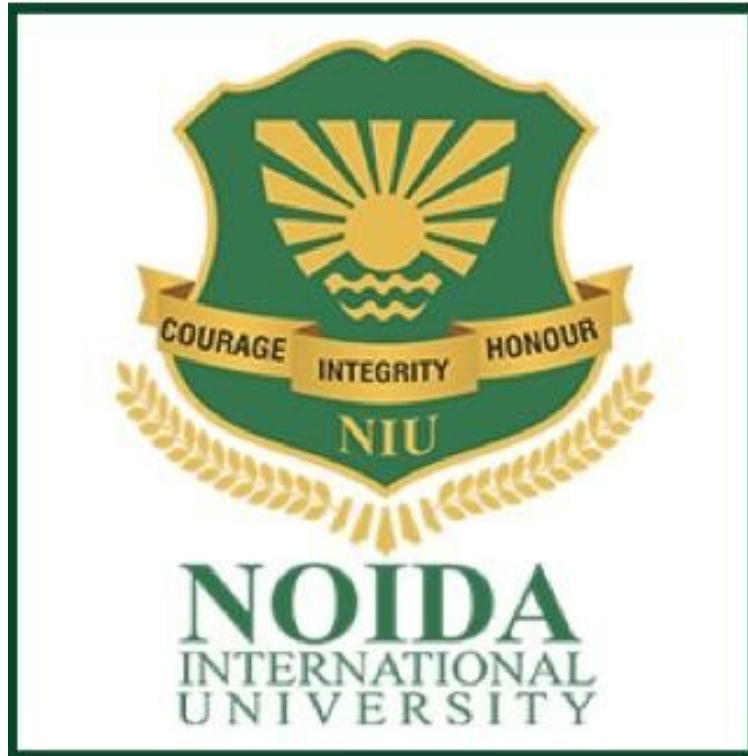


NOIDA INTERNATIONAL UNIVERSITY



BACHELORS OF ARTS IN JOURNALISM & MASS COMMUNICATION

**SCHOOL OF JOURNALISM & MASS
COMMUNICATION**

ABOUT THE PROGRAM

B.A. in Journalism and Mass Communication is a three-year undergraduate course divided in to six semesters aimed at providing thorough knowledge at theoretical as well as practical level to the students. This program has been designed to offer industry standard training in all different fields of mass communication. These fields include Print Journalism, Television, Radio Production, Corporate Communication, Integrated Marketing Communication including Advertising and Public Relations, Event Management, Social Media, and Film Studies. The focus of the program is to create socially responsible media professionals, backed with the latest inputs from industry experts, well-trained faculty along with fully updated Radio lab, AV studio, and Multimedia lab.

The curriculum is perfectly balanced in imparting technical skills in different areas of mass communication and mass media as well as theoretical knowledge and perspectives which determine their nature and use. The program delivery is done to meet the needs of different fields of media. It comprises a good mix of formal lectures, seminars, computer based learning, individual and group project work, guest lectures and industry training. The program also entails the students with responsibilities towards the society by imbibing basic principles of journalism.

PROGRAM EDUCATION OBJECTIVES

PEO1: To equip students with the knowledge and essential skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.

PEO2: To instill knowledge and fundamentals of communication in the students and hone their written and spoken communication skills essential for various media platforms.

PEO3: To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students.

PEO4: Prepare students to undertake further study at PG level.

PROGRAM OUTCOMES

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

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

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

PO4: Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.

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

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

PO7: Develop an understanding of various media tools, techniques and software.

PROGRAM SPECIFIC OUTCOMES

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

PSO1: Create research-driven communication campaigns that accomplish organizational goals.

PSO2: Reporting on stories in an accurate, detailed, balanced, professional and timely manner.

PSO3: Anchoring and analyzing news for Television, Digital and Radio Media.

PSO4: Apply production skills in preparation, creation and distribution of content for the designated news media/channels/platforms.

PSO5: Determine the validity of news sources and research techniques. Students will be able to interpret data.

