction: What is righteousness? Righteousness and dharma, righteousness and propriety. Individuals who are remembered in history for practicing righteousness. Narratives and anecdotes from history and literature, including local folklore. Practicing righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s). Simulated situations. Case studies.</p>	7

III	<p>Peace Introduction: What is peace? Its need, relation with harmony, and balance. Individuals and organizations that are known for their commitment to peace. Narratives and anecdotes about peace from history and literature, including local folklore. Practicing peace: What will learners learn/gain if they practice peace? What will learners lose if they don't practice it? Sharing learner's individual and/or group experience(s) about peace. Simulated situations. Case studies.</p> <p>Service Introduction: What is service? Forms of service, for self, parents, family, friend, spouse, community, nation, humanity and other beings — living and nonliving, persons in distress or disaster. Individuals who are remembered in history for practicing this value. Narratives and anecdotes dealing with instances of service from history and literature, including local folklore. Practicing service: What will learners learn/gain if they practice service? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s) regarding service. Simulated situations. Case studies.</p>	9
IV	<p>Renunciation (Sacrifice) Introduction: What is renunciation? Renunciation and sacrifice. Self-restraint and Ways of overcoming greed. Renunciation with action as true renunciation. Individuals who are remembered in history for practicing this value. Narratives and anecdotes from history and literature, including local folklore. Practicing renunciation and sacrifice: What will learners learn/gain if they practice renunciation and sacrifice? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s). Simulated situations. Case studies.</p> <p>Constitutional Values, Justice and Human Rights Part A: Fundamental Values Justice</p>	7

	Liberty Equality Fraternity Human Dignity Part B: Fundamental Rights Right to Life Right to Freedom of Speech and Expression Right to Education Right to Health and Housing Right to Work and Decent Living Right against Exploitation.	
V	Fundamental Duties To abide by the Constitution, respect its ideals and institutions, the National Flag and the National Anthem; To cherish and follow the noble ideals which inspired national struggle for freedom; To uphold and protect the sovereignty, unity and integrity of India; To defend the country and render national service when called upon to do so; To promote harmony and the spirit of common brotherhood amongst all the people of India and to renounce practices derogatory to the dignity of women; To value and preserve the rich heritage of our composite culture; To protect and improve the natural environment and wildlife and to have compassion for living creatures; To develop the scientific temper, humanism and the spirit of enquiry and reform; To safeguard public property and abjure violence; To strive towards excellence in all spheres of individual and collective activity; To provide opportunities for education to one's child or ward between the age of six and fourteen years.	9

Suggested Readings:

Basham, A.L. 1954. First edition. The Wonder That Was India. London: Picador Press.

Ghosh, Shantikumar. 2004. Universal Values. Kolkata: The Ramakrishna Mission.

Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo Ashram.

Joshi, Kireet. 1997 Education for Character Development. Delhi: Dharma Hinduja Centre of Indic Studies.

Joshi, Rokeach. 1973. The Nature of Human Values. New York: The Free Press.

Mookerji, Radha K. 1989 Ancient Indian Education. Delhi: Motilal Banarsidass

Patra, Avinash. 2012. The Spiritual Life and Culture of India. London: Oxford University Press.

Saraswati, Swami Satyananda. 2008. Asana Pranayama Mudra Bandha. Munger: Bihar School of Yoga

Course Learning Outcome:

The learners will be able to:

1. Know about universal human values and understand the importance of values in individual, social circles, career path, and national life.
2. Learn from case studies of lives of great and successful people who followed and practised human values and achieved self-actualization.
3. Become conscious practitioners of human values.
4. Realize their potential as human beings and conduct themselves properly in the ways of the world

Reporting and Editing

Programme/Class: Certificate		Year: First	Semester: Second
Subject: Journalism			
		Course Title: Reporting and Editing (Theory)	
Course Objectives: <ul style="list-style-type: none">• Learn about Various types of Reporting.• Understanding concepts of Reporting and its Importance• Learn Challenges of Reporting• Understand Editing methods, tools and symbols.			
Credits: 4			Core Compulsory
Max. Marks:100(60+40)			Min. Passing Marks: 40%
Total No. of Lectures- 60			
Unit	Topic		No. of Lectures
PART A: Reporting			
I	News: Concept, Meaning, Definition and Importance of News, Elements of News, structure of News, News Value, Types of news Intro: Definition & Types Headline: Definition & Types Beat: Meaning and Importance and types: Crime, Sports, Political, Parliamentary, Court, Education, Art and Culture, Rural, Women		15
II	Types of reporting: crime, court, civil, society, culture, politics, commerce and business, education, development, Investigative Reporting, Structure and functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions.		15
III	Editing: concept, process and significance, Editing : Nature and need for editing. Principles of editing, editorial desk and its function, style sheet – editing symbols , Photo editing Editorial Values: objectivity, facts, impartiality and balance		8
IV	Proofreading: Meaning, Definition and Importance , Proofreading symbols New Technique of Proof Readings Translation: Meaning, Definition and uses of translation in Journalism, Importance of Translation in Journalism Translation of Government Orders		15

V	Structure of editorial Department Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proofreader	7
Suggested Readings: <ul style="list-style-type: none"> • F. W. Hodgson, Modern Newspaper Editing and Production, Elsevier Science & Technology Books, • KM Srivastav, News re[porting and Editing, Sterling Publishers Pvt. Ltd • Seema Sharma, Journalism Reporting, Anmol Publications Pvt. Limited, • Seema Sharma, Editing: theory and Practices, Anmol Publications Pvt. Limited, • Ambrish Saxena, fundamental of Reporting and Editing, Kanishka Publishers Distributors • Kobre Kenneth , Photo Journalism The Professionals Approach , Focal Press Oxford , • • Fincher Terry , Creative Techniques in Photo Journalism , BT Batsford Ltd. London , • Belt Angela Faris , The Elements of Photography understanding and creating Sophisticated • . 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Seminar on any topic of the above syllabus. • Test with multiple choice questions/ short and long answer questions. 		
Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL . inclclass12 th		
Suggested equivalent online courses: IGNOU & Other centrally/state operated Universities/ MOOC platforms such as “SWAYAM” in India and Abroad		

WRITING FOR MEDIA- PRINT

Programme/Class: Certificate	Year: First	Semester: Second
Subject: WRITING FOR MEDIA- PRINT		
: VC	Course Title: WRITING FOR MEDIA- PRINT	
Course Objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits: 2		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Introduction <ul style="list-style-type: none">Writing for Newspaper, Hard News , Soft News, Feature Writing, Article Writing, Editorial Writing, Headline Writing, Writing Intros, Writing for Magazines, Style Sheets.	9
II	Introduction to News Resource <ul style="list-style-type: none">Major newspaper and magazine organizations: An analysis of major publicationsSources of News: Traditional Sources, Media Sources, Cross Media Sources including Radio, TV and internet, ethical issues regarding sources, Gate-keeping and validation of news sources.	10
III	Introduction to news writing <ul style="list-style-type: none">Structure of a news report: Types of leads: inverted pyramid style, hourglass style and nut graph, News Nibs and Analysis.Covering beats, press conferences, speech reports seminars, press releases Reporting for a news agency, specialized reporting like investigative journalism, etc.	13
IV	Introduction to feature writing <ul style="list-style-type: none">Definition, structure, characteristics, typesProcess: Ideas and research, tools and techniquesKinds of features: Profiles; middles, columns, human interest stories, travel writing, opinion pieces and editorials; book reviews, movie reviews, music reviews, narrative writingMagazine reporting: Current trends, style and future	13
V	Writing <ul style="list-style-type: none">Article WritingEditorial WritingHeadline WritingWriting Intros	9
Suggested Readings:		

- 1) Langford, M., Smith, R. S., & Renn, P. (2010). Langford's basic photography: The guide for serious photographers. Oxford: Focal.
- 2) Langford, M. (1987). The step-by-step guide to Photography. New York: Alfred A. Knopf • London, B., & Upton, J. (1998). Photography. New York: Longman
- 3) The Darkroom Cookbook; Anchell, Stephen G.
- 4) Practical photography; Freeman, John

Course Learning Outcome:

1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape.
2. Students will be able to: Define the process, uses, principles and advantages of digital photography.
3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.

Indian Social System

Programme/Class: Certificate	Year: First	Semester: Second
Subject: Indian Social System		
:	Course Title: Indian Social System	
Course objectives: On completion of the course the student should be able to: <ul style="list-style-type: none">To identify and analyze come of such emerging Social issues and problems form sociological perspective Understand their structural linkages and interrelationships.To sensitize the students to the emerging social issues and problems of contemporary IndiaTo enable students to acquire sociological understanding of these issues and problemsTo empower them to deal with these issues and problems and to serve as change agents both in governmental and non-governmental organizations.		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Indian Society: Unity and diversity in India; Religious, Linguistic, Cultural and Regional diversities of Indian society:-evolution of Indian society- socio-cultural dimensions Major Segments of Indian Society: Tribal life in India, Village and urban communities in India	7
II	Social Change: Meaning, nature and forms of social change-Evolution, Progress, Diffusion, Transformation Revolution. Factors of Social Change: Demographic, economic, religious, technological bio-tech, infotech and media Social Change in Contemporary India: Trends of change, Economic development and social change-Industrialisation, urbanisation	7
III	Status of Women: Gender discrimination, violence against women, quest for equality, changing status of women	7
IV	Caste System in India: Characteristics, Power Dimensions of Caste in India, Pollution and Purity, Dominant Caste, Inter-Caste Relations, Jajmani system, Changing trends and Future of caste system Marriage, Family and Kinship: Forms of Marriage, Family and Kinship among Hindus, Muslims and Christians and their changing trends; Decline of joint family: causes and consequences	8
V	Theories of Social Change: Linear, cyclical and curvilinear. Processes of Change: Change in structure and change of structure, Sanskritisation, Westernisation, Modernisation Secularization and Globalisation.	8

<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Beteille, Andre, 1974, Social Inequality, New Delhi, OUP • Beteille, Andre, 1992, Backward classes in Contemporary India, New Delhi OUP. • Berreman, G.D. 1979, Caste and other inequalities: Essays in inequality, : Meerut: Folklore Institute. :: Dube, Leela. 1997. Woman and Kinship . Comparative perspective on Gender in South and Southeast Asia. New Delhi: Sage Publications. • Gadgil, Madhav and Guha, Ramchandra. 1996. Ecology and Equity: The Use and abuse of nature in Contemporary India. New Delhi. OUP • Gill, S.S. 1998. The Pathology of Corruption . New Delhi. 		
<p>Course Learning Outcome:</p> <p>After the completion of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basic concepts related to Indian Society. 2. Explain the Indian Social system, its linkages and continuity with past & present. 3. It will provide them a comprehensive understanding of the Indian social system with the help of contemporary sociological attributes. 		

Media Related Software (Practical)

Programme/Class: CERTIFICATE	Year: First	Semester: Second
Subject: Journalism		
	Course Title: Media Related Software(Practical)	
<ul style="list-style-type: none">• Ability to handle media related software• Able to edit audio-visual content• Able to Prepare Graphics		
Credits: 2		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40%
Total No. of lab.periods- 30 (60 hours)		
Unit	Topic	
I	Software related to Print Media : Adobe Page Maker, Coral Draw, InDesign,	10
II	InDesign, QuarkXpress, Photoshop	5
III	Audio-Visual Software: Sound Forge, Adobe Pro, and other video editing software	7
IV	VFX software (visual effect software) / motion graphic software	8
V	FCP: Final Cut Pro	
Suggested Readings: 1. User Guide of Various software		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none">• Preparation of samples of Layout Design.• Evaluation Sound quality edited by students.		
Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL inclclass12 th		

Communicative Hindi

Programme/Class: Certificate		Year: First	Semester: Second
Subject: Communicative Hindi			
		Course Title: Communicative Hindi Theory	
Course Objectives: 1. हिंदी भाषा के महत्व और प्रयोग को समझना 2. सही शब्द और प्रभावी वाक्य रचना की समझ हासिल करना 3. आलेख, कहानी या कविता लेखन की प्रक्रिया को समझना			
Credits: 4		Core Compulsory	
Max. Marks: 100(60+40)		Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics		No. of Lectures
I	हिंदी भाषा: परिचय, महत्व और भविष्य, हिंदी भाषा के अनुप्रयोग		12
	वर्तनी, शब्द और वाक्य संरचना, प्रभावी वाक्य रचना		11
II	अवतरण लेखन, विराम चिन्हों का प्रयोग		11
III	मुहावरे, पर्यायवाची शब्द, बोलियां तत्सम शब्द, तद्भव शब्द, देशज शब्द, विदेशज शब्द		11
IV	अखबार की भाषा, रेडियो की भाषा, टीवी की भाषा, विभिन्न माध्यमों की भाषा में समानताएं और अंतर		12
V	साहित्य की भाषा और पत्रकारिता की भाषा में अंतर, भाषा पर डिजिटल		11
	क्रांति का प्रभाव		11
	निबंध लेखन, शीर्षक लेखन, कहानी और कविता लेखन		11
	हिंदी साहित्य: संक्षिप्त परिचय, इतिहास, प्रमुख लेखक और कवि		
Suggested Readings: 1. डॉ. जीएल सुलोचना, डॉ. अनीता गांगुली, सरल व्याकरण और पत्र लेखन, गीता प्रकाशन, हैदराबाद 2. श्री कामता प्रसाद गुरु, हिंदी व्याकरण, ज्ञान प्रकाशन, 2021 3. आचार्य रामचंद्र शुक्ल, हिंदी साहित्य का इतिहास, प्रभात प्रकाशन, दिल्ली, 2021			

Course Learning Outcome:

1. छात्र सामान्य व्याकरण के नियमों की समझ हासिल कर लेंगे
2. छात्र सही शब्द और वाक्य लिख सकेंगे
3. छात्र हिंदी भाषा में ठीक तरीके से अभिव्यक्ति कर सकेंगे
4. पाठ्यक्रम पूरा करने के बाद छात्र अपनी अभिरुचि के मुताबिक आलेख, कहानी या कविता लेखन कर सकेंगे

Communicative English

Programme/Class: Certificate	Year: First	Semester: Second
Subject: Communicative English - 4 Credits		
: A270103T	Course Title: Communicative English - 4 Credits	
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		
Credits: 4		Core Compulsory
Max. Marks: 100		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Subject and Predicate, Phrase & Clause, Parts of Speech, Subject Verb Agreement, Sentences: simple, complex, compound	7
	Narration, Punctuation, spelling Rules, synthesis, sequence of sentences	7
II	Grammar and Usage Basic Grammar- Articles, Noun, Pronoun, Adjective, Verb, Finite & Nonfinite Verbs, Adverb, Prepositions, Auxiliaries Modals, Phrasal verbs	8
III	Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading, Pronunciations and Accent, Gerunds	7
	Kinds of sentences and clauses, Transformations-Active passive Voice, Direct-Indirect Speech, Tenses, Mood, conjunction, Interjection	7
IV	Transformations-Active passive, Direct-Indirect, Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading.	8
	Antonyms, Synonyms, Paronyms, homonyms, Idioms, One word substitution, Some common errors, Idioms phrases	8
V	Paragraph Writing: Descriptive, Argumentative, Expository etc.	8

	Formal correspondence, Précis writing, Report writing, Academic Essay writings, spotting Error, Cloze Test	
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Suggested Readings:

- 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

Course Learning Outcome:

- 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

ENVIRONMENTAL STUDIES

Programme/Class: Certificate	Year: First	Semester: Second
Subject: ENVIRONMENTAL STUDIES		
	Course Title: ENVIRONMENTAL STUDIES	
Course objectives : (a) Creating the awareness about environmental problems among people. (b) Imparting basic knowledge about the environment and its allied problems. (c) Developing an attitude of concern for the environment.		
Credits: 2		Core Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Introduction <ul style="list-style-type: none">• General• Importance of Environmental Education• Environmental Litere• Environmental Engineering.• Environmentalism• Environmental Studies- the Subject and its Multidisciplinary• Components of Environment and their Interactions• Man and the Biosphere• Impacts of Development on Environment	9
II	Natural Resources <ul style="list-style-type: none">• Forest Resources• Dams• Water Resources• Food Resources.• Energy Resources• Land Resources	10
III	Ecology <ul style="list-style-type: none">• Ecosystem• Ecosystem-Anthropo System Comparison• Biome and Ecosystem• Energy Flow through the Ecosystem• Food Chains and Webs• Biological Magnification or Biomagnification• Human versus Natural Food Chains• Biogeochemical Cycles• The Water Cycle	13
IV	Environmental Pollution <ul style="list-style-type: none">• Water Pollution• Soil Pollution• Marine Pollution• Noise Pollution• Noise Pollution• Solid Waste Management	13

	<ul style="list-style-type: none"> • Hazardous Waste Management • Pollution Prevention • Disaster Management 	
V	Social Issues and the Environment <ul style="list-style-type: none"> • Introduction • Sustainable Development • Urban Problems Related to Energy • Environmental Degradation • Conservation of Water • Resettlement and Rehabilitation of People • Environmental Ethics 	

Suggested Readings:

Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.

b) Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R) c)

Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p

d) Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)

e) Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p

f) De A.K., Environmental Chemistry, Wiley Eastern Ltd.

g) Down to Earth, Centre for Science and Environment (R)

h) Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p.

Course Learning outcomes:

1. Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
2. Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.
3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Advanced Photography Skills Practical

Programme/Class: Certificate	Year: First	Semester: Second
Subject: Advanced Photography Skills Practical		
	Course Title: Advanced Photography Skills Practical	
Course Objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits:3		Vocational Course
Max. Marks: 100		Min. Passing Marks:40
Total No. of Tutorial-Practical (in hours per week): T-P: 01-04 Etc.		
Unit	Topics	No. of Lectures
I	Introduction to Photography & Camera <ul style="list-style-type: none">• Sensors: CCD and CMOS• Soft focus, long exposure, short exposure, multiple exposures,• White Balance, Focus• Understanding lenses (Prime, Telephoto lenses, Wide Angle, Normal, Fish eye, etc.)• Use of different Mode dial in photography Assignment 1- Students will submit softcopies of 6 photographs of different exposure and lenses	9
II	Composition <ul style="list-style-type: none">• Formats of a digital image• Focal length, field of view and depth of field• Rule of Thirds• Balancing Elements, Symmetry and Patterns• Viewpoint, Depth, Framing, Nose Room. Assignment 2 - Students will submit softcopies of 6 photographs of different guidelines of composition. Students will submit hardcopies of 3 selected photographs printed on photo paper.	10
III	Lights & Various Beats <ul style="list-style-type: none">• Lighting & its control (source, Flash)• One, two & three point lighting• Bounce Lighting• Hard and soft lighting• Direct light, diffused light,	8
IV	Different Area of Photography	8

	<ul style="list-style-type: none"> • Stop motion Photography • Product Photography • Model & Fashion Photography 	
V	<ul style="list-style-type: none"> • WildLife Photography • Portrait, Nature & landscapes, • Event & Wedding Photography Etc. <p>Final Project - Students will submit photo essay & Stop motion Film</p>	8

Suggested Readings:

- 1) Langford, M., Smith, R. S., & Renn, P. (2010). Langford's basic photography: The guide for serious photographers. Oxford: Focal.
- 2) Langford, M. (1987). The step-by-step guide to Photography. New York: Alfred A. Knopf • London, B., & Upton, J. (1998). Photography. New York: Longman
- 3) The Darkroom Cookbook; Anchell, Stephen G.
- 4) Practical photography; Freeman, John

Course Learning Outcome:

1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape.
2. Students will be able to: Define the process, uses, principles and advantages of digital photography.
3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.

Communication Skills

Programme/Class: Certificate	Year: First	Semester: Second
Subject: Communication Skills		
	Course Title:- Communication Skills	
Course objectives: 1. Identify common communication problems that may be holding learners back. 2. Identify what their nonverbal messages are communicating to others. 3. Understand the role of communication in the teaching-learning process.		
Credits: 2		Co-curricular
Max. Marks:100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	1.2 What is communication? Why are communication skills important? Cs of Communication Influence of barriers in the process of communication Importance of cross-cultural awareness in communication Use of non-verbal cues in the process of communication	
II	<ul style="list-style-type: none">Techniques of Effective ListeningListening and ComprehensionProbing QuestionsBarriers to Listening	13
III	<ul style="list-style-type: none">PronunciationEnunciationVocabularyFluencyCommon Errors	10
IV	<ul style="list-style-type: none">Techniques of Effective ReadingEvaluating These Ideas and InformationInterpret the Text	11
V	<ul style="list-style-type: none">Clearly State the ClaimsAvoid Ambiguity, Vagueness, Unwanted Generalizations, and Oversimplification of IssuesProvide Background InformationEffectively Argue the Claim	11
Suggested Readings: Pedagogy: Instructor-led Training, Supplemented by Online Platform (SWAYAM) Materials: Teaching and Learning Assessment: Paper-based or Online Assessment		
Course Learning Outcome: 1. Participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.		