PSO6: Apply computer and technical skills to handle production and research functions in journalism with capacity to change with volatile market.

PSO7: Strategies for personal and professional development.

BAJMC I SEMESTER

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM101	Communicative Hindi Practical	0	0	2	2
2	BJM102	Communicative English Practical	0	0	2	2
2	BJM103	Understanding India & Current Affairs	2	0	0	2
3	BJM104	Introduction to Communication	3	0	0	3
4	BJM105	Concept of News	2	0	0	2
5	BJM106	Concept of News Practical	0	0	1	1
6	BJM107	Still Photography & Photo Editing Practical	0	0	3	3
7	BJM108	Public Speaking & Group Discussion Practical	0	0	2	2
8	BJM109	Integrated Marketing Communication	2	0	0	2
9	BJM110	Basic Computer Skills Practical	0	0	2	2

BAJMC II SEMESTER

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM201	Media Language (English) Practical	0	0	2	2
2	BJM202	Media Language (Hindi) Practical	0	0	2	2
3	BJM203	Contemporary Social Issues & Current Affairs	2	0	0	2
4	BJM204	Print Media Software Practical	0	0	2	2
5	BJM205	Development of Media Industry	2	0	0	2
6	BJM206	Print Media Reporting	2	0	0	2
7	BJM207	Print Media Reporting Practical	0	0	1	1
8	BJM208	Light & Camera Practical	0	0	3	3
9	BJM209	Voice Modulation Practical	0	0	2	2
10	BJM210	Public Relation & Corp. Communication	2	0	0	2
11	BJM211	Public Relation & Corp. Communication Practical	0	0	1	1
12	BJM212	Social Media: Content & Impact	2	0	0	2
13	BJM213	Social Media: Content & Impact Practical	0	0	1	1

BAJMC III SEMESTER

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM301	Political Issues & Current Affairs	3	0	0	3
2	BJM302	Sound Editing Software Practical	0	0	2	2
3	BJM303	Media Laws & Ethics	2	0	0	2
4	BJM304	Print Media Specialized Writing & Editing	2	0	0	2
5	BJM305	Print Media Specialized Writing & Editing Practical	0	0	2	2
6	BJM306	TV Script Writing Practical	0	0	2	2
7	BJM307	Radio Script Writing Practical	0	0	2	2
8.	BJM308	Event Management	2	0	0	2
9	BJM309	Event Management Practical	0	0	2	2
10	BJM310	Mobile Journalism Practical	0	0	3	3
11	BJM311	Summer Training Evaluation	0	0	0	3

BAJMC SEMESTER IV

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM401	Economic Issues & Current Affairs	3	0	0	3
2	BJM402	Video Editing Practical	0	0	3	3
3	BJM403	Development Communication	2	0	0	2
4	BJM404	Development Communication Practical	0	0	1	1
5	BJM405	Beat Reporting	1	0	0	1
6	BJM406	Beat Reporting Practical	0	0	1	1
7	BJM407	TV Anchoring: News & Entertainment Practical	0	0	2	2
8	BJM408	Radio News Reading & Jockeying Practical	0	0	2	2
9	BJM409	Advertising: Concept & Copy Writing	2	0	0	2
10	BJM410	Advertising: Concept & Copy Writing Practical	0	0	1	1
11	BJM411	Content writing for New Media Practical	0	0	2	2

BAJMC V Semester

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM501	Intercultural Communication & Current Affairs	2	0	0	2
2	BJM502	Animation Practical	0	0	2	2
3	BJM503	Communication Research	1	0	0	1
4	BJM504	Communication Research Practical	0	0	1	1
5	BJM505	Print Production Practical	0	0	2	2
6	BJM506	AV Production : Fiction & Non Fiction	0	0	2	2
7	BJM507	Radio Production : Fiction & Non Fiction Practical	0	0	2	2
8	BJM508	Advertising Production Practical	0	0	3	3
9	BJM509	New Media Production (Practical)	0	0	3	3
10	BJM510	Summer Training Evaluation	0	0	0	3

BAJMC Semester VI

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM601	Portfolio Management Practical	0	0	4	4
Specializations						
2	BJM602	Print Media	0	0	0	6
3	BJM603	Electronic Media	0	0	0	6
4	BJM604	New Media	0	0	0	6
5	BJM605	PR & Advertising	0	0	0	6
6	BJM606	Photography	0	0	0	6

Communicative Hindi Practical

Course Code: BJM101

Credit Hours - 02

Course Objective:

- To understand Hindi words and sentences their usages in writing as well as speaking
- To comprehend the title of the Hindi news in newspaper as well as in news channel

Instructional plan:

Module	Content
Module I	श शुिड भावी वा@ रचनाअवतरण लेखन िवराम िच5ों का योग
Module II	मुहावरे, पयायवाची श बोलियां देशज-िवदेशज श
Module III	मीडिया की भाषा िविवध मा मों की भाषा म भेद और सा ता साहिw एवं पाका रता की भाषा भाषा पर तकनीक का भाव
Module IV	शीषक लेखन उपशीषक आमुख लेखन सारांश लेखन

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

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

Suggested Readings:

- 1- डा. जी एल सुलोचना, डा.अनीता गांगुली- सरल ढाकरण एवं पा लेखन, गीता काशन, हैदराबाद
- 2- डा. माया काश पांडेय, िहंदी भाषा और ढाकरण

ASSESSMENT SCHEME

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

Communicative English Practical

Course Code: BJM102

Credit Hours-3

COURSE OBJECTIVES:

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

Introduction Plan:

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

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

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

Suggested Reading

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

ASSESSMENT SCHEME

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

Understanding India & Current Affairs

Course Code: BJM103

Credit Hours - 02

Course Objective:

1. To understand the history of India from Vedic era to modern era
2. To understand the basic principles of Indian culture
3. To understand the Indian physiographic regions
4. To get acquainted with current affairs

Instructional plan:

Module	Content
Module I	Milestones of Indian History: Indus Valley, Vedic Era, Buddhism & Jainism, Mauryan Era, Golden Age, Invasions on India and it's reaction, Delhi Sultanate & Mughal Dynasty, Kingdoms of South, Bhakti Movement & Sufism, Colonial Rule in India, Cultural Renaissance & Freedom Struggle, India under the leadership of different Prime Ministers
Module II	India: Physiographic regions, Natural Resources, States & Union Territories, India's achievement in various sectors, India as emerging power.
Module III	Basic Principles of Indian Culture: Concept of India, Acceptance, Symbolism, Spirituality, Harmony, Impact of Indian Culture
Module IV	Current Affairs

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

1. Summarize great History of India
2. Illustrate Physiographic regions of country
3. Appraise basic principles of India

Suggested Readings:

- India: 2019
- Manorma Year Book: 2019
- Discovery of India

ASSESSMENT SCHEME

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

Introduction to Communication

Course Code: BJM104

Credit Hours – 03

COURSE OBJECTIVE:

1. To broaden and deepen the students understanding of the field of communication by introducing them to important theories, models and concepts in communication.
2. To appraise the students with the use of various theories of communication in carrying out both pure and applied research in this discipline.
3. To help them improve the quality of their communication by making effective use of media.

Instructional plan:

Module	Content
Module I	Nature of human communication, Functions of communication, Nature and process of mass communication, Verbal and non-verbal communication
Module II	Intra-personal, Interpersonal, Group communication mass communication
Module III	SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Theories of Mass Communication: Authoritarian, Libertarian, Socialistic, Developmental,
Module IV	Participatory Role of Mass Media in public opinion Effect of Media on Children Portrayal of women in Media

Course Learning Outcome:

- Student will be able to understand the concept of communication
- Students would be exposed to the different theories related to communication.

Prescribed Text:

- Dennis McQuail (2010). Mass Communication theory. Sage.
- Keval J. Kumar (2010). Mass communication in India, 4th edition Jaico
- Dennis McQuail and Sven Windhall (1993): Communication models. Longman

ASSESSMENT SCHEME

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

Concept of News

Course Code: BJM105

Credit Hours - 02

Course objective:

1. To make students conversant with pattern, structure and elements of news writing and editing.
2. Describe News and how to write it.
3. Write different stories on various subjects with responsibility.