Advertising and Public Relations

Programme/Class: DIPLOMA	Year: Second	Semester: Third
Subject: Journalism		
	Course Title: Advertising and Public Relations	
Course Objectives: The student at the completion of the course will be able to: <ul style="list-style-type: none">• Prepare the students to understand basic concept of Advertising.• Students will get familiar with different types of advertisement.• Acquaint students with practical knowledge of various types of advertising.• Students have to understand the concept of Public Relation.• Students will know about the various mean of Public Relations.• To know about the ethics of advertisement and Public relation.		
Credits: 4		Core Compulsory / Elective
Max. Marks:100(60+40)		Min. Passing Marks:40
Total No. of Lectures-60		
Units	Topic	No of Lectures
I	Advertising: concepts, Definition, Type and Functions. Evolutions of Advertising.	03
II	Advertising Agencies: functions, organizational structure. Advertising and marketing mix. Advertising and marketing research. Theories of advertising, Motivation theory, Consumer behaviour, Advertising appeals	10 09
III	Consumer Behaviour: Factors, Models, and Brand positioning –creative strategies –creating ads for FMCG products –Brand promotions and sales promotions. Advertisements and Ethics. ASCI.	08
IV	Advertising Research: Importance, Types Online Advertising: Process, Scene, types, Creating Measuring Online Advertising: CPC, CPM and other Methods Public relation: Nature and Scope. History, Definition, Role and Function of PR. Publicity, public opinion, propaganda, Public affairs and lobbying.	8 6
V	PR Tools: House journals, press conferences, press releases, exhibitions, advertising, media tour. PR in Public Sector, Private Sector, Multi nationals. PRSI Theories of PR: Symmetrical & Asymmetrical. PRO. Corporate Communication: Corporate: Image, Identity.	8 8
Suggested Readings: <ul style="list-style-type: none">• Mass Communication in India: Kumar, Kewal J.,Jaico Publication• Dr. Umesh Kumar, Digital Advertising• Advertising Management: DavidA. Parker ,RajivBatra, Practice Hall M97,Connaught Circus, New Delhi• Dr. Umesh Kumar, Advance Advertising• JR Henry and A. Rene; Marketing Public Relations, Surjeet Publications,New Delhi.• Kaul J.M.Public Relation in India, Noya Prakash, CalcuttaPvt. Ltd.• BN Ahuja and SS Chhabra, Advertising , surjeet Publications, New Delhi• C K Sardhana, Challenge of Public Relations, Har-Anand Publication, New delhi		

- William F, Contemporary Advertising, Arens & Bovee

Writing for Media-Radio

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Writing for Media-Radio		
	Course Title: Writing for Media-Radio	
Course objective: 1. To makes the student to define the nature and characteristics of radio as a medium of mass communication 2. To state the basics of radio programming for entertainment, instruction and public utility announcement 3. Explain the rudiments of production techniques of radio programmes 4. Describe the fundamental technique of scripting for radio; and state the limitations of radio as a medium of mass communication.		
Credits: 2		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Radio as a Medium of Mass Communication Characteristics of the Radio Medium, Radio Metre Bands, Radio Software Substance of Radio-Programming Entertainment Information Commercials Instruction/Education Public Service Announcement Writing for Radio Broadcasting Demands on the Writer Good and Bad Writing Radio Scripting--An Art of the Imagination Limitations of Radio Medium	9
II	Characteristics of Radio Talk Attractiveness Clarity Content-density Technique of Radio Talk Clarity Self-Explanatory The Radio Interview Types of Interviews and Approach, Preparation before the Interview Asking Questions in an Interview the Personality Interview	10
III	Radio drama General Characteristics of Drama- Audience Interest, Emotional Appeal Conflict in Drama Types of Conflicts Special Characteristics of Drama Group Effort, Tense i Drama	13

	Drama is Minus Emphasis Elements of a Radio Play Sound Drama, Time Restriction Blind Medium Radio is Economical Problems of a Radio Playwright	
IV	Dialogue Functions of Dialogue, Characteristics of Good Dialogue, Contractions 1.Simple Sentences, 2.Incomplete Sentences 3.Dialogue must Reveal Character and Mood Sound Effects Identifying Sound Types of Sound Effects Describing Sound Effects Handling Sound	13
V	The Beginnings of Broadcasting Invention of Radio Beginnings in India The First Phase _ The Second Phase; Birth of All India Radio The Second World War and Expansion of AIR. External Services Central News Organisation Expansion Since Independence A.Vividh Bharati B. Radio Rural Forums C. Transistor Revolution	

Suggested Readings:

- Dixon, Peter. Radio Writing. The Century Co, 1931.
- Elsaesser, Thomas et al. Writing For the Medium. Amsterdam University Press, 1994.
- Goulden, B., Cameron, J., & MacNaughton, J. (2003). Writing for radio.
- Raiteri, C. (2006). Writing for broadcast news. Rowman & Littlefield Publishers.

Course Learning Outcome:

After a study of this unit, you will be able to :

- Student will able to define the nature and characteristics of radio as a medium of mass communication
- Student will able to state the basics of radio programming for entertainment, instruction and public utility announcements
- Student will able to explain the rudiments of production techniques of radio programmes
- Students will be able to describe the fundamental technique of scripting for radio; and state the limitations of radio as a medium of mass communication.

Radio Production

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Radio Production		
	Course Title: Radio Production	
Course objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits:		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks:
Total No. of Lectures-Practical (in hours per week): L-T-P: 6-0-0 or 3-1-0 Etc.		
Unit	Topics	No. of Lectures
I	Radio Programmes <ul style="list-style-type: none">• Current AIR Programmes--National• Current AIR Programmes- Regional External Services <ul style="list-style-type: none">• Radio in the Service of the Public• Radio News• Current Affairs and Talks• Documentary/Interviews• Public Service Announcements	9
II	Radio and Entertainment <ul style="list-style-type: none">• Radio Play• Sports and Special Events• Serials/Adaptation of Novels• Music Programmes Radio and Education <ul style="list-style-type: none">• Radio for Children• Radio for Youth• Radio for Open Learning• Radio for Adult Literacy	10
III	AIR Broadcasting: A perspective <ul style="list-style-type: none">• Production techniques• Writing for the Ear• Focusing and Re-entering The Spoken Language <ul style="list-style-type: none">• The Sound of Normal Speech• Informal Words• Contractions• Simple Sentences• Incomplete Sentences• Dialogue and Character	13

IV	Narration <ul style="list-style-type: none"> • The Function of Narration • Types of Narration • Some Rules for Writing Narration • Radio's Lack of Visuals Sound Effects (SFX) <ul style="list-style-type: none"> • Types of Sound Effects • Identifying and Describing SFX Music for Radio <ul style="list-style-type: none"> • Format for Radio Scriptwriting • Adapting for Radio: Some General Notes 	13
V	Development and Broadcasting <ul style="list-style-type: none"> • Concept of Development • Development Communication Development Issues and Radio Programmes <ul style="list-style-type: none"> • Support for Education • Agriculture and Rural Development • 3 Health and Nutrition 	8
Suggested Readings: <ul style="list-style-type: none"> • McLeish. 2018. Radio Production. Taylor & Francis. • Hoffer, Jay. Radio Production Techniques. Tab Books, 1980. • Dixon, Peter. Radio Writing. The Century Co, 1931. • McInerney, V. (2001). Writing for radio. Manchester University Press. • Starkey, G. (2014). Radio in context. Palgrave Macmillan. • Caulfield, A. (2011). Writing for Radio. Crowood. • Paul Chantler. & Peter Stewart. (2009). Essential Radio Journalism: <i>How to Produce and Present Radio News</i>. A & C Black Publishers Ltd. 		
Course Learning Outcome: <ol style="list-style-type: none"> 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture. 		

Graphics and Design for Advertising

Programme/Class: DIPLOMA	Year: Second	Semester: Third
Subject: Journalism		
	Course Title: Graphics and Design for Advertising(Practical)	
Course Objectives: <ul style="list-style-type: none">• Able to design advertising and Make Plans for that.• Understand Public Relation and be able to make a good Public Relation.• Know press briefing, Press Conference and Others		
Credits: 2	Core Compulsory	
Max. Marks: 100(60+40)	Min. Passing Marks: 40	
Total No. of lab.periods-30(60 hours)		
Unit	Topic	
I	Graphics in Instruction <ul style="list-style-type: none">• Use of Graphics in Printed Instructional Materials• Appropriate Use of Graphics 11.3 Graphics File Formats 11.3.1 Vector and Raster Graphics Comparison of File Formats <ul style="list-style-type: none">• Motion Graphics and Animation• Animation using Computer Software• GIF Animation• Colour Theory• Graphic Design Tools• OpenOffice.org Draw and Impress• MS-Paint• GIMP• Picasa• Digitizing Graphics• Tools for Concept Mapping	15
II	Design Print Advertising for his/her Institute	15
III	Design Visual Advertising for his/her Institute and also for any historical or religious place	12
IV	Prepare Radio Advertisement for his/her Institute	11
V	Case Study of Any one the advertising National Campaign	7
Suggested Readings: <ul style="list-style-type: none">• Advertising Management: David A. Parker ,RajivBatra, Practice Hall, New Delhi• BN Ahuja and SS Chhabra, Advertising , surjeet Publications, New Delhi• William F, Contemporary Advertising, Arens & Bovee		
This course can be opted as an elective by the students of following subjects: Open for all		

Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

Course prerequisites:

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Digital Marketing

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Digital Marketing		
	Course Title: Digital Marketing	
Course objectives: The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integrations; how to integrate different digital media and create marketing content; how to optimize a website and SEO optimization; how to create Google Ad Words campaigns; social media planning; to get basic knowledge of Google analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage digital marketing performance efficiently.		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0 or		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">• Introduction to the Course and Work plan• Introduction of the digital marketing• Digital vs. Real Marketing• Digital Marketing Channels	8
II	<ul style="list-style-type: none">• Creating initial digital marketing plan• Content management• SWOT analysis• Target group analysis• EXERCISE: Define a target group (working in groups)	7
III	<ul style="list-style-type: none">• Web design• Optimization of Web sites• MS Expression Web• EXERCISE: Creating web sites, MS Expression (working in groups)	8
IV	<ul style="list-style-type: none">• SEO Optimization• Writing the SEO content• Exercise: Writing the SEO content (working in groups)• Google AdWords- creating accounts• Google AdWords- types• Exercise: Google AdWords (working in groups)	9
V	<ul style="list-style-type: none">• Introduction to CRM• CRM platform• CRM models• Exercise: CRM strategy (working in groups)• Introduction to Web analytics• Web analytics - levels• Introduction of Social Media Marketing	7

	<ul style="list-style-type: none"> • Exercise: Social Media Marketing plan (working in groups) 	
<p>Suggested Readings: Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited. The Beginner's Guide to Digital Marketing (2015). Digital Marketer.Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.</p>		
<p>Course Learning Outcome: Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.</p>		

Specialized reporting

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Specialized reporting		
	Course Title: Specialized reporting	
Course objectives: Specialized reporting is a genre of journalism that can be described as the craft of in-depth reporting on a particular issue, sector, organization or institution over time. To explain the coverage of specialized beats pertaining to government, politics, sports & business (iii)To discuss various aspects of investigative reporting		
Credits: 2		Core Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">• Evolution of specialized reporting• Relevance of specialized reporting in contemporary times• Creativity in specialized reporting	9
II	<ul style="list-style-type: none">• Crime reporting• Court reporting• Election reporting• Conflict reporting• Terrorism reporting	10
III	<ul style="list-style-type: none">• Science reporting• Environment reporting• Development reporting• Rural and agricultural reporting	13
IV	<ul style="list-style-type: none">• Culture, Art and Literature reporting• Lifestyle reporting• Economic and Commerce reporting• Sports reporting	13
V	<ul style="list-style-type: none">• Development Reporting• Specialised Skills Required far Development Reporting• Development Reporting for Mass Media• Development Reporting for Press• Reporting on Sustainable Development	13
Suggested Readings: 1. The Complete Reporter : Jullian Harris and others Macmillan Publishing Co., New York. 2. New Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub. House, New Delhi. 3. Basic Journalism, Parathasarthy, 1997, MacMillan India Pvt. Ltd., New Delhi. 4. Journalism in India by Parthasarthy, R.		
Course Learning outcomes: After studying this course, the student will be able to: (i) Classify news stories according to beats (ii) Demonstrate beat specific coverage and feature writing skills (iii) Discuss the various aspects of investigative reporting (iii) Execute analytical report writing and appraise investigative reports.		

Basic Content Writing Skills

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Basic Content Writing Skills		
	Course Title: Basic Content Writing Skills	
Course objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits: 2		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Introduction to content writing <ul style="list-style-type: none">Importance and purpose of content writingCategories of documentsContent Writing Process and Guidelines	7
	Essential of good Writing <ul style="list-style-type: none">Content Writing Essentials – ABCD of content writingBasic Principles of AP Style (Associated Press Style Book)Basic English Usage & Vocabulary buildingOvercoming grammar problems	8
II	Writing for News Paper <ul style="list-style-type: none">Technique of writing for newspapersArticle & interviewsEditorials and letter to editorFeatures and backgrounder	7
III	Reviewing <ul style="list-style-type: none">Principles of reviewing and criticismWriting book reviewFilm reviewDrama, music and art review	8
IV	Plagiarism laws in Content Writing What is plagiarism, rules on plagiarism How to write plagiarism-free copies Social Media Understanding the basics of social media Understanding social media content writing Understanding PR	8
V	Visual Content Infographics- Importance and relevance Images, Screenshots Videos, Memes, GIFs, 30 degree videos Product Demonstrations	7

	Non-fiction (Essays, Reports), Advertising, Newspapers Writing blogs, case studies, white papers	
Suggested Readings: Web Resources: https://www.entrepreneur.com/article/247908 https://www.locationrebel.com/b2b-writing/ https://wordpress.com/support/prevent-content-theft/ https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing/ https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/ https://www.clearvoice.com/blog/10-types-content-writers-us		
Course Learning Outcome: <ol style="list-style-type: none"> 1. After the completion of the course, students will be equipped with 1. The basic concepts of Content Writing 2. The knowledge of various styles and techniques of writing and editing 3. A nourishment of their creative skills 4. An enhancement of their employability 5. A creation of an industry-academia interface through institutional support 		

Professional Skills

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Professional Skills		
	Course Title: Professional Skills	
Course objectives: The objectives are to help learners: 1. Acquire career skills and to partake in and fully pursue a successful career path 2. Prepare a good résumé, prepare for interviews and group discussions. 3. Explore the desired career opportunities in the employment market in consideration of personal strengths, weakness, opportunities, and threats (SWOT).		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Résumé Skills Résumé Skills : Preparation and Presentation <ul style="list-style-type: none">• Introduction of résumé and its importance• Difference between a CV, résumé and biodata• Essential components of a good résumé Résumé Skills : Common Errors <ul style="list-style-type: none">• Common errors while preparing a résumé• Prepare a good résumé considering all essential components	17
II	Interview Skills Interview Skills : Preparation and Presentation <ul style="list-style-type: none">• Meaning and types of interviews (F2F, telephonic, video, etc.)• Dress code, background research, do’s and don’ts.• Situation, task, action, and response (STAR concept) for facing an interview.• Interview procedure (opening, listening skills, and closure).• Important questions generally asked at a job interview (open- and close-ended questions).	12
III	Interview Skills : Simulation <ul style="list-style-type: none">• Observation of exemplary interviews.• Comment critically on simulated interviews. Interview Skills : Common Errors <ul style="list-style-type: none">• Discuss the common errors that candidates generally make at an interview• Demonstrate an ideal interview	14
IV	Group Discussion Skills <ul style="list-style-type: none">• Meaning and Methods of Group Discussion• Procedure of Group Discussion• Group Discussion — Simulation• Group Discussion — Common Errors	10
V	Exploring Career Opportunities <ul style="list-style-type: none">• Knowing yourself — Personal characteristics.• Knowledge about the world of work, requirements of jobs,	7

	including self-employment. <ul style="list-style-type: none"> • Sources of career information. • Preparing for a career based on potential and availability of opportunities. 	
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Suggested Readings:

Bibliography and suggested reading including audio-video material: Check IT-ITeS Sector Skills Council readiness programs namely

- **Foundation Skills in IT (FSIT)** — Refer to the websites like <https://www.sscnasscom.com/ssc-projects/capacity-building-and-development/training/fsit/> and
- **Global Business Foundation Skills (GBFS)** – Refer websites like <https://www.sscnasscom.com/ssc-projects/capacity-building-and-development/training/gbfs/>

Course Learning Outcome:

The learners will be able to:

1. Prepare their résumé on an appropriate template without any grammatical and other errors, using proper syntax.
2. Participate in a simulated interview.
3. Actively participate in group discussions towards gainful employment.
4. Capture a self-interview simulation video regarding the concerned job or role.
5. Enlist the common errors generally made by candidates in an interview.
6. Perform appropriately and effectively in group discussions.
7. Explore both online and offline sources of career opportunities.
8. Identify career opportunities in consideration of potential and aspirations.
9. Use the necessary components required to prepare for a career in an identified occupation (as a case study).

Media Law and Ethics

Programme/Class: DIPLOMA	Year: Second	Semester: Four
Subject: Media Law and Ethics		
	Course Title: Media Law and Ethics (Theory)	
Course Objectives: <ul style="list-style-type: none">• Learn about the history of media laws.• To know about the various laws applicable to media persons.• Understand basics about the media laws.		
Credits: 4		Core Compulsory / Elective
Max. Marks:100(60+40)		Min. Passing Marks:40
Total No. of Lectures- 60		
Unit	Topic	
I	Constitution of India, Fundamental rights, freedom of speech and expression and their limitations. Brief history of press laws in India, emergency and its impact on media	15
II	Provisions for legislative reporting, parliamentary privileges in reference with the media. Contempt of Court, Defamation, Right to Information, , Official secret act	15
III	Press and registration of book act, working journalist Act 1955, Cinematograph Act (1953), Information Technology Act, Film Censorship Prasar Bharati Act, Copyright Act, PCI.	16
IV	Sedition and inflammatory writings, IPC and CrPC Code of conduct for journalists. ASCI Code of Conduct PRSI Code of Conduct	7
V	Media Related Issue	7

Suggested Readings:

- Don Pember Mass Media Law, McGraw-Hill Higher Education
- M Neelamalar, Media Laws and Ethics, PHI Learning Pvt. Ltd.s
- Dileep Kumar, Rakesh Kumar and Amitabh Srivastav, Media Laws and Ethics, Mackhingee Publisher
- Shipra Kumari, Indian Laws and Press, Omega publication
- Rayudu, C.S. and Nageshwar Rao SB, Mass Media — Laws and Regulations, Himalaya Publishing House,
- Nand Kishore Trikha, Press Vidhi
- PK Bandyopadhyay and Kuldeep S. Arora, Journalistic Ethics
- Janmadhyam: Kanoon Even Uttardayitva - Dr.Shrikant Singh
- DD Basu, Press Laws, Prentice Hall Pub.

- Mass Media Laws and Regulations in India, AMIC Publication
- Surender Kumar ManoharPrabhakar, Bharat Mein Press Vidhi

Audio Visual

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Writing for media- Audio Visual		
	Course Title: Writing for media- Audio Visual	
Course Objectives: 1. To understand the concept of writing news for audio visual medium 2. To know the process of research for news show or special show 3. To understand the concept of graphics in TV News. 4. To know the process of writing for short film		
Credits: 2		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Understanding the concept of writing news	5
	‘Visual language: Practice writing	5
II	Writing news packages	5
	Writing for graphics: Sentences for graphics, Writing facts and figures	2
III	Writing scripts for news show: Practice	5
IV	Writing scripts for special show: Practice	5
V	Short Film: Writing Scripts	5
Suggested Readings: Techniques of television news, Yorke, Ivor, London: Focal, 1978. Techniques of television production, Brdz, Rudy, London: Allen & union, 1962. Visual Scripting, Halas, John, London: Focal, 1976.		
Course Learning Outcome: 1. Students will be able to write for video 2. After this course student will be able to write news packages 3. Students will be able to write scripts for news show 4. Students will be able to write scripts for special show		

Audio Visual Production -1

Programme/Class: Diploma	Year: Second	Semester: Four
Subject: Audio Visual Production		
	Course Title: Audio Visual Production Theory	
Course Objective: 1. To know about the news channels. 2. To understand the process of research 3. To know the process of preparing a news show 4. To understand the process of making short films and documentaries		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Prominent News Channels and their background, Portfolios of prominent Journalists , Main programs of the channels News Production: Research for package Reporting: Collecting facts, bytes and visuals	7 8
II	News Production: Package writing Recording Voice Overs Final Packaging	7
III	Program Production: Research Planning Selecting stories Scripting	8
IV	Program Production: Selection/ shooting of visuals Voiceovers Program Production: Final Packaging/ Mastering	9 6
V	Short Film or Documentary Production: Ideation Research Planning Production Writing Scripts Shoot Editing Final Mastering	8 7
Suggested Readings: How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007 An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007		
Course Learning Outcome: 1. Students will be able to understand the production of news packages. 2. After this course students will be able to understand the news show production 3. Students will know about the making of short films 4. Students will be able to understand the process of documentary filmmaking		

Print Media Production

Programme/Class: DIPLOMA	Year: Second	Semester: Four
Subject: Journalism		
	Course Title: Print Media Production (Practical)	
Course Objectives: <ul style="list-style-type: none">• Able to produce photo feature• Plan & prepare Print Media content.• Develop understanding for house journal publication.		
Credits: 2		Core Compulsory / Elective
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of lab.periods-30 (60 hours)		
Unit	Topic	No. of lab.periods
I	Production of a Newspaper Planning for print : size, anatomy, grid, design Format, typography, copy, pictures, advertisements Plotting text: headlines, editing pictures, captions Page-making : Front page, Editorial page, Supplements	
II	All the students have to design two pages of Newspaper in A3 size using InDesign software. PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. All assignments should be submitted in a C.D format to the concerned Department.	8
III	All the students have to make their Institute’s House Journal of at least 20 pages including articles, Photographs, and stories etc.	8
IV	All the students have to write 05 articles on any two current social issues and make a separate file and submit it to the concerned Department.	7
V	All the students have to create a photo feature with at least 07 photographs of Size 12 x 15 inches and submit the print out of the same in the concerned Department.	7
Suggested Readings: <ul style="list-style-type: none">1. NN Sarkar, Art and Print Production2. Kayanna Pace Designer's Guide to Print Production3. Wayne Collins Graphic Design and Print Production Fundamentals		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none">• Evaluate Newspaper layout and design• Evaluate Magazine quality• Evaluate Articles written by Students		
Course Learning Outcome: Students may develop their managerial skills & Interior designing skills after completion of this course with the capability to opt for a job or start their own ventures. The program gives an opportunity to advance their knowledge by enrolling for an advanced specialized program of their own area of need & interest.		

Economic Issues and Current Affairs

Programme/Class: Diploma	Year: Second	Semester: Four
Subject: Economic Issues and Current Affairs		
	Course Title: Economic Issues and Current Affairs	
Course Objectives: The objective of the course is to familiarize the students to the various economic issues that are prevailing in India.		
Credits: 4		Core Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 8-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">• Introduction to Economics and National Income• Introduction to economics• National income• Economic Development, Indices and Reports• Economic Reforms of 1990-• Liberalization, Privatization and Globalization• Economy growth Indicators - National Income, GDP, Growth rate, FDI.	8
II	<ul style="list-style-type: none">• Banking-• RBI- Role and functions,• Nationalized banks, Private Banks,• CRR, SLR,• Repo Rate, Reverse repo rate• Interest Rates.	7
III	<ul style="list-style-type: none">• Economic fluctuations:-• Inflation, Deflation,• Recession/Economic slowdown,• Currency exchange rates.	8
IV	<ul style="list-style-type: none">• Fiscal Policy and Taxation (Mobilization of Resources• Fiscal Policy• Taxation• Monetary Policy and Financial intermediation• Monetary Policy• Banking Systems in India (Banks and NBFCs)	8
V	<ul style="list-style-type: none">• External Sector• Balance of Payments• International Monetary Fund (IMF) & World Bank• Planning and NITI Aayog• Agriculture: Past, Present and Future	7

Suggested Readings:

P.D Chaturvedi Business Communication, Pearson Education, Delhi

Bovee Thill Schatzman Business Communication Today, Pearson Education, Delhi 6 S.P. Robbins

Organizational Behaviour, Prentice hall, New Delhi

Gupta, K., & Gupta, J. (2010). Indian economy. Atlantic.

Course Learning Outcome:

1. After the completion of the course students will be able to-
2. Understand the economic terms.
3. Do beat reporting in business and economics.
4. Develop an understanding on current affairs

Newspaper Production

Programme/Class: Diploma	Year: Second	Semester: Four
Subject: Journalism		
	Course Title: Newspaper Production	
Course Objectives: <ul style="list-style-type: none">• Learns to Design Newspaper and Magazine• Able to Edit, Layout Design and all process of Newspaper Production		
Credits: 3	Core Compulsory	
Max. Marks: 100(60+40)	Min. Passing Marks: 40%	
Total No. of lectures-45 hours		
Unit	Topics	No. of hours
I	Publish Monthly Newspaper	12
II	Prepare Minimum One Magazine of 28 Pages	11
III	Write Minimum 10 Articles on Archive Minimum 100 Articles on any 10 Topics on current and contemporary topics	12
IV	Prepare a Scrapbook on Media	10
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none">• Evaluate the Quality of Newspaper Layout and Design• Analyze ScrapBook.• Check Spelling, Grammar and sentence formation		
Course prerequisites: To study this course, a student must have had cleared the 4th semester		

Advanced Content Writing Skills

Programme/Class: Diploma	Year: Second	Semester: Four
Subject: Advanced Content Writing Skills		
	Course Title: Advanced Content Writing Skills	
Course Objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits: 2		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Introduction to content writing <ul style="list-style-type: none">Importance and purpose of content writingCategories of documentsContent Writing Process and Guidelines	7
	Essential of good Writing <ul style="list-style-type: none">Content Writing Essentials – ABCD of content writingBasic Principles of AP Style (Associated Press Style Book)Basic English Usage & Vocabulary buildingOvercoming grammar problems	8
II	Writing for NewsPaper <ul style="list-style-type: none">Technique of writing for newspapersArticle & interviewsEditorials and letter to editorFeatures and backgrounder	7
III	Reviewing <ul style="list-style-type: none">Principles of reviewing and criticismWriting book reviewFilm reviewDrama, music and art review	8
IV	Writing for Digital Media <ul style="list-style-type: none">Writing for digital media vs. print mediaContents of news sitesWriting Blogs (Health, Fitness, Travel, Political, Social Events etc.)Qualities, roles and responsibilities of web journalist and content writers	7
V	Plagiarism laws in Content Writing <ul style="list-style-type: none">What is plagiarism, rules on plagiarismHow to write plagiarism-free copies Social Media	8

	<ul style="list-style-type: none"> • Understanding the basics of social media • Understanding social media content writing • Understanding PR 	
Suggested Readings: Web Resources: https://www.entrepreneur.com/article/247908 https://www.locationrebel.com/b2b-writing/ https://wordpress.com/support/prevent-content-theft/ https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing/ https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/ https://www.clearvoice.com/blog/10-types-content-writers-us		
Course Learning Outcome: After the completion of the course, students will be equipped with <ul style="list-style-type: none"> • The basic concepts of Content Writing • The knowledge of various styles and techniques of writing and editing • A nourishment of their creative skills • An enhancement of their employability • A creation of an industry-academia interface through institutional support 		

Leadership and Management Skills

Programme/Class: Diploma	Year: Second	Semester: Four
Subject: Leadership and Management Skills		
: VC	Course Title: Leadership and Management Skills	
Course objectives: <ul style="list-style-type: none">• The module is designed to:• Develop essential skills to influence and motivate others.• Inculcate emotional and social intelligence and integrative thinking for effective leadership.• Create and maintain an effective and motivated team to work for the society.• Nurture a creative and entrepreneurial mindset.• Help understand the personal values and apply ethical principles in professional and social contexts.• Familiarize with the budgeting process and make the learners conscious about the significance of budgeting, savings, and investment.		
Credits: 2		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Leadership Skills Understanding Leadership and its Importance <ul style="list-style-type: none">• What is leadership?• Why is leadership required?• Whom do you consider as an ideal leader? Traits and Models of Leadership <ul style="list-style-type: none">• Are leaders born or made?• Key characteristics of an effective leader• Leadership styles• Perspectives of different leaders Basic Leadership Skills <ul style="list-style-type: none">• Motivation• Teamwork• Negotiation• Networking	6Hours
II	Managerial Skills Basic Managerial Skills <ul style="list-style-type: none">• Planning for effective management• How to organize teams?• Recruiting and retaining talent• Delegation of tasks• Learn to coordinate• Conflict management Self-management Skills <ul style="list-style-type: none">• Understanding self-concept• Developing self-awareness• Self-examination• Self-reflection and Introspection• Self-regulation	6Hours

III	<ul style="list-style-type: none"> • Skills • Basics of Entrepreneurship • Meaning of entrepreneurship • Classification and types of entrepreneurships • Traits and competencies of entrepreneur • Creating Business Plan • Problem identification and idea generation • Idea validation • Pitch making 	6Hours
IV	<ul style="list-style-type: none"> • Innovative Leadership and Design Thinking • Innovative Leadership • Concept of emotional and social intelligence • Synthesis of human and artificial intelligence • Why does culture matter for today's global leaders? • Design Thinking • What is design thinking? • Key elements of design thinking: <ul style="list-style-type: none"> • Discovery • Interpretation • Ideation • Experimentation • Evolution. • How to transform challenges into opportunities? • How to develop human-centric solutions for creating social good? 	5Hours
V	<ul style="list-style-type: none"> • Managing Personal Finance • Budgeting • Setting personal goals • Estimate likely expenses • Monitor spending to obtain the most value for the available funds. • Saving and Investing • Advantages of saving money • Concept of present and future value of money 	1Hours

Suggested Readings:

Ashokan, M. S. 2015. Karmayogi: A Biography of E. Sreedharan. London, UK: Penguin

Brown, T. 2012. Change by Design. New York: Harper Business.

Chandra, P. 2017. Financial Management: Theory & Practice. 9th edition. New York: McGraw Hill Education.

Dawkins, E.R. 2016. 52 Weeks of Self Reflection — Your Guided Journal of Self Reflection. Chicago: A B Johnson Publishing.

Elkington, J., and Hartigan, P. 2008. The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World. Boston, MA: Harvard Business Press.

Course Learning Outcome:

The learners will be able to:

1. Examine various leadership models and understand and/or assess their skills, strengths and abilities that affect their personal leadership style and can create a leadership vision.
2. Learn and demonstrate a set of practical skills such as time management, self management, handling conflicts, and team leadership.
3. Understand the basics of entrepreneurship and develop business plans.
4. Apply the design thinking approach for leadership.
5. Appreciate the importance of ethics and moral values for developing a balanced personality.
6. Allocate available funds judiciously, maintain an account of current expenses, and plan for savings and

Communication Research

Programme/Class: DEGREE	Year: Third	Semester: Fifth
Subject: Journalism		
	Course Title: Communication Research	
Course Objectives: 1- Gain knowledge of Research methods and Technique 2-Able to develop scientific knowledge. 3- Practical knowledge of Research on various issues		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40%
Total No. of Lectures-60		
Unit	Topics	No. of Lectures
I	Communication research: Meaning Definition and Importance Scientific approach for Communication Research	07
	Communication research in India Nature and scope of communication research Research and communication theories Process of Research Types of Research Formulating a Research Problem Research Design: Meaning, Definition and Importance Types of Research Design:	07
II	Variable: Meaning, Definition and types Important of variables Scaling Techniques Hypothesis: Meaning Definition and Importance Types of Hypothesis Hypothesis Testing Methods of communication research: Census Method, Survey Method, Observation Method, Clinical Studies, Case studies, Pre Election Studies, Exit Poll, Content Analysis	10
		07
III	Data : Meaning definition and Importance of Data in Research Types of Data: Primary data , Secondary data Data Collection Tools: Questionnaire, Schedule, Observation and Interview Source of Data	08
IV	Sampling: Meaning definition and Importance of Sampling Types of Sampling Sampling Errors and Distribution Data Analysis	04
V	Parametric and non-parametric Uni- variable, bi- variable, multi -variable, test of significant, level of reliability and validity, SPSS and other statistical package Report writing Coding Techniques and Tabulation, Non Statistical Methods, Descriptive-Historical- Statistical Analysis	08

Suggested Readings:

1. C. R. Kothari: Research Methodology- Method and Techniques, New age int. publishers
2. R. Kumar: Research Methodology: A step by Step Guide for Beginners
3. एल एन कोली, ओ प्रववध्, वाई के प्रका न, आगरा.
4. राम आहूजा, ओ प्रववध्, वाराणसी प्रका न, वाराणसी.
- 5.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

Test with multiple choice questions/short and long answer questions
Preparation of Questionnaire on Current Issues and others
Develop Synopsis for Research

Suggested equivalent online courses:

IGNOU and other centrally/state operated Universities/MOOC platforms such as “SWAYAM” in India and abroad
<http://heecontent.upsdc.gov.in/Home.aspx>

Further Suggestions:

At the End of the whole syllabus any remarks/ suggestions:

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Corporate Communication

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: Corporate Communication		
	Course Title: Corporate Communication	
Course Objectives: To understand the concepts and evolution of corporate communication in the context of organisations To discuss the role and scope of CC in corporate brand management and image factors To review media especially the trade media and its relevance to the practice of CC.		
Credits: 4		Core
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 6-0-0 or 3-1-0 Etc.		
Unit	Topics	No. of Lectures
I	Defining structure of an organisation, Various kinds of organisations, Management hierarchy Various kinds of communication in an organisation, Role and scope of corporate communication, Interface of corporate communication department with various management disciplines	7
	The Corporate Sector The not-for-profit Sector Preparing to Write for an Organization	8
II	Preparing to Write for an Organization How Writing for the Corporate Sector is Different The Role of Research Writing Tasks in Corporate Communication Media Writing Internal Communications Other Areas in Corporate Communications	9
		6
III	Understanding Corporate Communication Definitions, concept and genesis of CC ,Difference and similarities between PR and CC , CC and public affairs, CC and corporate affairs , Publics in CC - Financial publics, media, opinion makers, government, elected representatives, Present state of CC ,Organising corporate communication activities, Areas of strategic thinking in corporate communication 8. Ethics and laws in corporate communication	8
IV	Corporate Communication Tools Lobbying, Sponsorship, Financial communication, Corporate reputation , Corporate identity Media mileage Defining financial communication, ,Legal and ethical aspects in financial communication, Financial communication campaigns	7
		7
V	Corporate Identity and Corporate Brand Management Defining corporate identity , Integrating corporate identity into communication process, Making of house styles- the wherewithal ,Case studies in corporate identity , Definition and role of corporate image, Corporate brand management	8

Suggested Readings:

- 1 Richard R Dolphin The Fundamentals of Corporate Communication, Butterworth Heinmann 2
- 1.Donald R G Corporate Reputation, London: Kogan page
- 2.Tom Means Business communication, Thomson
- 3Pitman Jackson Corporate Communication for Managers, Pitman Publishing
- 4.Paul Argenti Paul The Power of Corporate Communication, NY: McGraw Hill
- 5Clow E Kenneth Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall
- 6 Jaishri N Jethwaney Public relations, ND: Sterling 8 Kutlip Centre & Broom Effective 7.Public Relations, Prentice Hall, New Delhi
- 8 Sukul Lomash & P.K.Mishra Business policy and strategic management, Vidya Vikash Publishing house, New Delhi
9. H.R. Machiraju Indian Financial System, Vidya Vikash Publishing house, Delhi

Course Learning Outcome:

- Discuss the structure of Corporate Communication and its functions
- Co2: Describe the tools of corporate communication
- Co3: Discuss the role of strategic communication in brand building
- Co4: Determine the role of communication for social interaction and effective relationship
- Co5: Discuss the importance of building and maintaining effective relationship with internal and external audience
- Co6: Determine corporate social responsibility adopted by various organisation

Audio Visual Production Practical

Programme/Class: Degree	Year: Third	Semester: Six
Subject: Audio Visual Production Practical		
	Course Title: Audio Visual Production Practical	
Course Objectives: 1. To know the process of preparing a news package. 2. To know the process of preparing a news show. 3. To understand the process of preparing a short film. 4. To understand the process of preparing a documentary film.		
Credits: 2		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Students (in group) will prepare a news package. Student will prepare news show: Research, Planning	8
II	News show production: Writing scripts, Editing News show Production	6
III	News Show: Mastering Student (in group) will make short films or documentary consisting: Ideation • Research	6
IV	Short Film or Documentary Production: Planning • Writing Scripts Short Film or Documentary Production: Shoot	6
V	Final Production	4
Suggested Readings: Techniques of television news, Yorke, Ivor, London: Focal, 1978. % Techniques of television production, Brdz, Rudy, London: Allen & union, 1962. % Visual Scripting, Halas, John, London: Focal, 1976.		
Course Learning Outcome: 1. Students will be able to prepare a news package. 2. Students will be able to produce news shows. 3. Students will be able to make short films. 4. Students will be able to prepare a documentary film		

Audio Visual Production -1

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: Audio Visual Production		
: A270502P	Course Title: Audio Visual Production Theory	
Course Objective: 1. Students will		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 8-0-0		
Unit	Topics	No. of Lectures
I	Prominent News Channels and their background, Portfolios of prominent Journalists , Main programs of the channels	7
	News Production: Research for package Reporting: Collecting facts, bytes and visuals	8
II	News Production: Package writing Recording Voice Overs Final Packaging	7
III	Program Production: Research Planning Selecting stories Scripting	8
	Program Production: Selection/ shooting of visuals Voiceovers	9
	Program Production: Final Packaging/ Mastering	6
IV	Short Film or Documentary Production: Ideation Research Planning Production	8
V	Writing Scripts Shoot Editing Final Mastering	7
Suggested Readings: How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007 An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007 Course Learning Outcome: 2. Students will be able to produce a news package. 3. Students will be able to produce a news program. 4. Students will be able to do research and pre-production work. 5. Students will be able to produce a documentary film.		

New Media Technology

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: Journalism		
	Course Title: New Media Technology	
Course Objectives: The student at the completion of the course will be able to: The students will know about the fundamentals of multimedia. The students will know about the basics of new media. Students will be familiarizing with the new media. The students will get the knowledge about the various tools of news media technology.		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40%
Total No. of Lectures-60		
Units	Topic	No of Lectures
I	Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.	09
II	E-Newspaper – Brief History of the E-newspaper in English & Hindi Reasons for the growing popularity of e-newspaper Present & Future of E-newspaper , Limitations of online newspapers	09
III	Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology impact and cultural perspective.	09
IV	Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption Online journalism vs. traditional journalism–difference in news consumption Websites & its types, Email: Need & Importance, Web tools: Blogs, Social Media & Search Engine	10
		08
V	Traditional vs Web Journalism Meaning, Definition and Difference Elements of a Web newspapers Report Writing, Editing for Web Journalism Web Journalism & Law	06
		05
		04
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic of the above syllabus Test with multiple choice questions/ short and long answer questions		

Further Suggestions:

It widens the scope for students to join Government and Non-Government organizations, upskilling the people at different levels as per their socio-economic structure.

At the End of the whole syllabus any remarks/ suggestions:

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Content Production for New Media

Programme/Class: DEGREE	Year: Third	Semester: Fifth
Subject: Journalism		
	Course Title: Content Production for New Media (Practical)	
Course Objectives: <ul style="list-style-type: none">• Able to operate various new media platform• Make use of Audio-visual aids for New Media• Able to start You tube Channel and website		
Credits: 2		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40%
Total No. of lab.periods 30(60 hours)		
Unit	Topic	No. of lab.periods
I	Create Youtube Channel and Upload content	8
II	News Website Creation and Post writing on Current Issues and News	7
III	Operate Social Media and Manage them	7
IV	Monetizing Process of social Media Platform	8
V	Monetize minimum one channel of Social Media	
Suggested Readings: 1. User guide of various social media platforms		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: Assessment of Audio-visual Aids and their use. Assessment of techniques and communication skills. Assessment of Educational Plan and Visits Record. Attendance.		
Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL . in class 12th		

Problem Solving and Decision Making

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: Problem Solving and Decision Making		
	Course Title: Problem Solving and Decision Making	
Course objectives: <ul style="list-style-type: none">• Types of people based problems• Profiling people elemental preference• Mindset and attitudes• Extending the circle of influence• Stages in dealing with people problems• To apply strategic thinking techniques in order to come up with new ideas and approaches in addressing problems and issues faced at work by senior managers• To encourage creativity and innovation, and apply ideas by providing practical problem solving training by introducing creative thinking models and strategies to review existing perspectives and considering alternative methods.		
Credits: 2		Co-curricular
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Introduction to Problem Solving at work <ul style="list-style-type: none">• Meaning of a “problem”• Categorizing problems• Problem solving• Reactive and proactive approach to problem solving	9
II	Affinity diagrams for applying problem solving technique <ul style="list-style-type: none">• What is an affinity diagram• When to use affinity diagrams• Creating affinity diagrams• Brainstorming• Using histograms	10
III	Interrelationship diagrams to identify area for problem solving <ul style="list-style-type: none">• What is an interrelationship diagram• When to use interrelationship diagrams• Creating interrelationship diagrams• Cause and effect diagrams• Scatter diagrams	13
IV	Prioritization matrix developed for problem solving	13

	<ul style="list-style-type: none"> • What is a prioritization matrix • When to use prioritization matrix • How to use prioritization matrix • Criteria for prioritization chart • Pareto charts 	
V	<p>Clarifying Problem-solving and Decision-making</p> <ul style="list-style-type: none"> • Approaches to Problem-solving • Need and Significance of Problem-solving and Decision-making • Decision-making Process • Types of Decisions • Decision-making Styles • Attributes of an Effective Decision Maker 9.7 Problem-solving Model 	
<p>Suggested Readings:</p> <p>1. Stop Guessing: The 9 Behaviors of Great Problem Solvers by Nat Greene</p> <p>2. <i>Think Smarter: Critical Thinking to Improve Problem-Solving and Decision-Making Skills</i> by Michael Kallet</p>		
<p>Course Learning Outcome:</p> <ul style="list-style-type: none"> • Define the term problem solving and decision making • Recognize the requirements for problem solving • Identify key elements involved in “creative” thinking cycle • List key mental blocks that inhibit problem solving • Practice decision making through a series of exercises • Develop basic skills in Decision Making • Recognize importance of using Strategic thinking when resolving problems • List key expectations associated with decision making 		

Media Management

Programme/Class: Degree	Year: Third	Semester: Six
Subject: Journalism		
	Course Title: Media Management (Theory)	
Course objectives: Knowing Media Management Identify the different techniques of Media Management Know media scene in India		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40%
Total No. of Lectures- 60		
Unit	Topics	No. of Lecture
I	Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited. companies, public limited companies, trusts, cooperatives, religious institutions (societies) and franchisees (chains)	8
	Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and coordination. Hierarchy, functions and organisational structure of different departments.	8
II	General management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections. Changing roles of editorial staff and other media persons.Editorial – Response system	8
III	Economics of print and electronic media management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience	8
IV	Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost-effective techniques.	6
V	Press Commissions and Press Council of India; Press Institute of India; Audit Bureau of Circulation, Indian Newspapers Society; Editors Guild of India; Press information Bureau; Directorate of Audio-visual Publicity (DAVP)	7
	Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)– reach – promotion – market survey techniques - human research development for media.	7

Suggested Readings:

- Print media communication and management –Aruna Zachariah
- Media politics and ownership Jagdish Machani Journalism ethics and codes-Nayyar Shamsi
- Media laws and ethics –Kiran Prasad
- Ethics & Journalism –Karen Sanders
- Media politics and ownership –Jagdish Vachani
- Media selling –Charles Warner and Joseph Buchman
- Media development and management –Biswajeet Guha
- Newspaper management by Gulab Kothari.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

Seminar on any topic of the above syllabus.