Instructional plan

Module	Content
Module I	Changing Concepts of News Elements of News News Values 5Ws and 1H
Module II	News Sense Hard Vs Soft News Fundamentals of Reporting Networking of Sources News Coverage (Basics); Civic Problems, Education, Society, Events
Module III	Inverted Pyramid Headline Writing Writing Intro Writing Body
Module IV	Qualities of the Journalist Responsibilities of the Journalist Press as the Fourth Estate Fundamental nature of Print Electronic & New Media Journalism

Course Outcome: After completion of this module students will be to

1. Comprehend the elements of news
2. Identify with the qualities required to be a journalist

Prescribed Material:

- Mencher, Melvin, News Reporting & Writing, The McGraw Hill Publications
- Parthasarthy.R, Journalism in India , Sterling Publishers Pvt. Ltd., New Delhi
- Jones, John Paul Modern Reporter's Handbook;, Greenwood Press Connecticut; 1970

- Bruce D Itule and Douglas A Anderson, News writing and reporting for Today’s Media,; McGraw-Hill; 1994
- Alfred Lorenz and Allyn and Bacon, News Reporting and Writing, 1996
- Taylor, Ron and Teel, Into the Newsroom, Leonard Ray Prentice Hall, New Jersey; 1985

ASSESSMENT SCHEME

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

Concept of News (Practical)

Course Code: BJM106

Credit Hours - 02

Course Objective:

1. To make students able to cover all the civic problems, events by collecting background data and doing proper research
2. To enable students to cover news and views related to social problems.

Instructional plan

Module	Content
Module I	Covering Civic Problems which will consist of Research Collection of data Versions of Concerned Persons Writing Report
Module II	Covering Events based news which will consist of Research/Backgrounder Collection of data Versions of Experts & Audience Writing Report
Module III	Covering news related to social Issues/Problems will consist of Research/Backgrounder Collection of data Versions of Experts Writing Report
Module IV	Covering Education based news which will consist of Research/Backgrounder Collection of data Versions of Concerned persons Writing Reports

Course Learning Outcome: After completion of this module students will be to

1. Comprehend the elements of news
2. Write News with suitable headlines and impressive intro

ASSESSMENT SCHEME

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

Still Photography & Photo Editing Practical

Course Code: BJM107

Credit Hours – 03

Course Objective:

- Handle Digital SLR Camera
- Compose and Shoot in different lighting conditions.
- Make a photo feature on a specific topic

Instructional plan

Module	Content
Module I	<p>Introduction to Photography & Camera</p> <ul style="list-style-type: none"> ➤ What is photography? ➤ Principles of Camera Obscura ➤ Cameras & its types (Including pinhole, compact camera, POLOROID, T.L.R., S.L.R., D.S.L.R camera) ➤ Image sensors: CCD and CMOS ➤ Exposure Triangle(Aperture, Shutter, ISO) ➤ White Balance, Focus ➤ Lenses & its type (Prime, Zoom, Wide Angle, Normal, Fish eye, etc) ➤ Assignment 1 - Students will submit softcopies of 6 photographs of different exposure.
Module II	<p>Composition</p> <ul style="list-style-type: none"> ➤ Formats of a digital image ➤ Focal length, filed of view and depth of field ➤ Rule of Thirds ➤ Balancing Elements, Symmetry and Patterns ➤ Viewpoint, Depth, Framing, Noes 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.
Module III	<p>Lights & Various Beats</p> <ul style="list-style-type: none"> ➤ Lighting & its control (source, Flash) ➤ One, two & three point lighting ➤ Portrait, Nature & landscapes. ➤ Wildlife ➤ Photo Journalism ➤ Assignment 3- Students will submit softcopies of 5 photographs of different lighting setup.