Test with multiple choice questions/ short and long answer questions.

Subjective long questions

Attendance.

Course prerequisites: To study this course, a student must have had the subject ALL in class/12th.

Entrepreneurship Development and Start-up Management

Programme/Class: Degree	Year: Third	Semester: Six
Subject :Entrepreneurship Development and Start-up Management		
	Course Title: Entrepreneurship Development and Start-up Management	
Course objectives: 1. To make people learn compliance with law. 2. To develop and fortify entrepreneurial quality, i.e., motivation or need for achievement. 3. To develop small and medium scale enterprises in order to generate employment and widen the scope of industrial ownership. 4. To industrialize rural and backward sections of the society. 5. To understand the merits and demerits of becoming an entrepreneur.		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 6-0-0 or 3-1-0 Etc.		
Unit	Topics	No. of Lectures
I	Business: Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics.	7
	Importance and Objectives of Business Organization, Evolution of Business Organisation. Difference between Industry and Commerce and Business and Profession, Modern Business and their Characteristics.	8
II	Promotion of Business: Considerations in Establishing New Business.	7
	Qualities of a Successful Businessman. Forms of Business Organisation: Sole Proprietorship Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.	8
III	Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber’s and Sargent Florence’s Theories of Location.	7
IV	Plant Layout –: Meaning, Objectives, Importance, Types and Principles of Layout. Factors Affecting Layout. Size of Business Unit–: Criteria for Measuring the Size and Factors Affecting the Size. Optimum Size and factors determining the Optimum Size.	8
V	Business Combination: Meaning, Characteristics, Objectives, Causes,	7
	Forms and Kinds of Business Combination. Rationalisation: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalisation and Nationalisation.	8

Suggested Readings:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
5. Prakash, Jagdish, "Business Organisation and Management", Kitab Mahal Publishers (Hindi and English)

Note: Latest edition of the text books should be used.

Course Learning Outcome:

After completing this course a student will have:

- Ability to understand the concept of Business Organisation along with the basic laws and norms of Business Organisation.
- Ability to understand the terminologies associated with the field of Business Organisation along with their relevance.
- Ability to identify the appropriate types and functioning of Business Organisation for solving different problems.
- Ability to apply basic Business Organisation principles to solve business and industry related problems.
- Ability to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Development Communication

Programme/Class: Degree	Year: Third	Semester: Six
Subject: Journalism		
	Course Title: Development Communication (Theory)	
<ul style="list-style-type: none">• Understand the Development.• Understand about the development communication.• Identify the Indicator of Development.• Impart skills to implement, monitor & evaluate programmes.		
Credits: 4		Core Compulsory / Elective
Max. Marks: 100(60+40)		Min. Passing Marks:40
Total No. of Lectures- 60		
Unit	Topic	No. of Lectures
I	Development: Meaning, Definition, Process.	8
	Definition, meaning, scope and concept of development communication, gap between developed and developing societies. Characteristics of developing countries. (High dependence on primary sector, Unemployment, population, Low productivity, Low level of living). Indicators of Development (GDP/GNP, Human Development Index, Physical Quality of Life Index, Per capita Income and others indicators)	8
II	Theories of development: Social, Political and Economic theory Models of development: Western, Eastern, Gandhian, Schumacher’s Development communication, process -special reference to India	7
III	Use of traditional media, Print media development. Role of NGOs in development.	7
	and Electronic Media for Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.	7
IV	Development communication policy– strategies and action plans – democratic decentralization,Panchayati Raj- planning at national, state, regional, district, block and village levels.	8
V	Agricultural communication and rural development: The genesis of agricultural extension approach system – approach in agricultural communication – diffusion of innovation– model of agricultural extension – case studies of communication support to agriculture.	7
	Nongovernmental (NGOs) organizations problems faced in effective communication, micro – macro – economic frame work. Writing development messages for media	8

Suggested Readings:

- Uma Narula, Development Communication: Theory and Practice,
- Understanding Development communication-Uma Joshi
- Communication, Modernisation & Social Development-Edited: Ito Youichi, KiranPrasad,K. Mahadevan.
- India Economy-Ruddar Dutt, K.P.M.Sundharam
- International Development Communication-bella mody
- Traditional Media and Development Communication-K.Madhusudan
- Development Communication –V.S. Gupta

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Attendance.

Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL inclass12th

EVENT MANAGEMENT

Programme/Class: Degree	Year: Third	Semester: Six
Subject: EVENT MANAGEMENT		
	Course Title: EVENT MANAGEMENT	
Course Objectives: The course will enable the students to: Be aware of event management as a profession. Gain basic knowledge about establishing and managing an event. Understand and develop soft skills that would help in event management		
Credits: 4		Core Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">Historical Perspective,Introduction to event ManagementSize & type of eventRole of Event ManagerTechnology and Event ManagementEvent management StrategiesWhat is Strategic Planning?Conceptualising and Planning the EventElements of the Planning Process	8
		7
II	<ul style="list-style-type: none">Staging EventsLogistics ManagementCrowd and Risk ManagementMarketing Planning for EventsCommunication Objectives of Event MarketingEvent Management as a Marketing ToolEvent marketing ResearchElements and its Application for Events	8
		8
III	<ul style="list-style-type: none">Analysing Event EnvironmentPEST AnalysisSWOT AnalysisInternal Resource AnalysisCompetition Analysis	7
IV	<ul style="list-style-type: none">Sustainable event Management (SEM)Benefits of SEMPractices in SEMPost-Event EvaluationHuman Resource Management and EventsEvent management BudgetingConstructing the BudgetHow to Reduce Costs?Return on Investment	7
		8
V	<ul style="list-style-type: none">Categories based on SizeCategories based on the Purpose or Sector to Which They Belong	7

	<ul style="list-style-type: none"> Categories based on Key Services Provided: The Indian Events and Activation Industry 	
Suggested Readings: 1. Lynn Van Der Wagen, Event Management, edition-2005 2. Kishore, Singh, Event Management: A Booming Industry and an Eventful Career 3. Sita Ram Singh, Event Management and Practice 4. Alessandra Bird, Event Planning: Event Planning and Management - How to Start Successful Event Planning Business, Kindle Edition 5. C.P. Harichandan, Event Management, Edition-2010		
Course Learning Outcome: Students will become familiar with the key concepts of managing an event Learn and understand various aspects of events and types of events Participation in national and international level seminars/workshops Understand the skills and challenges faced in managing an event		

Audio Visual Production Practical

Programme/Class: Degree	Year: Third	Semester: Six
Subject: Audio Visual Production Practical		
: A270603P	Course Title: Audio Visual Production Practical	
Course Objectives: 6. To know the process of preparing a news package. 7. To know the process of preparing a news show. 8. To understand the process of preparing a short film. 9. To understand the process of preparing a documentary film.		
Credits: 2		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Students (in group) will prepare a news package. Student will prepare news show: Research, Planning	12
II	News show production: Writing scripts, Editing News show Production	11
III	News Show: Mastering Student (in group) will make short films or documentary consisting: Ideation • Research	10
IV	Short Film or Documentary Production: Planning • Writing Scripts Short Film or Documentary Production: Shoot	11
V	Final Production	
Suggested Readings: Techniques of television news, Yorke, Ivor, London: Focal, 1978. % Techniques of television production, Brdz, Rudy, London: Allen & union, 1962. % Visual Scripting, Halas, John, London: Focal, 1976.		
Course Learning Outcome: 10. Students will be able to prepare a news package. 11. Students will be able to produce news shows. 12. Students will be able to make short films. 13. Students can prepare a documentary film.		

Research Project

Programme/Class: Degree	Year: Third	Semester: Six
Subject: Profile Study		
	Course Title: Profile Study	
Course Objectives: <ul style="list-style-type: none">• Able to design research projects• Know Research and Process of Research• Able to conduct various types of research		
Credits: 3	Core Compulsory	
Max. Marks: 100(60+40)	Min. Passing Marks: 40	
Total No. of Lectures- 45(hours)		
Unit	Topics	No. of Lectures(hours)
I	Conduct Content Analysis of Newspaper/Radio/TV/New Media on any topic consulted by his/her teacher	12
II	Feedback and Feed forward Study	11
III	Case Study on any one topic	12
IV	Survey Study	10
V	Focus Group Discussion study	
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: Prepared intervention plan on any one of the above areas Collection of data related to the area. A letter certifying the authenticity of work done from the mentor Report of the implemented plan and impact/experience of intervention.		
Course prerequisites: To study this course, a student must have had cleared the 4th semester		

Communication Skills & Personality Development

Programme/Class: Certificate	Year: Third	Semester: Six
Subject: Communication Skills & Personality Development		
	Course Title: Communication Skills & Personality Development	
Course objectives: <ul style="list-style-type: none">• TO DEVELOP COMMUNICATION SKILLS AS WELL AS POSITIVE PERSONALITY TRAITS• TO ACQUIRE A LANGUAGE SUITABLE FOR TECHNICAL COMMUNICATION• TO INCULCATE THE HABIT OF REGULAR READING AND WRITING.		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): 6-0-0 or 3-1-0 Etc.		
Unit	Topics	No. of Lectures
I	Personality <ul style="list-style-type: none">• Definition• Elements• Determinants Personal Grooming <ul style="list-style-type: none">• Personal Hygiene• Social Effectiveness• Business Etiquettes (Power Dressing)	9
II	Body Language <ul style="list-style-type: none">• Non-Verbal Communication• Types of Body Language• Functions of Body Language• Role of Body Language• Proxemics•	10
III	Art of Good Communication <ul style="list-style-type: none">• Verbal & Non-Verbal Communication• Difference between Oral and Written Communication• 7’Cs of Effective Communication• Importance of Effective Communication	
IV	<ul style="list-style-type: none">• Team Behaviour• Types of Teams• Team Roles and Behaviour• Group Discussion• Do’s and Don't	13
V	Interview Preparation <ul style="list-style-type: none">• Introduction• Resume Writing• Dress Code• Mock-Interview• How to be Successful in an Interview	13

Suggested Readings:

- Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results By Rob Biesenbach
- Five Stars: The Communication Secrets to Get from Good to Great By Carmine Gallo
- Just Listen: Discover the Secret to Getting Through to Absolutely Anyone By Mark Goulston

Course Learning Outcome:

- THEY WILL BE ABLE TO WRITE SIMPLE AND CORRECT SENTENCES.
- THEY WILL ABLE TO WRITE PAPERS, PROPOSALS, REPORTS ETC
- THEY WILL BE ABLE TO APPRECIATE ANY PIECE OF WRITING AND COMPREHEND IT.

Understanding Media

Programme/Class: Certificate		Year: First	Semester: First
Subject: Understanding Media			
		Course Title: Understanding Media	
Course Objectives: To develop in students an understanding of media and enable them to appreciate potential and limitation of various media forms. To encourage students to participate in contemporary society as active citizens, through their awareness of the political, social, economic, historical and technological implications of the media. To develop skills to encourage the production of creative media messages. To introduce students to various career opportunities in mass media.			
Credits: 4		Core Course	
Max. Marks: 100(60+40)		Min. Passing Marks: 40	
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics		No. of Lectures
I	Introduction <ul style="list-style-type: none">● Mass Media- Means Characteristics● Functions● Role in Society● Print Media - Growth and Variety● Newspapers – Number and Circulation● New Trends in Print Media● New Printing Technologies● Role of the Press		12
II	Characteristics of Radio <ul style="list-style-type: none">● A Medium of the sound● A Medium of the Voice● Microphone – The Link between Speaker and Listeners Characteristics of Television <ul style="list-style-type: none">● An Audio-Visual Medium● Features of other Media● Wide Reach and High Credibility● A Glamour Medium		10
III	Characteristics of Films <ul style="list-style-type: none">● A Mass Medium● Mechanically Reproducible● A Collaborative Medium● An Art Medium● Government’s Role● A Medium for Development● A Medium that Demands People’s Concentration● A Realistic but Expensive Medium		14
IV	Brief history and evolution of the internet <ul style="list-style-type: none">● Internet as a medium of communication● New media terminologies: websites and portals; cyber		10

	space, cyber culture, cyber journalism, digital divide, blogs, blogosphere, vlog, webisodes, webinars, podcasts, etc. ● Characteristics of online journalism - Immediacy, interactivity and universality	
V	● Characteristics of Messages ● The Concept of Audience:- Media Reach,Media Access, Media Exposure, Media Effects ● Duality of Audiences:- Audience Types, Audiences as Markets ● Audiences of Various Media:- Multiple Media Usage, Newspaper and Magazine Readership, Radio Listeners Television Viewers, Film Audiences, Book Readers	14
Suggested Readings: 24 October 1994 Understanding Media: The Extensions of Man (The MIT Press) Understanding Media Cultures: Social Theory and Mass Communication(SAGE Publications Ltd) 2002		
Course Learning Outcome: 1. To develop in students an understanding of the concept and process of communication and to enable them to appreciate the potential and limitations of various communication processes. 2. To familiarize students with various forms of communication in today's Information Society, including nonverbal, interpersonal and mass forms. 3. To develop in students understanding of the mass communication process. 4. To introduce students to different areas of mass communication. 5. To develop an informed and critical understanding of the nature of mass media.		

Computer for Mass Media

Programme/Class: Certificate	Year: First	Semester: First
Subject: Computer for Mass Media		
	Course Title: Computer for Mass Media	
Course Objectives: <ul style="list-style-type: none">Students will get familiar with ComputerAcquaint students with practical knowledge of basics of Computer		
Credits: 2		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 0-0-4		
Unit	Topics	No. of Lectures
I	Fundamental of Computer <ul style="list-style-type: none">History of ComputerHardware and Software	12
II	COMPUTERS AND THEIR COMPONENTS <ul style="list-style-type: none">The Input-Output ProcessSchematic RepresentationInput DevicesOutput DevicesCentral ProcessSoftwareSystem SoftwareApplication SoftwareClassification of Computer	14
III	MS Word <ul style="list-style-type: none">Interface, Mail Merge, Basics of MS WordTyping Hindi and English	12
IV	MS Excel and PowerPoint Presentation <ul style="list-style-type: none">Interface, Operating of MS ExcelPreparing PowerPoint Presentation	12
V	Internet <ul style="list-style-type: none">History of InternetSurfing, Content Searching, Finding Authentic Sources of Content	10
Suggested Readings: <ul style="list-style-type: none">Sinha, Pradeep and Priti: 2010, Computer Fundamentals, New Delhi, BPB PublicationsRajaraman, V and Adbala, Neeharika: 2015, Computer Fundamentals, New Delhi, PHI, Pvt. Ltd.Thareja, Reema : 2019, Fundamentals of Computers, Oxford University PressFaithe, Wampen : 2014, Computing Fundamentals : Introduction to Computer, Willey EasternShrivastava, Niranjana : 2013, Fundamentals of Computers and Information System, New Delhi, Dreamtech PressVerma,Deepika:2020, The Era of New Media, New Delhi, A. R. PublishingCoVerma,Deepika:2020, Social Media: Language, Policy and Management, New Delhi, Parikalpana Pub.		

Course Learning Outcome:

1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape.
2. Students will be able to: Define the process, uses, principles and advantages of digital photography.
3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.

Communicative Hindi

Programme/Class: Certificate	Year: First	Semester: First
Subject: Communicative Hindi		
: A010101	Course Title: Communicative Hindi Theory	
Course outcomes: 1. छात्र हिंदी भाषा के महत्व और प्रयोग को समझ सकेंगे। 2. छात्र सही शब्द और वाक्य लिख सकेंगे। 3. छात्र हिंदी भाषा में ठीक तरीके से अभिव्यक्ति कर सकेंगे।		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">हिंदी भाषा: परिचय, महत्व और भविष्य, हिंदी भाषा के अनुप्रयोगवर्तनी, शब्द और वाक्य संरचना, प्रभावी वाक्य रचना	12
II	<ul style="list-style-type: none">अवतरण लेखन, विराम चिन्हों का प्रयोगमुहावरे, पर्यायवाची शब्द, बोलियां, तत्सम शब्द, तद्भव शब्द, देशज शब्द, विदेशज शब्द	12
III	<ul style="list-style-type: none">अखबार की भाषा, रेडियो की भाषा, टीवी की भाषा, विभिन्न माध्यमों की भाषा में समानताएं और अंतर	11
IV	<ul style="list-style-type: none">साहित्य की भाषा और पत्रकारिता की भाषा में अंतर, भाषा पर डिजिटल क्रांति का प्रभाव	12
V	<ul style="list-style-type: none">निबंध लेखन, शीर्षक लेखन, कहानी और कविता लेखनहिंदी साहित्य: संक्षिप्त परिचय, इतिहास, प्रमुख लेखक और कवि	13
Suggested Readings: 1. डॉ. जीएल सुलोचना, डॉ. अनीता गांगुली, सरल व्याकरण और पत्र लेखन, गीता प्रकाशन, हैदराबाद 2. श्री कामता प्रसाद गुरु, हिंदी व्याकरण, ज्ञान प्रकाशन, 2021 3. आचार्य रामचंद्र शुक्ल, हिंदी साहित्य का इतिहास, प्रभात प्रकाशन, दिल्ली, 2021		

Course Learning Outcome:

- छात्र सामान्य व्याकरण के नियमों की समझ हासिल कर लेंगे
- छात्र सही शब्द और वाक्य लिख सकेंगे
- छात्र हिंदी भाषा में ठीक तरीके से अभिव्यक्ति कर सकेंगे
- पाठ्यक्रम पूरा करने के बाद छात्र अपनी अभिरुचि के मुताबिक आलेख, कहानी या कविता लेखन कर सकेंगे

Communicative English

Programme/Class: Core	Year: First	Semester: First
Subject: Communicative English - 4 Credits		
	Course Title: Communicative English - 4 Credits	
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 of the students. 3. To enable them to express their ideas relevant to given topics		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Subject and Predicate, Phrase & Clause, Parts of Speech, Subject Verb Agreement, Sentences: simple, complex, compound Narration, Punctuation, spelling Rules, synthesis, sequence of sentences	12
II	Grammar and Usage Basic Grammar- Articles, Noun, Pronoun, Adjective, Verb, Finite & Nonfinite Verbs, Adverb, Prepositions, Auxiliaries Modals, Phrasal verbs	11
III	Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading, Pronunciations and Accent, Gerunds Kinds of sentences and clauses, Transformations-Active passive Voice, Direct-Indirect Speech, Tenses, Mood, conjunction, Interjection	13
IV	Transformations-Active passive, Direct-Indirect, Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading. Antonyms, Synonyms, Paronyms, homonyms, Idioms, One word substitution, Some common errors, Idioms phrases	13
V	Paragraph Writing: Descriptive, Argumentative, Expository etc. Formal correspondence, Précis writing, Report writing, Academic Essay writings, spotting Error, Cloze Test	11
Suggested Readings: <ul style="list-style-type: none">• 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		

Course Learning Outcome:

- 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

Constitution of India

Programme/Class: Certificate	Year: First	Semester: First
Subject: CONSTITUTION OF INDIA		
	Course Title: CONSTITUTION OF INDIA	
Course objectives: On completion of the course the student should be able to: 1 To realise the significance of the constitution of India to students from all walks of life and help them to understand the basic concepts of the Indian constitution. 2 To identify the importance of fundamental rights as well as fundamental duties. 3 To understand the functioning of Union, State and Local Governments in the Indian federal system. 4 To learn procedure and effects of emergency, composition and activities of election commission and amendment procedure.		
Credits: 2		Core
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	The Indian Constitution Historical Background; Constituent Assembly and Drafting of the Constitution; Composition ;A Critique ;The Preamble;Basic Features of the Constitution ;Amendment to the Constitution	8
II	Indian Constitution: Salient Features & preamble;Fundamental Rights and Fundamental duties.;Directive Principles of state policy.States and Union Territories & Centre-State Relations	7
III	Power and functioning of democratic Institutions President and Vice President: Election and power Prime Minister and the cabinet Governor: Power & functions Chief Minister and the cabinet Parliament – Functions and powers	9
IV	Judicial System State legislature – Functions and powers Superior Judiciary - Supreme Court, High Courts Subordinate Judiciary	7
V	Electoral System Election Commission – Functions and powers General Elections, Midterm Elections, By Elections Elections of upper and lower houses Election of President and Vice President Multi-Party System - National and Regional Parties	9
Suggested Readings: 1. Shukla, V.N. Constitution of India, Eastern Book Company, Lucknow 2001 2. Bakshi, P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001 3. D. D. Basu An introduction to the Constitution of India 4. J.C. Johari Indian Political System		

Course Learning Outcome:

1. At the end of the course the student should be able to:
2. CO1. Understand and explain the significance of the Indian Constitution as the fundamental law of the land.
3. CO2. Exercising his fundamental rights in the proper sense at the same time identifies his responsibilities in national building.
4. CO3. Analyse the Indian political system, the powers and functions of the Union, State and Local Governments in detail
5. CO4. Understand Electoral Process, Emergency provisions and Amendment procedure.