Module IV	<p>Photoshop basics 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 Intro to layers, Layer palette The tax type tool ,Blending option(Layer Style) color correction. Printing of photographs Final Project - Students will submit photo essay of any Beats Consisting 10-15 photographs (printed on photo paper). Each photo should have a suitable caption.</p>
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Course Learning Outcome:

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

Prescribed Material:

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

ASSESSMENT SCHEME

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

Public Speaking & Group Discussion (Practical)

Course Code: BJM108

Credit Hours - 02

Course Objectives:

1. To make students able to present themselves
2. To enable students to stand and communicate
3. Making them to become public speakers
4. Giving them the quality of being able to listen and give their views in group.

Instructional plan

Module	Content
Module I	Concept of Public Speaking Confidence Building Exercises Forming the Sounds of Speech 5 Ps of Voice Pronunciation Diction
Module II	Voice Modulation Pitching; Counting Decibels; Frequency Use of Mic Oration Body Language
Module III	Group Discussion; Definition Types of Group Discussions Evaluation Criteria in Group Discussion
Module IV	Personality Presentation Role of Narration in speaking Street Play

Course Learning Outcome:

1. Students will be able to deliver the content matter, for which they are going to communicate the intended messages.
2. Students will be able to use the effective communication strategy for the any type of communication process on the public platform.

Suggested Readings::

- Videos of great speakers
- TED Talks
- Theater and Drama videos

ASSESSMENT SCHEME

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

Integrated Marketing Communication

Course Code: BJM109

Credit Hours - 02

Course Objective:

1. To understand the different types of marketing tools and strategies.
2. To understand the campaign planning.
3. To understand the branding fundamentals.

Instructional plan

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

Course Outcomes: After completion of this course:-

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

Suggested readings:

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

ASSESSMENT SCHEME

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

Basic Computer Skills

Course Code: BJM110

Credit Hours - 02

Course objectives:

The prime objective of the syllabus is to help student acquire the basic skills of MS Office Specifically in MS Office and PowerPoint.

Instruction Plan:

Module I Introduction to Computers	Introduction to Computer : Hardware & Software Using MS Word documents Power Point Presentation
Module II Typing : English	By Proper placement of fingers Using various fonts used in media industry Using proper display and font size
Module III Typing : Hindi	By Proper placement of fingers Using various fonts used in media Industry Using proper display and font size
Module IV Collage Making :	Selecting Theme Cropping Images Import-Export Images Using layers Colors Scheme Changing Background

Course Learning Outcome: After completion of the course

1. The students will be able to make power point presentation and make word files.
2. The students will learn typing by proper placements of the fingers.

Suggested Reading

Manual books, Internet

ASSESSMENT SCHEME

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

Media Language English Practical

Course Code: BJM201

Credit Hours-02

Course Objective:

1. To make students to learn the everyday conversation
2. To understand the basic grammar and usages
3. To build a very fine vocabulary

Introduction Plan:

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

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

1. Paragraph writing, Formal correspondence, précis writing, report writing, academic essays.
2. Basic grammar and vocabularies.

Suggested Reading/Prescribed Text

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

ASSESSMENT SCHEME

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

Media Language Hindi Practical

Course Code: BJM201

Credit Hours-02

Course Objective:

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

Introduction Plan:

Module-1	भाषा- परभाषा, मह, विशेषताएं, संस्कृत इतिहास, भाषा एवं समाज, भाषा एवं संस्कृति, शब्द रचना एवं योग, शब्द और वाक्य।
Module-2	वाक्य- रचना एवं कार, समाविधियां, संज्ञा, सवनाम, क्रिया, विशेषण, वाक्य और कला, वाक्य और अनुभव।
Module-3	कहावत, मुहावर, अलंकार, हिंदी की मुखबोलियां- अवधी, बृजभाषा, छत्तीसगढ़ी, बुंदेलखंडी, बघेली, मालवी, राजथानी, भोजपुरी व मैथिली आदि संस्कृत परचय।
Module-4	मीडिया की भाषा, मीडिया में भाषा का उपयोग एवं मह, मीडिया की भाषा की कृति एवं विशेषताएं, समाचारों में योग होने वाले शब्द, विज्ञापन में उपयोग होने वाले लोकिय शब्द, इंटरनेट एवं इलेक्ट्रॉनिक मीडिया की भाषा, नए चलन एवं योग, मीडिया भाषा में अंतर, इंटरनेट एवं इलेक्ट्रॉनिक मीडिया की भाषाई समझ।