Basic Photography Skills Practical

Programme/Class: Certificate	Year: First	Semester: First
Subject: Basic Photography Skills Practical		
:	Course Title: Basic Photography Skills Practical	
Course Objectives: <ul style="list-style-type: none">● Handle Digital SLR Camera● Compose and Shoot in different lighting conditions.● Make a photo feature on a specific topic		
Instructional plan		
This course will focus on the visual grammar and Basic skills of photography. The students make a basic Photography portfolio by the end of the semester.		
Credits: 3		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Tutorial-Practical (in hours per week): T-P: 0-0-6		
Unit	Topics	No. of Lectures
I	Introduction to Photography & Camera <ul style="list-style-type: none">● Basics of Photography. Principles of Camera Obscura.● Working of Camera● Understanding various types of Cameras & its Parts (Including pinhole, compact camera, Polaroid Camera, T.L.R, S.L.R D.S.L.R camera) Practical Assignment: Students will submit an assignment based on analysis of 5 photographs from the Mobile Phone.	11
II	Practical exercises- <ul style="list-style-type: none">● Proper way of holding a DSLR Camera. (Battery, Card, Lenses)● Handling accessories- Tripod, Base Plate, Camera flash, etc.● Auto Manual Focus use● Vertical vs. Horizontal	12
III	<ul style="list-style-type: none">● Exposure Triangle (Aperture, Shutter, ISO)● Auto White Balance, Auto Focus● Types of shots & Angle	11
IV	<ul style="list-style-type: none">● Photoshop basics & Mobile Apps● Overview of software- Image size and resolutionTools (Selections tools, move tools Painting tools: Intro, paint bucket Gradient pattern● Pen Tools, Eraser tools, etc tools	14
V	<ul style="list-style-type: none">● Intro to layers● The tax type tool, Blending option (Layer Style)● Color correction.● Final Project - Students will submit a photo essay of any Beats Consisting 10-15 photographs (printed on photo paper). Each photo should have a suitable caption.	12

Suggested Readings:

- The Darkroom Cookbook; Anchell, Stephen G.
- Practical photography; Freeman, John
- Visual Communication: Images with messages by Paul Martin Lester
- Focal Press: Basic Photography by Michael Langford
- The History of Photography: As Seen Through the Spira Collection, S.F. Spira

Course Learning Outcome:

1. Understand basic concepts related to photography.
2. Handle the exposure triangle in DSLR for different compositions.
3. Click photographs in various types of lighting and design posters, cards, using Photoshop.

Universal Human Values

Programme/Class: Certificate		Year: First	Semester: First
Subject: Universal Human Values			
		Course Title: Universal Human Values	
Course objective: The present course deals with the meaning, purpose, and relevance of universal human values and how to inculcate and practice them consciously to be a good human being and realize one’s potential.			
Credits: 2		Co-curricular	
Max. Marks: 100		Min. Passing Marks: 40	
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures
I	Love and Compassion Introduction: What is love? Forms of love — for self, parents, family, friend, spouse, community, nation, humanity and other beings — the living and the non-living. Love and compassion and inter-relatedness. Love, compassion, empathy, sympathy and non-violence. Individuals who are remembered3693story and literature including local folklore. Practicing love and compassion: What will learners gain if they practice love and compassion? What will learners lose if they don’t practice love and compassion? Sharing learner’s individual and/or group experience(s). Simulated situations. Case studies. Truth Introduction: What is truth? Universal truth, truth as value, truth as fact (veracity, sincerity, honesty among others) Individuals who are remembered in history for practicing this value. Narratives and anecdotes from history and literature including local folklore. Practicing Truth: What will learners learn or gain if they practice truth? What will learners lose if they don’t practice it? Individual and/or group experience(s). Simulated situations. Case studies.		8
II	Non-violence Introduction: What is non-violence? Its need. Love, compassion, empathy, sympathy for others as prerequisites for non-violence. Ahimsa as non-violence and non-killing. Individuals and organizations that are known for their commitment to non-violence. Narratives and anecdotes about non-violence from history and literature, including local folklore. Practicing non-violence: What will learners learn/gain if they practice non-violence? What will learners lose if they don’t practice it? Sharing individual and/or group experience(s) about non-violence. Simulated situations. Case studies. Righteousness Introduction: What is righteousness?		7

	<p>Righteousness and dharma, righteousness and propriety. Individuals who are remembered in history for practicing righteousness. Narratives and anecdotes from history and literature, including local folklore. Practicing righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s). Simulated situations. Case studies.</p>	
III	<p>Peace Introduction: What is peace? Its need, relation with harmony, and balance. Individuals and organizations that are known for their commitment to peace. Narratives and anecdotes about peace from history and literature, including local folklore. Practicing peace: What will learners learn/gain if they practice peace? What will learners lose if they don't practice it? Sharing learner's individual and/or group experience(s) about peace. Simulated situations. Case studies.</p> <p>Service Introduction: What is service? Forms of service, for self, parents, family, friend, spouse, community, nation, humanity and other beings — living and nonliving, persons in distress or disaster. Individuals who are remembered in history for practicing this value. Narratives and anecdotes dealing with instances of service from history and literature, including local folklore. Practicing service: What will learners learn/gain if they practice service? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s) regarding service. Simulated situations. Case studies.</p>	9
IV	<p>Renunciation (Sacrifice) Introduction: What is renunciation? Renunciation and sacrifice. Self-restraint and Ways of overcoming greed. Renunciation with action as true renunciation. Individuals who are remembered in history for practicing this value. Narratives and anecdotes from history and literature, including local folklore. Practicing renunciation and sacrifice: What will learners learn/gain if they practice renunciation and sacrifice? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s). Simulated situations.</p>	7

	<p>Case studies.</p> <p>Constitutional Values, Justice and Human Rights</p> <p>Part A: Fundamental Values</p> <p>Justice</p> <p>Liberty</p> <p>Equality</p> <p>Fraternity</p> <p>Human Dignity</p> <p>Part B: Fundamental Rights</p> <p>Right to Life</p> <p>Right to Freedom of Speech and Expression</p> <p>Right to Education</p> <p>Right to Health and Housing</p> <p>Right to Work and Decent Living</p> <p>Right against Exploitation.</p>	
V	<p>Fundamental Duties</p> <p>To abide by the Constitution, respect its ideals and institutions, the National Flag and the National Anthem;</p> <p>To cherish and follow the noble ideals which inspired national struggle for freedom;</p> <p>To uphold and protect the sovereignty, unity and integrity of India;</p> <p>To defend the country and render national service when called upon to do so;</p> <p>To promote harmony and the spirit of common brotherhood amongst all the people of India and to renounce practices derogatory to the dignity of women;</p> <p>To value and preserve the rich heritage of our composite culture;</p> <p>To protect and improve the natural environment and wildlife and to have compassion for living creatures;</p> <p>To develop the scientific temper, humanism and the spirit of enquiry and reform;</p> <p>To safeguard public property and abjure violence;</p> <p>To strive towards excellence in all spheres of individual and collective activity;</p> <p>To provide opportunities for education to one's child or ward between the age of six and fourteen years.</p>	9
<p>Suggested Readings:</p> <p>Basham, A.L. 1954. First edition. The Wonder That Was India. London: Picador Press.</p> <p>Ghosh, Shantikumar. 2004. Universal Values. Kolkata: The Ramakrishna Mission.</p> <p>Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo Ashram.</p> <p>Joshi, Kireet. 1997 Education for Character Development. Delhi: Dharma Hinduja Centre of Indic Studies.</p> <p>Joshi, Rokeach. 1973. The Nature of Human Values. New York: The Free Press.</p> <p>Mookerji, Radha K. 1989 Ancient Indian Education. Delhi: Motilal Banarsidass</p> <p>Patra, Avinash. 2012. The Spiritual Life and Culture of India. London: Oxford University Press.</p> <p>Saraswati, Swami Satyananda. 2008. Asana Pranayama Mudra Bandha. Munger: Bihar School of Yoga</p>		
<p>Course Learning Outcome:</p> <p>The learners will be able to:</p> <ol style="list-style-type: none"> 1. Know about universal human values and understand the importance of values in individual, social circles, career path, and national life. 2. Learn from case studies of lives of great and successful people who followed and practised human values and achieved self-actualization. 3. Become conscious practitioners of human values. 4. Realize their potential as human beings and conduct themselves properly in the ways of the world 		

Reporting and Editing

Programme/Class: Certificate		Year: First	Semester: Second
Subject: Journalism			
		Course Title: Reporting and Editing (Theory)	
Course Objectives: <ul style="list-style-type: none">• Learn about Various types of Reporting.• Understanding concepts of Reporting and its Importance• Learn Challenges of Reporting• Understand Editing methods, tools and symbols.			
Credits: 4			Core Compulsory
Max. Marks:100 (25+75)			Min. Passing Marks: 40%
Total No. of Lectures- 60			
Unit	Topic		No. of Lectures
PART A: Reporting			
I	News: Concept, Meaning, Definition and Importance of News, Elements of News, structure of News, News Value, Types of news Intro: Definition & Types Definition & Types Beat: Meaning and Importance and types: Crime, Sports, Political, Parliamentary, Court, Education, Art and Culture, Rural, Women		15
II	Types of reporting: crime, court, civil, society, culture, politics, commerce and business, education, development, Investigative Reporting, Structure and functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions.		15
III	Editing: concept, process and significance, Editing : Nature and need for editing. Principles of editing, editorial desk and its function, style sheet – editing symbols , Photo editing Editorial Values: objectivity, facts, impartiality and balance		8
IV	Proofreading: Meaning, Definition and Importance , Proofreading symbols New Technique of Proof Readings Translation: Meaning, Definition and uses of translation in Journalism, Importance of Translation in Journalism Translation of Government Orders		15
V	Structure of editorial Department Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proofreader		7

Suggested Readings:

- F. W. Hodgson, Modern Newspaper Editing and Production, Elsevier Science & Technology Books,
- KM Srivastav, News re[porting and Editing, Sterling Publishers Pvt. Ltd
- Seema Sharma, Journalism Reporting, Anmol Publications Pvt. Limited,
- Seema Sharma, Editing: theory and Practices, Anmol Publications Pvt. Limited,
- Ambrish Saxena, fundamental of Reporting and Editing, Kanishka Publishers Distributors
- Kobre Kenneth , Photo Journalism The Professionals Approach , Focal Press Oxford ,
-
- Fincher Terry , Creative Techniques in Photo Journalism , BT Batsford Ltd. London ,
- Belt Angela Faris , The Elements of Photography understanding and creating Sophisticated
- .

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.

Course prerequisites: To study this course, a student must have had the subject ALL . in class 12th.

Suggested equivalent online courses:

IGNOU & Other centrally/state operated Universities/ MOOC platforms such as “SWAYAM” in India and Abroad

WRITING FOR MEDIA- PRINT

Programme/Class: Certificate	Year: First	Semester: Second
Subject: WRITING FOR MEDIA- PRINT		
	Course Title: WRITING FOR MEDIA- PRINT	
Course Objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits: 2		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Introduction <ul style="list-style-type: none">Writing for Newspaper, Hard News , Soft News, Feature Writing, Article Writing, Editorial Writing, Headline Writing, Writing Intros, Writing for Magazines, Style Sheets.	9
II	Introduction to News Resource <ul style="list-style-type: none">Major newspaper and magazine organizations: An analysis of major publicationsSources of News: Traditional Sources, Media Sources, Cross Media Sources including Radio, TV and internet, ethical issues regarding sources, Gate-keeping and validation of news sources.	10
III	Introduction to news writing <ul style="list-style-type: none">Structure of a news report: Types of leads: inverted pyramid style, hourglass style and nut graph, News Nibs and Analysis.Covering beats, press conferences, speech reports seminars, press releases Reporting for a news agency, specialized reporting like investigative journalism, etc.	13
IV	Introduction to feature writing <ul style="list-style-type: none">Definition, structure, characteristics, typesProcess: Ideas and research, tools and techniquesKinds of features: Profiles; middles, columns, human interest stories, travel writing, opinion pieces and editorials; book reviews, movie reviews, music reviews, narrative writingMagazine reporting: Current trends, style and future	13
V	Writing <ul style="list-style-type: none">Article WritingEditorial WritingHeadline WritingWriting Intros	9
Suggested Readings: 1) Langford, M., Smith, R. S., & Renn, P. (2010). Langford's basic photography: The guide for serious		

photographers. Oxford: Focal.

2) Langford, M. (1987). The step-by-step guide to Photography. New York: Alfred A. Knopf London, B., & Upton, J. (1998). Photography. New York: Longman

3) The Darkroom Cookbook; Anchell, Stephen G.

4) Practical photography; Freeman, John

Course Learning Outcome:

1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape.

2. Students will be able to: Define the process, uses, principles and advantages of digital photography.

3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.

Indian Social System

Programme/Class: Certificate	Year: First	Semester: Second
Subject: Indian Social System		
	Course Title: Indian Social System	
Course objectives: On completion of the course the student should be able to: <ul style="list-style-type: none">● To identify and analyze come of such emerging Social issues and problems form sociological perspective. Understand their structural linkages and interrelationships.● To sensitize the students to the emerging social issues and problems of contemporary India● To enable students to acquire sociological understanding of these issues and problems● To empower them to deal with these issues and problems and to serve as change agents both in governmental and non-governmental organizations.		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Indian Society: Unity and diversity in India; Religious, Linguistic, Cultural and Regional diversities of Indian society:-evolution of Indian society- socio-cultural dimensions Major Segments of Indian Society: Tribal life in India, Village and urban communities in India	7
II	Social Change: Meaning, nature and forms of social change- Evolution, Progress, Diffusion, Transformation Revolution. Factors of Social Change: Demographic, economic, religious, technological bio-tech, infotech and media Social Change in Contemporary India: Trends of change, Economic development and social change- Industrialisation, urbanisation	7
III	Status of Women: Gender discrimination, violence against women, quest for equality, changing status of women	7
IV	Caste System in India: Characteristics, Power Dimensions of Caste in India, Pollution and Purity, Dominant Caste, Inter-Caste Relations, Jajmani system, Changing trends and Future of caste system Marriage, Family and Kinship: Forms of Marriage, Family and Kinship among Hindus, Muslims and Christians and their changing trends; Decline of joint family: causes and consequences	8
V	Theories of Social Change: Linear, cyclical and curvilinear. Processes of Change: Change in structure and change of structure, Sanskritisation, Westernisation, Modernisation Secularization and Globalisation.	8
Suggested Readings: <ul style="list-style-type: none">● Beteille,Andre, 1974, Social Inequality, New Delhi, OUP● Beteille, Andre, 1992, Backward classes in Contemporary India,New Delhi OUP.● Berreman,G.D. 1979, Caste and other inequalities: Essays in inequality, : Meerut:Folklore Institute. :: Dube, Leela. 1997. Woman and Kinship . Comparative perspective on Gender in South and Southeast Asia. New Delhi: Sage Publications.		

- Gadgil, Madhav and Guha, Ramchandra. 1996. Ecology and Equity: The Use and abuse of nature in Contemporary India. New Delhi. OUP
- Gill, S.S. 1998. The Pathology of Corruption . New Delhi.

Course Learning Outcome:

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

1. Understand the basic concepts related to Indian Society.
2. Explain the Indian Social system, its linkages and continuity with past & present.
3. It will provide them a comprehensive understanding of the Indian social system with the help of contemporary sociological attributes.

Media Related Software (Practical)

Programme/Class: CERTIFICATE		Year: First	Semester: Second
Subject: Journalism			
		Course Title: Media Related Software(Practical)	
Course Objectives: <ul style="list-style-type: none">● Ability to handle media related software● Able to edit audio-visual content● Able to Prepare Graphics			
Credits: 2		Core Compulsory	
Max. Marks: 100 (60+40)		Min. Passing Marks: 40%	
Total No. of lab.periods- 30 (60 hours)			
Unit	Topic		No. of lab. periods
I	Software related to Print Media : Adobe Page Maker, Coral Draw, InDesign,		10
II	InDesign, QuarkXpress, Photoshop		5
III	Audio-Visual Software: Sound Forge, Adobe Pro, and other video editing software		7
IV	VFX software (visual effect software) / motion graphic software		8
V	FCP: Final Cut Pro		
Suggested Readings: 1. User Guide of Various software			
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none">● Preparation of samples of Layout Design.● Evaluation Sound quality edited by students.			
Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL inclclass12 th			

Communicative Hindi

Programme/Class: Certificate	Year: First	Semester: Second
Subject: Communicative Hindi		
	Course Title: Communicative Hindi Theory	
Course Objectives: 4. छात्र हिंदी भाषा के महत्व और प्रयोग को समझ सकेंगे। 5. छात्र सही शब्द और वाक्य लिख सकेंगे। 6. छात्र हिंदी भाषा में ठीक तरीके से अभिव्यक्ति कर सकेंगे।		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	हिंदी भाषा: परिचय, महत्व और भविष्य, हिंदी भाषा के अनुप्रयोग वर्तनी, शब्द और वाक्य संरचना, प्रभावी वाक्य रचना	12 11
II	अवतरण लेखन, विराम चिन्हों का प्रयोग	11
III	मुहावरे, पर्यायवाची शब्द, बोलियां, तत्सम शब्द, तद्भव शब्द, देशज शब्द, विदेशज शब्द	11
IV	अखबार की भाषा, रेडियो की भाषा, टीवी की भाषा, विभिन्न माध्यमों की भाषा में समानताएं और अंतर	12
V	साहित्य की भाषा और पत्रकारिता की भाषा में अंतर, भाषा पर डिजिटल क्रांति का प्रभाव निबंध लेखन, शीर्षक लेखन, कहानी और कविता लेखन हिंदी साहित्य: संक्षिप्त परिचय, इतिहास, प्रमुख लेखक और कवि	11 11 11
Suggested Readings: 4. डॉ. जीएल सुलोचना, डॉ. अनीता गांगुली, सरल व्याकरण और पत्र लेखन, गीता प्रकाशन, हैदराबाद 5. श्री कामता प्रसाद गुरु, हिंदी व्याकरण, ज्ञान प्रकाशन, 2021 6. आचार्य रामचंद्र शुक्ल, हिंदी साहित्य का इतिहास, प्रभात प्रकाशन, दिल्ली, 2021		

Course Learning Outcome:

- छात्र सामान्य व्याकरण के नियमों की समझ हासिल कर लेंगे
- छात्र सही शब्द और वाक्य लिख सकेंगे
- छात्र हिंदी भाषा में ठीक तरीके से अभिव्यक्ति कर सकेंगे
- पाठ्यक्रम पूरा करने के बाद छात्र अपनी अभिरुचि के मुताबिक आलेख, कहानी या कविता लेखन कर सकेंगे

Communicative English

Programme/Class: Certificate	Year: First	Semester: Second
Subject: Communicative English - 4 Credits		
	Course Title: Communicative English - 4 Credits	
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		
Credits: 4		Core Compulsory
Max. Marks: 100 (60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Subject and Predicate, Phrase & Clause, Parts of Speech, Subject Verb Agreement, Sentences: simple, complex, compound	7
	Narration, Punctuation, spelling Rules, synthesis, sequence of sentences	7
II	Grammar and Usage Basic Grammar- Articles, Noun, Pronoun, Adjective, Verb, Finite & Nonfinite Verbs, Adverb, Prepositions, Auxiliaries Modals, Phrasal verbs	8
III	Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading, Pronunciations and Accent, Gerunds	7
	Kinds of sentences and clauses, Transformations-Active passive Voice, Direct-Indirect Speech, Tenses, Mood, conjunction, Interjection	7
IV	Transformations-Active passive, Direct-Indirect, Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading.	8
	Antonyms, Synonyms, Paronyms, homonyms, Idioms, One word substitution, Some common errors, Idioms phrases	8
V	Paragraph Writing: Descriptive, Argumentative, Expository etc. Formal correspondence, Précis writing, Report writing, Academic Essay writings, spotting Error, Cloze Test	8
Suggested Readings: <ul style="list-style-type: none">• 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		

Course Learning Outcome:

- 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

ENVIRONMENTAL STUDIES

Programme/Class: Certificate		Year: First	Semester: Second
Subject: ENVIRONMENTAL STUDIES			
		Course Title: ENVIRONMENTAL STUDIES	
Course objectives : (a) Creating the awareness about environmental problems among people. (b) Imparting basic knowledge about the environment and its allied problems. (c) Developing an attitude of concern for the environment.			
Credits: 2		Core Course	
Max. Marks: 100(60+40)		Min. Passing Marks: 40	
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures
I	Introduction <ul style="list-style-type: none">● General● Importance of Environmental Education● Environmental Literacy● Environmental Engineering.● Environmentalism● Environmental Studies- the Subject and its Multidisciplinary● Components of Environment and their Interactions● Man and the Biosphere● Impacts of Development on Environment		9
II	Natural Resources <ul style="list-style-type: none">● Forest Resources● Dams● Water Resources● Food Resources.● Energy Resources● Land Resources		10
III	Ecology <ul style="list-style-type: none">● Ecosystem● Ecosystem-Anthropo System Comparison● Biome and Ecosystem● Energy Flow through the Ecosystem● Food Chains and Webs● Biological Magnification or Biomagnification● Human versus Natural Food Chains● Biogeochemical Cycles● The Water Cycle		13
IV	Environmental Pollution <ul style="list-style-type: none">● Water Pollution● Soil Pollution● Marine Pollution● Noise Pollution● Noise Pollution● Solid Waste Management● Hazardous Waste Management● Pollution Prevention		13

	<ul style="list-style-type: none"> ● Disaster Management 	
V	Social Issues and the Environment <ul style="list-style-type: none"> ● Introduction ● Sustainable Development ● Urban Problems Related to Energy ● Environmental Degradation ● Conservation of Water ● Resettlement and Rehabilitation of People ● Environmental Ethics 	

Suggested Readings:

Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
b) Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R) c)
Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
d) Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
e) Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
f) De A.K., Environmental Chemistry, Wiley Eastern Ltd.
g) Down to Earth, Centre for Science and Environment (R)
h) Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p.