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

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

Suggested Reading:

डॉ. हरदेव बाहरी, हिंदी भाषा विज्ञान,

डॉ. हरतण- मानक हिंदी और

रचना डॉ. पाण्डेय- मानक हिंदी और

ASSESSMENT SCHEME

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

Contemporary Social Issues & Current Affairs

Course Code: BJM203

Credit Hours-2

Course Objective:

1. To make students aware about society, social structure and class conflicts.
2. To make students understand the contemporary social issues.
3. To make students aware about current affairs.

Introduction Plan:

Module-1	Society- Introduction, Types. Social structure, Class conflicts, Social Issues- Casteism, Socialism, Communalism, Regionalism. Reservation system, Religion & minorities, Communal Violence.
Module-2	Contemporary social issues- Child Labor, child Trafficking. Inequality towards women- Rapes, Lynching's, Sexual Assault, Harassment, Body Shaming. Breaking Stereotypes and Social Taboos. Honor Killings.
Module-3	Current Affairs
Module-4	Current Affairs

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

- To gain an understanding of various social issues in depth.
- To discuss on many issues, that affects the society and country.
- Will understand the current affairs

Suggested Reading

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Print Media Software Practical

Course Code: BJM204

Credit Hours-2

Course Objective:

1. To make students learn print media software's like Quark Xpress
2. To make students understand the usages of different media tools like item tool, line tool, zoom tool

Introduction Plan:

Module-1	What is Print Media Software What is QuarkXPress The Use of QuarkXPress In Print Media The principle of design
Module-2	The uses of Tools of QuarkXPress- Item Tool Text Content Tool Line Tool Zoom Tool
Module-3	The Uses Of Files, Edit, Style, Item and Window The Uses of Colors Sheet The uses of Short Keys
Module-4	Page Layout, News Paper Designing, The Uses of Colors, The Uses of Headlines, The Uses of Photograph And Graphics, Rules and borders, Assignment: Student Prepare sample page for News paper In Tabloid Size, Prepare Tabloid Size News Paper in QuarkXPress

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

- To gain the basic understanding of QuarkXPress
- To design the tabloid size newspaper in QuarkXPress

Suggested Reading

- 1- Manual Books
- 2- Internet

ASSESSMENT SCHEME

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

Development of Media Industry

Course Code: BJM205

Credit Hours - 02

Course Objective:

- To understand the brief history of media industry in India.
- To understand the modern trends in Media industries.

Instructional plan

Module	Content
Module I	Brief History of Media Industry in India Early Newspapers in 18 th Century Role of press in freedom movement All India Radio
Module II	Introduction of TV in India SITE; Doordarshan Cable TV in 90's; Newschannels Introduction of FM channels DTH; Digital Platforms of Media Social Media
Module III	Trends in Media Industry KPMG Report

Course Learning Outcome: At the completion of the course students will be able to understand the development pattern of media industry in India

Prescribed Material:

- Gunarathne, Shelton A.. (2000). Handbook of Media in Asia, Sage

ASSESSMENT SCHEME

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

Print Media: Reporting

Course Code: BJM206

Credit Hours - 2

Course Objective:

- To make students understand about the characteristics of print media
- To make students aware about the challenges of reporting
- To make students learn about writing headlines, subheads and body of news in print media.