Course Learning outcomes:

Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.
Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Advanced Photography Skills Practical

Programme/Class: Certificate	Year: First	Semester: Second
Subject: Advanced Photography Skills Practical		
	Course Title: Advanced Photography Skills Practical	
Course Objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits:3		Vocational Course
Max. Marks: 100 (60+40)		Min. Passing Marks:40
Total No. of Tutorial-Practical (in hours per week): T-P: 01-04 Etc.		
Unit	Topics	No. of Lectures
I	Introduction to Photography & Camera <ul style="list-style-type: none">● Sensors: CCD and CMOS● Soft focus, long exposure, short exposure, multiple exposures,● White Balance, Focus● Understanding lenses (Prime, Telephoto lenses, Wide Angle, Normal, Fish eye, etc.)● Use of different Mode dial in photography Assignment 1- Students will submit softcopies of 6 photographs of different exposure and lenses	9
II	Composition <ul style="list-style-type: none">● Formats of a digital image● Focal length, field of view and depth of field● Rule of Thirds● Balancing Elements, Symmetry and Patterns● Viewpoint, Depth, Framing, Nose Room. Assignment 2 - Students will submit softcopies of 6 photographs of different guidelines of composition. Students will submit hardcopies of 3 selected photographs printed on photo paper.	10
III	Lights & Various Beats <ul style="list-style-type: none">● Lighting & its control (source, Flash)● One, two & three point lighting● Bounce Lighting● Hard and soft lighting● Direct light, diffused light,	13
IV	Different Area of Photography <ul style="list-style-type: none">● Stop motion Photography● Product Photography● Model & Fashion Photography	1

V	<ul style="list-style-type: none"> ● WildLife Photography ● Portrait, Nature & landscapes, ● Event & Wedding Photography Etc. <p>Final Project - Students will submit photo essay & Stop motion Film</p>	

Suggested Readings:

- 1) Langford, M., Smith, R. S., & Renn, P. (2010). Langford's basic photography: The guide for serious photographers. Oxford: Focal.
- 2) Langford, M. (1987). The step-by-step guide to Photography. New York: Alfred A. Knopf ●
- London, B., & Upton, J. (1998). Photography. New York: Longman
- 3) The Darkroom Cookbook; Anchell, Stephen G.
- 4) Practical photography; Freeman, John

Course Learning Outcome:

1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape.
2. Students will be able to: Define the process, uses, principles and advantages of digital photography.
3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.

Communication Skills

Programme/Class: Certificate		Year: First	Semester: Second
Subject: Communication Skills			
		Course Title:- Communication Skills	
Course objectives: 1. Identify common communication problems that may be holding learners back. 2. Identify what their nonverbal messages are communicating to others. 3. Understand the role of communication in the teaching-learning process.			
Credits: 2		Co-curricular	
Max. Marks:100 (60+40)		Min. Passing Marks: 40	
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures
I	1.2 What is communication? 1.3 Why are communication skills important? 1.4 7 Cs of Communication 1.5 Influence of barriers in the process of communication 1.6 Importance of cross-cultural awareness in communication 1.7 Influence of non-verbal cues in the process of communication		
II	<ul style="list-style-type: none">Techniques of Effective ListeningListening and ComprehensionProbing QuestionsBarriers to Listening		13
III	<ul style="list-style-type: none">PronunciationEnunciationVocabularyFluencyCommon Errors		10
IV	<ul style="list-style-type: none">Techniques of Effective ReadingEvaluating These Ideas and InformationInterpret the Text		11
V	<ul style="list-style-type: none">Clearly State the ClaimsAvoid Ambiguity, Vagueness, Unwanted Generalizations, and Oversimplification of IssuesProvide Background InformationEffectively Argue the Claim		11
Suggested Readings: Pedagogy: Instructor-led Training, Supplemented by Online Platform (SWAYAM) Materials: Teaching and Learning Assessment: Paper-based or Online Assessment			
Course Learning Outcome: 1. Participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.			

Advertising and Public Relations

Programme/Class: DIPLOMA		Year: Second	Semester: Third
Subject: Journalism			
		Course Title: Advertising and Public Relations	
Course Objectives: The student at the completion of the course will be able to: <ul style="list-style-type: none">● Prepare the students to understand basic xoncept of Advertising.● Students will get familiar with different types of advertisement.● Acquaint students with practical knowledge of various types of advertising.● Students have to understand the concept of Public Relation.● Students will know about the various mean of Public Relations.● To know about the ethics of advertisement and Public relation.			
Credits: 4		Core Compulsory / Elective	
Max. Marks:100(60+40)		Min. Passing Marks:40	
Total No. of Lectures-60			
Units	Topic		No of Lectures
I	Advertising: concepts, Definition, Type and Functions. Evolutions of Advertising.		03
II	Advertising Agencies: functions, organizational structure. Advertising and marketing mix. Advertising and marketing research. Theories of advertising, Motivation theory, Consumer behaviour, Advertising appeals		10 09
III	Consumer Behaviour: Factors, Models, and Brand positioning –creative strategies –creating ads for FMCG products –Brand promotions and sales promotions. Advertisements and Ethics. ASCI.		08
IV	Advertising Research: Importance, Types Online Advertising: Process, Scene, types, Creating Measuring Online Advertising: CPC, CPM and other Methods Public relation: Nature and Scope. History, Definition, Role and Function of PR. Publicity, public opinion, propaganda, Public affairs and lobbying.		8 6
V	PR Tools: House journals, press conferences, press releases, exhibitions, advertising, media tour. PR in Public Sector, Private Sector, Multi nationals. PRSI Theories of PR: Symmetrical & Asymmetrical. PRO. Corporate Communication: Corporate: Image, Identity.		8 8
Suggested Readings: <ul style="list-style-type: none">● Mass Communication in India: Kumar, Kewal J.,Jaico Publication● Dr. Umesh Kumar, Digital Advertising● Advertising Management: DavidA. Parker ,RajivBatra, Practice Hall M97,Connaught Circus, New Delhi● Dr. Umesh Kumar, Advance Advertising● JR Henry and A. Rene; Marketing Public Relations, Surjeet Publications,New Delhi.● Kaul J.M.Public Relation in India, Noya Prakash, CalcuttaPvt. Ltd.			

- BN Ahuja and SS Chhabra, Advertising , surjeet Publications, New Delhi
- C K Sardhana, Challenge of Public Relations, Har-Anand Publication, New delhi
- William F, Contemporary Advertising, Arens & Bovee

Writing for Media-Radio

Programme/Class: Diploma		Year: Second	Semester: Third
Subject: Writing for Media-Radio			
	Course Title: Writing for Media-Radio		
Course objective: 1. To makes the student to define the nature and characteristics of radio as a medium of mass communication 2. To state the basics of radio programming for entertainment, instruction and public utility announcement 3. Explain the rudiments of production techniques of radio programmes 4. Describe the fundamental technique of scripting for radio; and state the limitations of radio as a medium of mass communication.			
Credits: 2		Vocational Course	
Max. Marks: 100(60+40)		Min. Passing Marks: 40	
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures
I	a) Radio as a Medium of Mass Communication i) Characteristics of the Radio Medium, Radio Metre Bands, Radio Software b) Substance of Radio-Programming i) Entertainment ii) Information iii) Commercials iv) Instruction/Education v) Public Service Announcement c) Writing for Radio i) Broadcasting Demands on the Writer ii) Good and Bad Writing d) Radio Scripting--An Art of the Imagination e) Limitations of Radio Medium		9
II	a) Characteristics of Radio Talk i) Attractiveness ii) Clarity iii) Content-density b) Technique of Radio Talk i) Clarity, ii) Informality iii) Self-Explanatory c) The Radio Interview i) Types of Interviews and Approach, ii) Preparation before the Interview iii) Asking Questions in an Interview		10

	iv) the Personality Interview	
III	<ul style="list-style-type: none"> a) Radio drama b) General Characteristics of Drama- <ul style="list-style-type: none"> i) Audience Interest, Emotional Appeal ii) Conflict in Drama iii) Types of Conflicts iv) Special Characteristics of Drama v) Group Effort, Tense i Drama vi) Drama is Minus vii) Emphasis c) Elements of a Radio Play <ul style="list-style-type: none"> i) Sound Drama, ii) Time Restriction iii) Blind Medium iv) Radio is Economical v) Problems of a Radio Playwright 	13
IV	<ul style="list-style-type: none"> a) Dialogue b) Functions of Dialogue, c) Characteristics of Good Dialogue, <ul style="list-style-type: none"> i) Contractions ii) Simple Sentences, iii) Incomplete Sentences iv) Dialogue must Reveal Character and Mood Sound Effects <ul style="list-style-type: none"> v) Identifying Sound vi) Types of Sound Effects vii) Describing Sound Effects viii) Handling Sound 	13
V	<ul style="list-style-type: none"> A. The Beginnings of Broadcasting <ul style="list-style-type: none"> a. Invention of Radio b. Beginnings in India c. 2.2.3 The First Phase _ d. The Second Phase; Birth of All India Radio B. The Second World War and Expansion of AIR. <ul style="list-style-type: none"> a. External Services b. Central News Organisation C. Expansion Since Independence <ul style="list-style-type: none"> a. Vividh Bharati b. Radio Rural Forums c. Transistor Revolution D. Growth of Radio in-the Last Two Decades 	

Suggested Readings:

- Dixon, Peter. Radio Writing. The Century Co, 1931.
- Elsaesser, Thomas et al. Writing For the Medium. Amsterdam University Press, 1994.
- Goulden, B., Cameron, J., & MacNaughton, J. (2003). Writing for radio.
- Raiteri, C. (2006). Writing for broadcast news. Rowman & Littlefield Publishers.

Course Learning Outcome:

After a study of this unit, you will be able to :

- Student will able to define the nature and characteristics of radio as a medium of mass communication
- Student will able to state the basics of radio programming for entertainment, instruction and public utility announcements
- Student will able to explain the rudiments of production techniques of radio programmes
- Students will be able to describe the fundamental technique of scripting for radio; and state the limitations of radio as a medium of mass communication.

Radio Production

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Radio Production		
	Course Title: Radio Production	
Course objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits:		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks:
Total No. of Lectures-Practical (in hours per week): L-T-P: 6-0-0 or 3-1-0 Etc.		
Unit	Topics	No. of Lectures
I	Radio Programmes <ul style="list-style-type: none">● Current AIR Programmes--National● Current AIR Programmes- Regional External Services <ul style="list-style-type: none">● Radio in the Service of the Public● Radio News● Current Affairs and Talks● Documentary/Interviews● Public Service Announcements	9
II	Radio and Entertainment <ul style="list-style-type: none">● Radio Play● Sports and Special Events● Serials/Adaptation of Novels● Music Programmes Radio and Education <ul style="list-style-type: none">● Radio for Children● Radio for Youth● Radio for Open Learning● Radio for Adult Literacy	10
III	AIR Broadcasting: A perspective <ul style="list-style-type: none">● Production techniques● Writing for the Ear● Focusing and Re-entering The Spoken Language <ul style="list-style-type: none">● The Sound of Normal Speech● Informal Words● Contractions● Simple Sentences● Incomplete Sentences● Dialogue and Character	13
IV	Narration <ul style="list-style-type: none">● The Function of Narration	13

	<ul style="list-style-type: none"> • Types of Narration • Some Rules for Writing Narration • Radio's Lack of Visuals Sound Effects (SFX) <ul style="list-style-type: none"> • Types of Sound Effects • Identifying and Describing SFX Music for Radio <ul style="list-style-type: none"> • Format for Radio Scriptwriting • Adapting for Radio: Some General Notes 	
V	Development and Broadcasting <ul style="list-style-type: none"> • Concept of Development • Development Communication Development Issues and Radio Programmes <ul style="list-style-type: none"> • Support for Education • Agriculture and Rural Development • 3 Health and Nutrition 	8
Suggested Readings: <ul style="list-style-type: none"> • McLeish. 2018. Radio Production. Taylor & Francis. • Hoffer, Jay. Radio Production Techniques. Tab Books, 1980. • Dixon, Peter. Radio Writing. The Century Co, 1931. • McInerney, V. (2001). Writing for radio. Manchester University Press. • Starkey, G. (2014). Radio in context. Palgrave Macmillan. • Caulfield, A. (2011). Writing for Radio. Crowood. • Paul Chantler. & Peter Stewart. (2009). Essential Radio Journalism: <i>How to Produce and Present Radio News</i>. A & C Black Publishers Ltd. 		
Course Learning Outcome: <ol style="list-style-type: none"> 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture. 		

Graphics and Design for Advertising

Programme/Class: DIPLOMA	Year: Second	Semester: Third
Subject: Journalism		
	Course Title: Graphics and Design for Advertising(Practical)	
Course Objectives: <ul style="list-style-type: none">• Able to design advertising and Make Plans for that.• Understand Public Relation and be able to make a good Public Relation.• Know press briefing, Press Conference and Others		
Credits: 2		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of lab.periods-30(60 hours)		
Unit	Topic	No. of lab. periods
I	Graphics in Instruction <ul style="list-style-type: none">• Use of Graphics in Printed Instructional Materials• Appropriate Use of Graphics 11.3 Graphics File Formats 11.3.1 Vector and Raster Graphics Comparison of File Formats <ul style="list-style-type: none">• Motion Graphics and Animation• Animation using Computer Software• GIF Animation• Colour Theory• Graphic Design Tools• OpenOffice.org Draw and Impress• MS-Paint• GIMP• Picasa• Digitizing Graphics• Tools for Concept Mapping	
II	Design Print Advertising for his/her Institute	6
III	Design Visual Advertising for his/her Institute and also for any historical or religious place	12
IV	Prepare Radio Advertisement for his/her Institute	5
V	Case Study of Any one the advertising National Campaign	7
Suggested Readings: <ul style="list-style-type: none">❑ Advertising Management: David A. Parker ,RajivBatra, Practice Hall, New Delhi❑ BN Ahuja and SS Chhabra, Advertising , surjeet Publications, New Delhi❑ William F, Contemporary Advertising, Arens & Bovee		

This course can be opted as an elective by the students of following subjects: Open for all

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Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

Course prerequisites:

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Digital Marketing

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Digital Marketing		
	Course Title: Digital Marketing	
Course objectives:		
The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integrations; how to integrate different digital media and create marketing content; how to optimize a website and SEO optimization; how to create Google Ad Words campaigns; social media planning; to get basic knowledge of Google analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage digital marketing performance efficiently.		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0 or		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">● Introduction to the Course and Work plan● Introduction of the digital marketing● Digital vs. Real Marketing● Digital Marketing Channels	8
II	<ul style="list-style-type: none">● Creating initial digital marketing plan● Content management● SWOT analysis● Target group analysis● EXERCISE: Define a target group (working in groups)	7
III	<ul style="list-style-type: none">● Web design● Optimization of Web sites● MS Expression Web● EXERCISE: Creating web sites, MS Expression (working in groups)	8
IV	<ul style="list-style-type: none">● SEO Optimization● Writing the SEO content● Exercise: Writing the SEO content (working in groups)● Google AdWords- creating accounts● Google AdWords- types● Exercise: Google AdWords (working in groups)	6 9
V	<ul style="list-style-type: none">● Introduction to CRM● CRM platform● CRM models● Exercise: CRM strategy (working in groups)● Introduction to Web analytics● Web analytics - levels● Introduction of Social Media Marketing	7 6

	<ul style="list-style-type: none"> ● Exercise: Social Media Marketing plan (working in groups) 	
<p>Suggested Readings:</p> <p>Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.</p> <p>The Beginner's Guide to Digital Marketing (2015). Digital Marketer.Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.</p>		
<p>Course Learning Outcome:</p> <p>Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.</p>		

Specialized reporting

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Specialized reporting		
	Course Title: Specialized reporting	
Course objectives: Specialized reporting is a genre of journalism that can be described as the craft of in-depth reporting on a particular issue, sector, organization or institution over time. To explain the coverage of specialized beats pertaining to government, politics, sports & business (iii)To discuss various aspects of investigative reporting		
Credits: 2		Core Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">● Evolution of specialized reporting● Relevance of specialized reporting in contemporary times● Creativity in specialized reporting	9
II	<ul style="list-style-type: none">● Crime reporting● Court reporting● Election reporting● Conflict reporting● Terrorism reporting	10
III	<ul style="list-style-type: none">● Science reporting● Environment reporting● Development reporting● Rural and agricultural reporting	13
IV	<ul style="list-style-type: none">● Culture, Art and Literature reporting● Lifestyle reporting● Economic and Commerce reporting● Sports reporting	13
V	<ul style="list-style-type: none">● Development Reporting● Specialised Skills Required far Development Reporting● Development Reporting for Mass Media● Development Reporting for Press● Reporting on Sustainable Development	13
Suggested Readings: 1. The Complete Reporter : Jullian Harris and others Macmillan Publishing Co., New York. 2. New Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub. House, New Delhi. 3. Basic Journalism, Parathasarthy, 1997, MacMillan India Pvt. Ltd., New Delhi. 4. Journalism in India by Parthasarthy, R.		
Course Learning outcomes: After studying this course, the student will be able to: (i) Classify news stories according to beats (ii) Demonstrate beat specific coverage and feature writing skills (iii) Discuss the various aspects of investigative reporting (iii) Execute analytical report writing and appraise investigative reports.		

Basic Content Writing Skills

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Basic Content Writing Skills		
	Course Title: Basic Content Writing Skills	
Course objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.		
Credits: 2		Vocational Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Introduction to content writing <ul style="list-style-type: none">● Importance and purpose of content writing● Categories of documents● Content Writing Process and Guidelines	7
	Essential of good Writing <ul style="list-style-type: none">● Content Writing Essentials – ABCD of content writing● Basic Principles of AP Style (Associated Press Style Book)● Basic English Usage & Vocabulary building● Overcoming grammar problems	8
II	Writing for News Paper <ul style="list-style-type: none">● Technique of writing for newspapers● Article & interviews● Editorials and letter to editor● Features and backgrounder	7
III	Reviewing <ul style="list-style-type: none">● Principles of reviewing and criticism● Writing book review● Film review● Drama, music and art review	8
IV	Plagiarism laws in Content Writing <ul style="list-style-type: none">a) What is plagiarism, rules on plagiarismb) How to write plagiarism-free copies Social Media <ul style="list-style-type: none">a) Understanding the basics of social mediab) Understanding social media content writingc) Understanding PR	8
V	<ul style="list-style-type: none">a) Visual Contentb) Infographics- Importance and relevancec) Images, Screenshotsd) Videos, Memes, GIFs, 30 degree videose) Product Demonstrations	7 8

	Non-fiction (Essays, Reports), a) Advertising, Newspapers b) Writing blogs, case studies, white papers	
Suggested Readings: Web Resources: https://www.entrepreneur.com/article/247908 https://www.locationrebel.com/b2b-writing/ https://wordpress.com/support/prevent-content-theft/ https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-itimportant-for-blog-writing/ https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/ https://www.clearvoice.com/blog/10-types-content-writers-us		
Course Learning Outcome: <ol style="list-style-type: none"> 1. After the completion of the course, students will be equipped with 1. The basic concepts of Content Writing 2. The knowledge of various styles and techniques of writing and editing 3. A nourishment of their creative skills 4. An enhancement of their employability 5. A creation of an industry-academia interface through institutional support 		

Professional Skills

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: Professional Skills		
	Course Title: Professional Skills	
Course objectives: The objectives are to help learners: 1. Acquire career skills and to partake in and fully pursue a successful career path 2. Prepare a good résumé, prepare for interviews and group discussions. 3. Explore the desired career opportunities in the employment market in consideration of personal strengths, weakness, opportunities, and threats (SWOT).		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Résumé Skills Résumé Skills : Preparation and Presentation <ul style="list-style-type: none">● Introduction of résumé and its importance● Difference between a CV, résumé and biodata● Essential components of a good résumé Résumé Skills : Common Errors <ul style="list-style-type: none">● Common errors while preparing a résumé● Prepare a good résumé considering all essential components	3Hours
II	Interview Skills Interview Skills : Preparation and Presentation <ul style="list-style-type: none">● Meaning and types of interviews (F2F, telephonic, video, etc.)● Dress code, background research, do's and don'ts.● Situation, task, action, and response (STAR concept) for facing an interview.● Interview procedure (opening, listening skills, and closure).● Important questions generally asked at a job interview (open- and close-ended questions).	5Hours
III	Interview Skills : Simulation <ul style="list-style-type: none">● Observation of exemplary interviews.● Comment critically on simulated interviews. Interview Skills : Common Errors <ul style="list-style-type: none">● Discuss the common errors that candidates generally make at an interview● Demonstrate an ideal interview	
IV	Group Discussion Skills <ul style="list-style-type: none">● Meaning and Methods of Group Discussion● Procedure of Group Discussion● Group Discussion — Simulation	4Hours

	<ul style="list-style-type: none"> • Group Discussion — Common Errors 	
V	Exploring Career Opportunities <ul style="list-style-type: none"> • Knowing yourself — Personal characteristics. • Knowledge about the world of work, requirements of jobs, including self-employment. • Sources of career information. • Preparing for a career based on potential and availability of opportunities. 	3Hours

Suggested Readings:

Bibliography and suggested reading including audio-video material: Check IT-ITeS Sector Skills Council readiness programs namely

- **Foundation Skills in IT (FSIT) — Refer to the websites like**
<https://www.sscnasscom.com/ssc-projects/capacity-building-and-development/training/fsit/>
and
- **Global Business Foundation Skills (GBFS) – Refer websites like**
<https://www.sscnasscom.com/ssc-projects/capacity-building-and-development/training/gbfs/>

Course Learning Outcome:

The learners will be able to:

1. Prepare their résumé on an appropriate template without any grammatical and other errors, using proper syntax.
2. Participate in a simulated interview.
3. Actively participate in group discussions towards gainful employment.
4. Capture a self-interview simulation video regarding the concerned job or role.
5. Enlist the common errors generally made by candidates in an interview.
6. Perform appropriately and effectively in group discussions.
7. Explore both online and offline sources of career opportunities.
8. Identify career opportunities in consideration of potential and aspirations.
9. Use the necessary components required to prepare for a career in an identified occupation (as a case study).

Media Law and Ethics

Programme/Class: DIPLOMA		Year: Second	Semester: Four
Subject: Journalism			
		Course Title: Media Law and Ethics (Theory)	
Course Objectives: <ul style="list-style-type: none">● Learn about the history of media laws.● To know about the various laws applicable to media persons.● Understand basics about the media laws.			
Credits: 4		Core Compulsory / Elective	
Max. Marks:100(60+40)		Min. Passing Marks:40	
Total No. of Lectures- 60			
Unit	Topic		No. of Lectures
I	Constitution of India, Fundamental rights, freedom of speech and expression and their limitations.		7
	Brief history of press laws in India, emergency and its impact on media		8
II	Provisions for legislative reporting, parliamentary privileges in reference with the media.		8
	Contempt of Court, Defamation, Right to Information, , Official secret act		7
III	Press and registration of book act, working journalist Act 1955, Cinematograph Act (1953), Information Technology Act, Film Censorship		8
	Prasar Bharati Act, Copyright Act, PCI.		8
IV	Sedition and inflammatory writings, IPC and CrPC Code of conduct for journalists. ASCI Code of Conduct PRSI Code of Conduct		7
V	Media Related Issue		7
Suggested Readings: <ul style="list-style-type: none">❑ Don Pember Mass Media Law, McGraw-Hill Higher Education❑ M Neelamalar, Media Laws and Ethics, PHI Learning Pvt. Ltd.s❑ Dileep Kumar, Rakesh Kumar and Amitabh Srivastav, Media Laws and Ethics, Mackhingee Publisher❑ Shipra Kumari, Indian Laws and Press, Omega publication❑ Rayudu, C.S. and Nageshwar Rao SB, Mass Media — Laws and Regulations, Himalaya Publishing House,❑ Nand Kishore Trikhya, Press Vidhi❑ PK Bandyopadhyay and Kuldeep S. Arora, Journalistic Ethics❑ Janmadhyam: Kanoon Even Uttardayitva - Dr.Shrikant Singh❑ DD Basu, Press Laws, Prentice Hall Pub.			

- ☐ Mass Media Laws and Regulations in India, AMIC Publication
- ☐ Surender Kumar ManoharPrabhakar, Bharat Mein Press Vidhi

Course Learning Outcome:

- ☐ Students will be able to understand the laws related to media
- ☐ Students will learn how to avoid legal problems in reporting

Audio Visual

Programme/Class: Diploma	Year: Second	Semester: Four
Subject: Writing for media- Audio Visual		
	Course Title: Writing for media- Audio Visual	
Course Objectives: Students will be able to prepare news shows, short films or documentaries.		
Credits: 2		Core Compulsory
Max. Marks: 100 (60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Understanding the concept of writing news	12
	Visual language: Practice writing	11
II	Writing news packages	11
	Writing for graphics: Research, Graphic sentences	11
III	Writing scripts for news show: Practice	12
IV	Writing scripts for special show: Practice	11
V	Short Film: Writing Scripts	11
Suggested Readings: Techniques of television news, Yorke, Ivor, London: Focal, 1978. % Techniques of television production, Brdz, Rudy, London: Allen & union, 1962. % Visual Scripting, Halas, John, London: Focal, 1976.		

Audio Visual Production -1

Programme/Class: Diploma	Year: Second	Semester: Four
Subject: Audio Visual Production		
	Course Title: Audio Visual Production Theory	
Course Objective: 5. To know about the news channels. 6. To understand the process of research 7. To know the process of preparing a news show 8. To understand the process of making short films and documentaries		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Prominent News Channels and their background, Portfolios of prominent Journalists , Main programs of the channels News Production: Research for package Reporting: Collecting facts, bytes and visuals	7 8
II	News Production: Package writing Recording Voice Overs Final Packaging	7
III	Program Production: Research Planning Selecting stories Scripting	8
IV	Program Production: Selection/ shooting of visuals Voiceovers Program Production: Final Packaging/ Mastering	9 6
V	Short Film or Documentary Production: Ideation Research Planning Production Writing Scripts Shoot Editing Final Mastering	8 7
Suggested Readings: How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007 An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007		
Course Learning Outcome: 5. Students will be able to understand the production of news packages. 6. After this course students will be able to understand the news show production 7. Students will know about the making of short films 8. Students will be able to understand the process of documentary filmmaking		

Print Media Production

Programme/Class: DIPLOMA		Year: Second	Semester: Four
Subject: Journalism			
		Course Title: Print Media Production (Practical)	
Course Objectives: <ul style="list-style-type: none">• Able to produce photo feature• Plan & prepare Print Media content.• Develop understanding for house journal publication.			
Credits: 2		Core Compulsory / Elective	
Max. Marks: 100 (60+40)		Min. Passing Marks: 40	
Total No. of lab.periods-30 (60 hours)			
Unit	Topic		No. of lab.periods
I	Production of a Newspaper Planning for print : size, anatomy, grid, design Format, typography, copy, pictures, advertisements Plotting text: headlines, editing pictures, captions Page-making : Front page, Editorial page, Supplements		
II	All the students have to design two pages of Newspaper in A3 size using InDesign software. PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. All assignments should be submitted in a C.D format to the concerned Department.		8
III	All the students have to make their Institute’s House Journal of at least 20 pages including articles, Photographs, and stories etc.		8
IV	All the students have to write 05 articles on any two current social issues and make a separate file and submit it to the concerned Department.		7
V	All the students have to create a photo feature with at least 07 photographs of Size 12 x 15 inches and submit the print out of the same in the concerned Department.		7
Suggested Readings: <ul style="list-style-type: none">1. NN Sarkar, Art and Print Production2. Kayanna Pace Designer's Guide to Print Production3. Wayne Collins Graphic Design and Print Production Fundamentals			
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none">• Evaluate Newspaper layout and design• Evaluate Magazine quality• Evaluate Articles written by Students			
Further Suggestions: <ul style="list-style-type: none">• Students may develop their managerial skills & Interior designing skills after completion of this course with the capability to opt for a job or start their own ventures. <p>The program gives an opportunity to advance their knowledge by enrolling for an advanced specialized program of their own area of need & interest.</p> <p>At the End of the whole syllabus any remarks/ suggestions:</p>			

Economic Issues and Current Affairs

Programme/Class: Diploma	Year: Second	Semester: Four
Subject: Economic Issues and Current Affairs		
	Course Title: Economic Issues and Current Affairs	
Course Objectives: The objective of the course is to familiarize the students to the various economic issues that are prevailing in India.		
Credits: 4		Core Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 8-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">● Introduction to Economics and National Income● Introduction to economics● National income● Economic Development, Indices and Reports● Economic Reforms of 1990-● Liberalization, Privatization and Globalization● Economy growth Indicators - National Income, GDP, Growth rate, FDI.	8
II	<ul style="list-style-type: none">● Banking-● RBI- Role and functions,● Nationalized banks, Private Banks,● CRR, SLR,● Repo Rate, Reverse repo rate● Interest Rates.	7
III	<ul style="list-style-type: none">● Economic fluctuations:-● Inflation, Deflation,● Recession/Economic slowdown,● Currency exchange rates.	8
IV	<ul style="list-style-type: none">● Fiscal Policy and Taxation (Mobilization of Resources● Fiscal Policy● Taxation● Monetary Policy and Financial intermediation● Monetary Policy● Banking Systems in India (Banks and NBFCs)	8
V	<ul style="list-style-type: none">● External Sector● Balance of Payments● International Monetary Fund (IMF) & World Bank● Planning and NITI Aayog● Agriculture: Past, Present and Future	7
Suggested Readings: P.D Chaturvedi Business Communication, Pearson Education, Delhi Bovee Thill Schatzman Business Communication Today, Pearson Education, Delhi 6 S.P. Robbins Organizational Behaviour, Prentice hall, New Delhi Gupta, K., & Gupta, J. (2010). Indian economy. Atlantic.		

Course Learning Outcome:

1. After the completion of the course students will be able to-
2. Understand the economic terms.
3. Do beat reporting in business and economics.
4. Develop an understanding on current affairs

Newspaper Production

Programme/Class: Diploma		Year: Second	Semester: Four
Subject: Journalism			
		Course Title: Newspaper Production	
Course Objectives: <ul style="list-style-type: none">• Learns to Design Newspaper and Magazine• Able to Edit, Layout Design and all process of Newspaper Production			
Credits: 3		Core Compulsory	
Max. Marks: 100(60+40)		Min. Passing Marks: 40%	
Total No. of lectures-45 hours			
Unit	Topics		No. of hours
I	Publish Monthly Newspaper		12
II	Prepare Minimum One Magazine of 28 Pages		11
III	Write Minimum 10 Articles on Archive Minimum 100 Articles on any 10 Topics on current and contemporary topics		12
IV	Prepare a Scrapbook on Media		10
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none">• Evaluate the Quality of Newspaper Layout and Design• Analyze ScrapBook.• Check Spelling, Grammar and sentence formation			
Course prerequisites: To study this course, a student must have had cleared the 4th semester			

Advanced Content Writing Skills

Programme/Class: Diploma		Year: Second	Semester: Four
Subject: Advanced Content Writing Skills			
		Course Title: Advanced Content Writing Skills	
Course Objectives: 1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape. 2. Students will be able to: Define the process, uses, principles and advantages of digital photography. 3. Develop the concept of the basics of digital imaging, , Resolution, Pixel depth, Aspect Ratio, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.			
Credits: 2		Vocational Course	
Max. Marks: 100(60+40)		Min. Passing Marks: 40	
Total No. of Lectures-Practical (in hours per week): L-P: 2-0-0			
Unit	Topics		No. of Lectures
I	Introduction to content writing <ul style="list-style-type: none">● Importance and purpose of content writing● Categories of documents● Content Writing Process and Guidelines		7
	Essential of good Writing <ul style="list-style-type: none">● Content Writing Essentials – ABCD of content writing● Basic Principles of AP Style (Associated Press Style Book)● Basic English Usage & Vocabulary building● Overcoming grammar problems		8
II	Writing for NewsPaper <ul style="list-style-type: none">● Technique of writing for newspapers● Article & interviews● Editorials and letter to editor● Features and backgrounder		7
III	Reviewing <ul style="list-style-type: none">● Principles of reviewing and criticism● Writing book review● Film review● Drama, music and art review		8
IV	Writing for Digital Media <ul style="list-style-type: none">● Writing for digital media vs. print media● Contents of news sites● Writing Blogs (Health, Fitness, Travel, Political, Social Events etc.)● Qualities, roles and responsibilities of web journalist and content writers		7
V	Plagiarism laws in Content Writing <ul style="list-style-type: none">● What is plagiarism, rules on plagiarism● How to write plagiarism-free copies Social Media		8

	<ul style="list-style-type: none"> ● Understanding the basics of social media ● Understanding social media content writing ● Understanding PR 	
Suggested Readings: Web Resources: https://www.entrepreneur.com/article/247908 https://www.locationrebel.com/b2b-writing/ https://wordpress.com/support/prevent-content-theft/ https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing/ https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/ https://www.clearvoice.com/blog/10-types-content-writers-us		
Course Learning Outcome: After the completion of the course, students will be equipped with <ul style="list-style-type: none"> ● The basic concepts of Content Writing ● The knowledge of various styles and techniques of writing and editing ● A nourishment of their creative skills ● An enhancement of their employability ● A creation of an industry-academia interface through institutional support 		

Leadership and Management Skills

Programme/Class: Diploma	Year: Second	Semester: Four
Subject: Leadership and Management Skills		
	Course Title: Leadership and Management Skills	
Course objectives: <ul style="list-style-type: none">● The module is designed to:● Develop essential skills to influence and motivate others.● Inculcate emotional and social intelligence and integrative thinking for effective leadership.● Create and maintain an effective and motivated team to work for the society.● Nurture a creative and entrepreneurial mindset.● Help understand the personal values and apply ethical principles in professional and social contexts.● Familiarize with the budgeting process and make the learners conscious about the significance of budgeting, savings, and investment.		
Credits: 2		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Leadership Skills Understanding Leadership and its Importance <ul style="list-style-type: none">● What is leadership?● Why is leadership required?● Whom do you consider as an ideal leader? Traits and Models of Leadership <ul style="list-style-type: none">● Are leaders born or made?● Key characteristics of an effective leader● Leadership styles● Perspectives of different leaders Basic Leadership Skills <ul style="list-style-type: none">● Motivation● Teamwork● Negotiation● Networking	6Hours
II	Managerial Skills Basic Managerial Skills <ul style="list-style-type: none">● Planning for effective management● How to organize teams?● Recruiting and retaining talent● Delegation of tasks● Learn to coordinate● Conflict management Self-management Skills <ul style="list-style-type: none">● Understanding self-concept● Developing self-awareness● Self-examination● Self-reflection and Introspection	6Hours

	<ul style="list-style-type: none"> ● Self-regulation 	
III	<ul style="list-style-type: none"> ● Skills ● Basics of Entrepreneurship ● Meaning of entrepreneurship ● Classification and types of entrepreneurships ● Traits and competencies of entrepreneur ● Creating Business Plan ● Problem identification and idea generation ● Idea validation ● Pitch making 	6Hours
IV	<ul style="list-style-type: none"> ● Innovative Leadership and Design Thinking ● Innovative Leadership ● Concept of emotional and social intelligence ● Synthesis of human and artificial intelligence ● Why does culture matter for today's global leaders? ● Design Thinking ● What is design thinking? ● Key elements of design thinking: <ul style="list-style-type: none"> - Discovery - Interpretation - Ideation - Experimentation - Evolution. ● How to transform challenges into opportunities? ● How to develop human-centric solutions for creating social good? 	5Hours
V	<p>Managing Personal Finance</p> <p>Budgeting</p> <ul style="list-style-type: none"> ● Setting personal goals ● Estimate likely expenses ● Monitor spending to obtain the most value for the available funds. <p>Saving and Investing</p> <ul style="list-style-type: none"> ● Advantages of saving money ● Concept of present and future value of money 	1Hours

Suggested Readings:

Ashokan, M. S. 2015. Karmayogi: A Biography of E. Sreedharan. London, UK: Penguin

Brown, T. 2012. Change by Design. New York: Harper Business.

Chandra, P. 2017. Financial Management: Theory & Practice. 9th edition. New York: McGraw Hill Education.

Dawkins, E.R. 2016. 52 Weeks of Self Reflection — Your Guided Journal of Self Reflection. Chicago: A B Johnson Publishing.

Elkington, J., and Hartigan, P. 2008. The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World. Boston, MA: Harvard Business Press.

Course Learning Outcome:

The learners will be able to:

1. Examine various leadership models and understand and/or assess their skills, strengths and abilities that affect their personal leadership style and can create a leadership vision.
2. Learn and demonstrate a set of practical skills such as time management, self management, handling conflicts, and team leadership.
3. Understand the basics of entrepreneurship and develop business plans.
4. Apply the design thinking approach for leadership.
5. Appreciate the importance of ethics and moral values for developing a balanced personality.
6. Allocate available funds judiciously, maintain an account of current expenses, and plan for savings and investments.

Communication Research

Programme/Class: DEGREE		Year: Third	Semester: Fifth
Subject: Journalism			
		Course Title: Communication Research	
Course Objectives: 1- Gain knowledge of Research methods and Technique 2-Able to develop scientific knowledge. 3- Practical knowledge of Research on various issues			
Credits: 4		Core Compulsory	
Max. Marks: 100(60+40)		Min. Passing Marks: 40%	
Total No. of Lectures-60			
Unit	Topics		No. of Lectures
I	Communication research: Meaning Definition and Importance Scientific approach for Communication Research Communication research in India Nature and scope of communication research Research and communication theories Process of Research Types of Research Formulating a Research Problem Research Design: Meaning, Definition and Importance Types of Research Design:		07
			07
II	Variable: Meaning, Definition and types Important of variables Scaling Techniques Hypothesis: Meaning Definition and Importance Types of Hypothesis Hypothesis Testing Methods of communication research: Census Method, Survey Method, Observation Method, Clinical Studies, Case studies, Pre Election Studies, Exit Poll, Content Analysis		10
			07
III	Data : Meaning definition and Importance of Data in Research Types of Data: Primary data , Secondary data Data Collection Tools: Questionnaire, Schedule, Observation and Interview Source of Data		08
IV	Sampling: Meaning definition and Importance of Sampling Types of Sampling Sampling Errors and Distribution Data Analysis		04
V	Parametric and non-parametric Uni- variable, bi- variable, multi -variable, test of significant, level of reliability and validity, SPSS and other statistical package Report writing Coding Techniques and Tabulation, Non Statistical Methods, Descriptive-Historical- Statistical Analysis		08
Suggested Readings: 1. C. R. Kothari: Research Methodology- Method and Techniques,New age int. publishers 2. R. Kumar: Research Methodology: A step by Step Guide for Beginners 3. एल एन कोली, ो प्राववध्, वाई के प्रका न, आगरा. 4. राम आहूजा, ो प्राववध्, वाराणसी प्रका न, वाराणसी. 5.			

<p>This course can be opted as an elective by the students of following subjects: Open for all </p>
<p>Suggested Continuous Evaluation Methods: Test with multiple choice questions/short and long answer questions Preparation of Questionnaire on Current Issues and others Develop Synopsis for Research</p>
<p>Suggested equivalent online courses: IGNOU and other centrally/state operated Universities/MOOC platforms such as “SWAYAM” in India and abroad http://heecontent.upsdc.gov.in/Home.aspx</p>
<p>Course Learning Outcome: After the completion of the course</p> <ul style="list-style-type: none"> • The students will able to learn different theories related to communication research • The students will able to learn research methodologies of communication research

Corporate Communication

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: Corporate Communication		
	Course Title: Corporate Communication	
Course Objectives: To understand the concepts and evolution of corporate communication in the context of organisations To discuss the role and scope of CC in corporate brand management and image factors To review media especially the trade media and its relevance to the practice of CC.		
Credits: 4		Core
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 6-0-0 or 3-1-0 Etc.		
Unit	Topics	No. of Lectures
I	Defining structure of an organisation, Various kinds of organisations, Management hierarchy Various kinds of communication in an organisation, Role and scope of corporate communication, Interface of corporate communication department with various management disciplines	7
	The Corporate Sector The not-for-profit Sector Preparing to Write for an Organization	8
II	Preparing to Write for an Organization How Writing for the Corporate Sector is Different The Role of Research	9
	Writing Tasks in Corporate Communication Media Writing Internal Communications Other Areas in Corporate Communications	6
III	Understanding Corporate Communication Definitions, concept and genesis of CC ,Difference and similarities between PR and CC , CC and public affairs, CC and corporate affairs , Publics in CC - Financial publics, media, opinion makers, government, elected representatives, Present state of CC ,Organising corporate communication activities, Areas of strategic thinking in corporate communication 8. Ethics and laws in corporate communication	8
IV	Corporate Communication Tools Lobbying, Sponsorship, Financial communication, Corporate reputation , Corporate identity Media mileage	7
	Defining financial communication, ,Legal and ethical aspects in financial communication, Financial communication campaigns	7
V	Corporate Identity and Corporate Brand Management Defining corporate identity , Integrating corporate identity into communication process, Making of house styles- the wherewithal ,Case studies in corporate identity , Definition and role of corporate image, Corporate brand management	8

Suggested Readings:

- 1 Richard R Dolphin The Fundamentals of Corporate Communication, Butterworth Heinmann 2
- 1.Donald R G Corporate Reputation, London: Kogan page
- 2.Tom Means Business communication, Thomson
- 3Pitman Jackson Corporate Communication for Managers, Pitman Publishing
- 4.Paul Argenti Paul The Power of Corporate Communication, NY: McGraw Hill
- 5Clow E Kenneth Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall
- 6 Jaishri N Jethwaney Public relations, ND: Sterling 8 Kutlip Centre & Broom Effective 7.Public Relations, Prentice Hall, New Delhi
- 8 Sukul Lomash & P.K.Mishra Business policy and strategic management, Vidya Vikash Publishing house, New Delhi
9. H.R. Machiraju Indian Financial System, Vidya Vikash Publishing house, Delhi

Course Learning Outcome:

- Discuss the structure of Corporate Communication and its functions
- Co2: Describe the tools of corporate communication
- Co3: Discuss the role of strategic communication in brand building
- Co4: Determine the role of communication for social interaction and effective relationship
- Co5: Discuss the importance of building and maintaining effective relationship with internal and external audience
- Co6: Determine corporate social responsibility adopted by various organisation

Audio Visual Production Practical

Programme/Class: Degree	Year: Third	Semester: fifth
Subject: Audio Visual Production Practical		
	Course Title: Audio Visual Production Practical	
Course Objectives: Students will be able to prepare news shows, short films or documentaries.		
Credits: 2		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Students (in group) will prepare a news package. Student will prepare news show: Research, Planning	12
II	News show production: Writing scripts, Editing	11
III	News Show: Mastering Student (in group) will make short films or documentary consisting: Ideation • Research •	10
IV	Short Film or Documentary Production: Planning • Writing Scripts Short Film or Documentary Production: Shoot	11
IV	Final Production	
Suggested Readings: Techniques of television news, Yorke, Ivor, London: Focal, 1978. % Techniques of television production, Brdz, Rudy, London: Allen & union, 1962. % Visual Scripting, Halas, John, London: Focal, 1976.		
Course Learning Outcome: 1. Students will be able to write for video 2. After this course student will be able to write news packages 3. Students will be able to write scripts for news show 4. Students will be able to write scripts for special show		

Audio Visual Production -1

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: Audio Visual Production		
	Course Title: Audio Visual Production Theory	
Course Objective: The course intends to make the students understand how the production of fiction and non-fiction programs is executed.		
Credits: 4		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 8-0-0		
Unit	Topics	No. of Lectures
I	Prominent News Channels and their background, Portfolios of prominent Journalists , Main programs of the channels	7
	News Production: Research for package Reporting: Collecting facts, bytes and visuals	8
II	News Production: Package writing Recording Voice Overs Final Packaging	7
III	Program Production: Research Planning Selecting stories	8
	Scripting	9
	Program Production: Selection/ shooting of visuals Voiceovers Program Production: Final Packaging/ Mastering	6
IV	Short Film or Documentary Production: Ideation Research Planning Production	8
V	Writing Scripts Shoot Editing Final Mastering	7
Suggested Readings: How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007 An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007 1. Students will be able to understand the production of news packages. 2. After this course students will be able to understand the news show production 3. Students will know about the making of short films 4. Students will be able to understand the process of documentary filmmaking		

New Media Technology

Programme/Class: Degree		Year: Third	Semester: Fifth
Subject: Journalism			
		Course Title: New Media Technology	
Course Objectives: The student at the completion of the course will be able to: The students will know about the fundamentals of multimedia. The students will know about the basics of new media. Students will be familiarizing with the new media. The students will get the knowledge about the various tools of news media technology.			
Credits: 4		Core Compulsory	
Max. Marks: 100 (60+40)		Min. Passing Marks: 40%	
Total No. of Lectures-60			
Units	Topic		No of Lectures
I	Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.		09
II	E-Newspaper – Brief History of the E-newspaper in English & Hindi Reasons for the growing popularity of e-newspaper Present & Future of E-newspaper , Limitations of online newspapers		09
III	Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology impact and cultural perspective.		09
IV	Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption Online journalism vs. traditional journalism–difference in news consumption Websites & its types, Email: Need & Importance, Web tools: Blogs, Social Media & Search Engine		10
			08
V	Traditional vs Web Journalism Meaning, Definition and Difference Elements of a Web newspapers Report Writing, Editing for Web Journalism Web Journalism & Law		06
			05
			04
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic of the above syllabus Test with multiple choice questions/ short and long answer questions			
Further Suggestions: It widens the scope for students to join Government and Non-Government organizations, upskilling the people at different levels as per their socio-economic structure. At the End of the whole syllabus any remarks/ suggestions:			

Content Production for New Media

Programme/Class: DEGREE		Year: Third	Semester: Fifth
Subject: Journalism			
		Course Title: Content Production for New Media (Practical)	
Course Objectives: <ul style="list-style-type: none">• Able to operate various new media platform• Make use of Audio-visual aids for New Media• Able to start You tube Channel and website			
Credits: 2		Core Compulsory	
Max. Marks: 100 (60+40)		Min. Passing Marks: 40%	
Total No. of lab.periods 30(60 hours)			
Unit	Topic		No. of lab.periods
I	Create Youtube Channel and Upload content		8
II	News Website Creation and Post writing on Current Issues and News		7
III	Operate Social Media and Manage them		7
IV	Monetizing Process of social Media Platform		8
V	Monetize minimum one channel of Social Media		
Suggested Readings: 1. User guide of various social media platforms			
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods: Assessment of Audio-visual Aids and their use. Assessment of techniques and communication skills. Assessment of Educational Plan and Visits Record. Attendance.			
Courseprerequisites:Tostudythiscourse,astudentmusthavehadthesubject ALL . in class 12th			

Problem Solving and Decision Making

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: Problem Solving and Decision Making		
	Course Title: Problem Solving and Decision Making	
Course objectives: <ul style="list-style-type: none">• Types of people based problems• Profiling people elemental preference• Mindset and attitudes• Extending the circle of influence• Stages in dealing with people problems• To apply strategic thinking techniques in order to come up with new ideas and approaches in addressing problems and issues faced at work by senior managers• To encourage creativity and innovation, and apply ideas by providing practical problem solving training by introducing creative thinking models and strategies to review existing perspectives and considering alternative methods.		
Credits: 2		Co-curricular
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Introduction to Problem Solving at work <ul style="list-style-type: none">• Meaning of a “problem”• Categorizing problems• Problem solving• Reactive and proactive approach to problem solving	9
II	Affinity diagrams for applying problem solving technique <ul style="list-style-type: none">• What is an affinity diagram• When to use affinity diagrams• Creating affinity diagrams• Brainstorming• Using histograms	10
III	Interrelationship diagrams to identify area for problem solving <ul style="list-style-type: none">• What is an interrelationship diagram• When to use interrelationship diagrams• Creating interrelationship diagrams• Cause and effect diagrams• Scatter diagrams	13
IV	Prioritization matrix developed for problem solving <ul style="list-style-type: none">• What is a prioritization matrix• When to use prioritization matrix• How to use prioritization matrix• Criteria for prioritization chart• Pareto charts	13
V	Clarifying Problem-solving and Decision-making <ul style="list-style-type: none">• Approaches to Problem-solving• Need and Significance of Problem-solving and	

	Decision-making <ul style="list-style-type: none"> ● Decision-making Process ● Types of Decisions ● Decision-making Styles ● Attributes of an Effective Decision Maker 9.7 Problem-solving Model 	
Suggested Readings: 1. Stop Guessing: The 9 Behaviors of Great Problem Solvers by Nat Greene 2. <i>Think Smarter: Critical Thinking to Improve Problem-Solving and Decision-Making Skills</i> by Michael Kallet		
Course Learning Outcome: <ul style="list-style-type: none"> ● Define the term problem solving and decision making ● Recognize the requirements for problem solving ● Identify key elements involved in “creative” thinking cycle ● List key mental blocks that inhibit problem solving ● Practice decision making through a series of exercises ● Develop basic skills in Decision Making ● Recognize importance of using Strategic thinking when resolving problems ● List key expectations associated with decision making 		

Media Management

Programme/Class: Degree		Year: Third	Semester: Six
Subject: Journalism			
		Course Title: Media Management (Theory)	
Course objectives: Knowing Media Management Identify the different techniques of Media Management Know media scene in India			
Credits: 4		Core Compulsory	
Max. Marks: 100(60+40)		Min. Passing Marks: 40%	
Total No. of Lectures- 60			
Unit	Topics	No. of Lecture	
I	Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited. companies, public limited companies, trusts, cooperatives, religious institutions (societies) and franchisees (chains)	8	
	Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and coordination. Hierarchy, functions and organisational structure of different departments.	8	
II	General management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections. Changing roles of editorial staff and other media persons.Editorial – Response system	8	
III	Economics of print and electronic media management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience	8	
IV	Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost-effective techniques.	6	
V	Press Commissions and Press Council of India; Press Institute of India; Audit Bureau of Circulation, Indian Newspapers Society; Editors Guild of India; Press information Bureau; Directorate of Audio-visual Publicity (DAVP)	7	
	Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)– reach – promotion – market survey techniques - human research development for media.	7	

Suggested Readings:

- Print media communication and management –Aruna Zachariah
- Media politics and ownership Jagdish Machani Journalism ethics and codes-Nayyar Shamsi
- Media laws and ethics –Kiran Prasad
- Ethics & Journalism –Karen Sanders
- Media politics and ownership –Jagdish Vachani
- Media selling –Charles Warner and Joseph Buchman
- Media development and management –Biswajeet Guha
- Newspaper management by Gulab Kothari.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

Seminar on any topic of the above syllabus.

Test with multiple choice questions/ short and long answer questions.

Subjective long questions

Attendance.

Course prerequisites: To study this course, a student must have had the subject ALL in class/12th.

Entrepreneurship Development and Start-up Management

Programme/Class: Degree	Year: Third	Semester: Six
Subject :Entrepreneurship Development and Start-up Management		
	Course Title: Entrepreneurship Development and Start-up Management	
Course objectives: 1. To make people learn compliance with law. 2. To develop and fortify entrepreneurial quality, i.e., motivation or need for achievement. 3. To develop small and medium scale enterprises in order to generate employment and widen the scope of industrial ownership. 4. To industrialize rural and backward sections of the society. 5. To understand the merits and demerits of becoming an entrepreneur.		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 6-0-0 or 3-1-0 Etc.		
Unit	Topics	No. of Lectures
I	Business: Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics.	7
	Importance and Objectives of Business Organization, Evolution of Business Organisation. Difference between Industry and Commerce and Business and Profession, Modern Business and their Characteristics.	8
II	Promotion of Business: Considerations in Establishing New Business.	7
	Qualities of a Successful Businessman. Forms of Business Organisation: Sole Proprietorship Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.	8
III	Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber’s and Sargent Florence’s Theories of Location.	7
IV	Plant Layout –: Meaning, Objectives, Importance, Types and Principles of Layout. Factors Affecting Layout. Size of Business Unit–: Criteria for Measuring the Size and Factors Affecting the Size. Optimum Size and factors determining the Optimum Size.	8
V	Business Combination: Meaning, Characteristics, Objectives, Causes,	7
	Forms and Kinds of Business Combination. Rationalisation: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalisation and Nationalisation.	8

Suggested Readings:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
5. Prakash, Jagdish, "Business Organisation and Management", Kitab Mahal Publishers (Hindi and English)

Note: Latest edition of the text books should be used.

Course Learning Outcome:

After completing this course a student will have:

- Ability to understand the concept of Business Organisation along with the basic laws and norms of Business Organisation.
- Ability to understand the terminologies associated with the field of Business Organisation along with their relevance.
- Ability to identify the appropriate types and functioning of Business Organisation for solving different problems.
- Ability to apply basic Business Organisation principles to solve business and industry related problems.
- Ability to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Development Communication

Programme/Class: Degree	Year: Third	Semester: Six
Subject: Journalism		
	Course Title: Development Communication (Theory)	
Course Objectives: <ul style="list-style-type: none">● Understand the Development.● Understand about the development communication.● Identify the Indicator of Development.● Impart skills to implement, monitor & evaluate programmes.		
Credits: 4	Core Compulsory / Elective	
Max. Marks: 100(60+40)	Min. Passing Marks:40	
Total No. of Lectures- 60		
Unit	Topic	No. of Lectures
I	Development: Meaning, Definition, Process.	8
	Definition, meaning, scope and concept of development communication, gap between developed and developing societies. Characteristics of developing countries. (High dependence on primary sector, Unemployment, population, Low productivity, Low level of living). Indicators of Development (GDP/GNP, Human Development Index, Physical Quality of Life Index, Per capita Income and others indicators)	8
II	Theories of development: Social, Political and Economic theory Models of development: Western, Eastern, Gandhian, Schumacher’s Development communication, process -special reference to India	7
III	Use of traditional media, Print media development. Role of NGOs in development.	7
	and Electronic Media for Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.	7
IV	Development communication policy– strategies and action plans – democratic decentralization,Panchayati Raj- planning at national, state, regional, district, block and village levels.	8
V	Agricultural communication and rural development: The genesis of agricultural extension approach system – approach in agricultural communication – diffusion of innovation– model of agricultural extension – case studies of communication support to agriculture.	7
	Nongovernmental (NGOs) organizations problems faced in effective communication, micro – macro – economic frame work. Writing development messages for media	8

Suggested Readings:

- ☐ Uma Narula, Development Communication: Theory and Practice,
- ☐ Understanding Development communication-Uma Joshi
- ☐ Communication, Modernisation & Social Development-Edited: Ito Youichi, KiranPrasad,K. Mahadevan.
- ☐ India Economy-Ruddar Dutt, K.P.M.Sundharam
- ☐ International Development Communication-bella mody
- ☐ Traditional Media and Development Communication-K.Madhusudan
- ☐ Development Communication –V.S. Gupta

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.

EVENT MANAGEMENT

Programme/Class: Degree	Year: Third	Semester: Six
Subject: EVENT MANAGEMENT		
	Course Title: EVENT MANAGEMENT	
Course Objectives: The course will enable the students to: Be aware of event management as a profession. Gain basic knowledge about establishing and managing an event. Understand and develop soft skills that would help in event management		
Credits: 4		Core Course
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none">● Historical Perspective,● Introduction to event Management● Size & type of event● Role of Event Manager● Technology and Event Management● Event management Strategies● What is Strategic Planning?● Conceptualising and Planning the Event● Elements of the Planning Process	8
		7
II	<ul style="list-style-type: none">● Staging Events● Logistics Management● Crowd and Risk Management● Marketing Planning for Events● Communication Objectives of Event Marketing● Event Management as a Marketing Tool● Event marketing Research● Elements and its Application for Events	8
		8
III	<ul style="list-style-type: none">● Analysing Event Environment● PEST Analysis● SWOT Analysis● Internal Resource Analysis● Competition Analysis	7
IV	<ul style="list-style-type: none">● Sustainable event Management (SEM)● Benefits of SEM● Practices in SEM● Post-Event Evaluation● Human Resource Management and Events● Event management Budgeting● Constructing the Budget● How to Reduce Costs?● Return on Investment	7
		8
V	<ul style="list-style-type: none">● Categories based on Size● Categories based on the Purpose or Sector to Which They Belong	7

	<ul style="list-style-type: none"> • Categories based on Key Services Provided: The Indian Events and Activation Industry 	
Suggested Readings: 1. Lynn Van Der Wagen, Event Management, edition-2005 2. Kishore, Singh, Event Management: A Booming Industry and an Eventful Career 3. Sita Ram Singh, Event Management and Practice 4. Alessandra Bird, Event Planning: Event Planning and Management - How to Start Successful Event Planning Business, Kindle Edition 5. C.P. Harichandan, Event Management, Edition-2010		
Course Learning Outcome: Students will become familiar with the key concepts of managing an event Learn and understand various aspects of events and types of events Participation in national and international level seminars/workshops Understand the skills and challenges faced in managing an event		

Audio Visual Production Practical

Programme/Class: Degree	Year: Third	Semester: Six
Subject: Audio Visual Production Practical		
	Course Title: Audio Visual Production Practical	
Course Objectives: 1. To know the process of preparing a news package. 2. To know the process of preparing a news show. 3. To understand the process of preparing a short film. 4. To understand the process of preparing a documentary film.		
Credits: 2		Core Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures
I	Students (in group) will prepare a news package. Student will prepare news show: Research, Planning	12
II	News show production: Writing scripts, Editing News show Production	11
III	News Show: Mastering Student (in group) will make short films or documentary consisting: Ideation • Research	10
IV	Short Film or Documentary Production: Planning • Writing Scripts Short Film or Documentary Production: Shoot	11
V	Final Production	
Suggested Readings: Techniques of television news, Yorke, Ivor, London: Focal, 1978. % Techniques of television production, Brdz, Rudy, London: Allen & union, 1962. % Visual Scripting, Halas, John, London: Focal, 1976.		
Course Learning Outcome: 5. Students will be able to prepare a news package. 6. Students will be able to produce news shows. 7. Students will be able to make short films. 8. Students can prepare a documentary film.		

Research Project

Programme/Class: Degree		Year: Third	Semester: Six
Subject: Profile Study			
		Course Title: Profile Study	
Course Objectives: <ul style="list-style-type: none">• Able to design research projects• Know Research and Process of Research• Able to conduct various types of research			
Credits: 3		Core Compulsory	
Max. Marks: 100 (60+40)		Min. Passing Marks: 40	
Total No. of Lectures- 45(hours)			
Unit	Topics		No. of Lectures(hours)
I	Conduct Content Analysis of Newspaper/Radio/TV/New Media on any topic consulted by his/her teacher		12
II	Feedback and Feed forward Study		11
III	Case Study on any one topic		12
IV	Survey Study		10
V	Focus Group Discussion study		
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods: Prepared intervention plan on any one of the above areas Collection of data related to the area. A letter certifying the authenticity of work done from the mentor Report of the implemented plan and impact/experience of intervention.			
Course prerequisites: To study this course, a student must have had cleared the 4th semester			

Communication Skills & Personality Development

Programme/Class: Certificate	Year: Third	Semester: Six
Subject: Communication Skills & Personality Development		
	Course Title: Communication Skills & Personality Development	
Course objectives: <ul style="list-style-type: none">● TO DEVELOP COMMUNICATION SKILLS AS WELL AS POSITIVE PERSONALITY TRAITS● TO ACQUIRE A LANGUAGE SUITABLE FOR TECHNICAL COMMUNICATION● TO INCULCATE THE HABIT OF REGULAR READING AND WRITING.		
Credits: 4		Compulsory
Max. Marks: 100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): 6-0-0 or 3-1-0 Etc.		
Unit	Topics	No. of Lectures
I	Personality <ul style="list-style-type: none">● Definition● Elements● Determinants Personal Grooming <ul style="list-style-type: none">● Personal Hygiene● Social Effectiveness● Business Etiquettes (Power Dressing)	9
II	Body Language <ul style="list-style-type: none">● Non-Verbal Communication● Types of Body Language● Functions of Body Language● Role of Body Language● Proxemics●	10
III	Art of Good Communication <ul style="list-style-type: none">● Verbal & Non-Verbal Communication● Difference between Oral and Written Communication● 7’Cs of Effective Communication● Importance of Effective Communication	
IV	<ul style="list-style-type: none">● Team Behaviour● Types of Teams● Team Roles and Behaviour● Group Discussion● Do’s and Don’t	13
V	Interview Preparation <ul style="list-style-type: none">● Introduction● Resume Writing● Dress Code● Mock-Interview	13

	<ul style="list-style-type: none"> ● How to be Successful in an Interview 	
Suggested Readings: <ul style="list-style-type: none"> ● Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results By Rob Biesenbach ● Five Stars: The Communication Secrets to Get from Good to Great By Carmine Gallo ● Just Listen: Discover the Secret to Getting Through to Absolutely Anyone By Mark Goulston 		
Course Learning Outcome: <ul style="list-style-type: none"> ● THEY WILL BE ABLE TO WRITE SIMPLE AND CORRECT SENTENCES. ● THEY WILL ABLE TO WRITE PAPERS, PROPOSALS, REPORTS ETC ● THEY WILL BE ABLE TO APPRECIATE ANY PIECE OF WRITING AND COMPREHEND IT. 		