Outcome:

Instructional plan

Module	Content
Module I	Characteristic of Print Media Types of Print Media Scope of Print Media Terminology of Newspapers
Module II	Developing Sources News Selection Preparation for Reporting Challenges of Reporting Talking Versions
Module III	Headlines of Print Media News Subheads and Crossers Intro writing for Print Media News Body Writing in Newspapers
Module IV	Feature Writing Personality Sketch Travelogue Film Reviews

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

1. To understand the different kind of writings.
2. To face the challenges of reporting.

Prescribed Material:



ASSESSMENT SCHEME

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

Print Media: Reporting Practical

Course Code: BJM207

Credit Hours – 1

Course Objective:

- To understand the Print Media Reporting in real time scenario.
- To enable students to write the different types of features, personality sketch, reviews

Instructional plan

Module	Content
Module I	Characteristic of Print Media Types of Print Media Scope of Print Media Terminology of Newspapers
Module II	Developing Sources News Selection Preparation for Reporting Challenges of Reporting Talking Versions
Module III	Headlines of Print Media News Subheads and Crossers Intro writing for Print Media News Body Writing in Newspapers
Module IV	Feature Writing Personality Sketch Travelogue Film Reviews

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

1. Write the different kinds of feature, articles, personality sketch, travelogue.
2. Understand different terminologies of newspapers.

Prescribed Material:



ASSESSMENT SCHEME

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

Light and Camera Practical

Course Code: BJM208

Credit Hours - 3

Course Objective:

- To understand the different types of camera, parts of camera and functions of camera.
- To understand the basics of sound and lighting.

Instructional plan

Module	Content
Module I	<p>Types of video Camera Parts of Camera Basic Knowledge of video camera setting Focal length and Angle of view Aperture, Sutter Speed, Gain Lenses Supporting equipments of Camera (MOUNTS) Different types of shots and Camera angles, Camera movement. Assignment- Submit a video using different shots, angles and movements.</p>
Module II	<p>Depth of Filed ,Deep Focus, Shallow Focus, Racking focus(shift Focus) Shooting formats(PAL, SECAM, NTSC) Aspect Ratio HD and SD formats Magnetic tapes(low band, HI band, betacam, Digibeta, DVcam, DVC pro) Memory cards (SD, Flash)</p>
Module III	<p>Basics of Sound(Recording Audio with HD Video Camera) Importance of Audio while shooting Cut away & Cut in shots Film continuity -Line of Axis (180 degree rule) Anticipate editing In-camera editing Working with Chroma-Green/Blue Screen Assignment- Create a video with apply continuity (180-degree rule).</p>
Module IV	<p>Importance of Lighting Basic lighting technique(Three & Four point lighting) Studio lighting (High-Key lighting & Low Key) Light cutting (cut light, source light etc.) Diffusers, Reflectors, Cutters & Gels Basic Discussion of Production Planning Final Assignment - Create a short film or an interview based programme (Duration- 2 to 5 minutes).</p>

Course Learning Outcome:

On completion of this course, the students will be able to

1. Operate HD video cameras.
2. Use lights according to the production needs.
3. Apply the concept of film continuity through camcorder

Prescribed Material:

- Alkin Glynn. TV Sound Operations 1975
- Alkin Glynn. Sound Techniques for Video and TV Media Manual series, Focal Press, Boston-London, 1984
- Cheshire David. The Video Manual, Mitchell Beazley Artists House, 1982
- Millerson Gerald. Video Camera Techniques, Focal press

ASSESSMENT SCHEME

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

Voice Modulation Practical

Course Code: BJM209

Credit Hours - 2

Course Objective:

- To understand the control of breathing and to produce the sound according to the situation.
- To enable students for voice overs of different kinds of programs.

Instructional plan

Module	Content
Module I	Breathing & Voice Relationship How to breathe; Controlling the airflow; Noisy Breathing The diaphragm Berating Exercises Use of Epiglottis
Module II	Reading for Mic & Presentation Voice Modulations Characterizations Language & Dialects
Module III	Voice Over; For Documentaries, Walk Through, Programs etc. Voice for Audio Programs Voice Over for Commercials
Module IV	Street Play; cue, Spotting etc Production of Street Play

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

- Command over breathing for voice modulation
- Learn techniques to modulate the voice
- Apply the voice modulation for street play

Prescribed Material:

- Videos of renowned speakers
- Theater and Drama videos

ASSESSMENT SCHEME

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

Public Relations and Corporate Communication

Course Code: BJM210

Credit Hours - 02

Course Objective:

- To understand the reach and impact of PR as a tool of mass communication.
- To deal with theory and practice of Public Relations and Corporate Communication, essential and crucial for building an image of any corporate entity
- To communicate effectively with audiences, and prepare public relations and marketing communication strategies in an appropriate style

Session wise instructional plan

Module	Content
Module I	Public Relations – concept and definition, Evolution and growth of public relation, need for PR PR in relation to marketing, advertising, publicity, propaganda and rumors
Module II	Models of PR Theories of relationship, persuasion and social influence Laws and ethics in PR, PRSI code PR organizations- PRSI, IPRA etc.
Module III	PR tools Organizing Press Conference PR writings: , Press Releases, Photographs, PR Interviews/Features, Brochures, Posters and Calendar Functions and responsibilities of PRO
Module IV	Corporate Communication: concepts, evolution Corporate Identity, Corporate Image and Reputation Management, Managing relationship with suppliers and distributors

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

- Students will understand the PR as a subject. The various functions of PR.
- They will be able to write Press Releases and other writings, handle press Conferences
- They will understand the laws and ethics related to PR industry.

REFERENCES:

1. Cutlip&Center, Effective Public Relations, Pearson Education Inc.
2. Ravindran RK, Handbook of Public Relations, Anmol Publications Pvt. Ltd
3. McDonough William, Cradle to Cradle: Remaking the Way We Make Things. North Point Press
4. Anderson Ray, Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model. Chelsea Green Publishing Company

ASSESSMENT SCHEME

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

Public Relations and Corporate Communication Practical

Course Code: BJM211

Credit Hours - 1

Course Objective:

1. To understand the techniques of Press release writing.
2. To organize press conferences and deal with the challenges while organizing it.
3. To be able to use all PR tools effectively.

Module	Practical
Module I	Writing Press Release Every student must write minimum 4 press releases in a semester. <ul style="list-style-type: none"> • On University’s event • On Outdoor visit • On any national issue • On any other assigned activity
Module II	Organizing Press Conference Minimum 2 press conference must be organized in a semester
Module III	PR tools- Broucher designing Poster designing
Module IV	PR Interview Feature Writing

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

1. Organize Press Conference.
2. Writing press releases, designing Broacher’s,
3. Conduct other PR activities

ASSESSMENT SCHEME

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

Social Media: Content and Impact

Course Code: BJM 212

Credit Hours - 02

Course Objective:

1. To understand the dynamics of social media.
2. To understand the functioning and contents of new media.
3. To be able to use new media effectively for one’s own benefit.

Instruction Plan:

Module	Content
Module I	<ul style="list-style-type: none"> • The Digital Experience – mobile, cyberspace, Online • News Apps • Technology and Literacy Redefined • Internet, Intranet, www
Module II	<ul style="list-style-type: none"> • Digitalization of media • News Websites • Facebook • Twitter
Module III	<ul style="list-style-type: none"> • Wordpress • Blogspot • YouTube • Skype+
Module IV	<ul style="list-style-type: none"> • Building communities-pages & channel • Online activism • Citizen Journalism • Cyber crime

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

- Understand the dynamics of social media
- Know the various aspects and impact of digital media.

Prescribed Text:

- India Social: How Social Media is Leading the Charge and Changing the Country by Ankit Lal
- Why Social Media Is Running Your Life by Omerod Katherine

Social Media: Content and Impact Practical

Course Code: BJM 213

Credit Hours - 01

Course Objective:

1. To compare the social media apps their usage and reach.
2. To analyze two media websites on their appearance and approach.
3. To be able to make a blog.

Instruction Plan:

Module	Content
Module I	<p>Student will do comparisons of two news apps which will consist:</p> <ul style="list-style-type: none"> • Availability • Popularity • Design • Content
Module II	<p>Student will submit analysis of two media websites which will consist:</p> <ul style="list-style-type: none"> • Layout • Reach • Content • Impact
Module III	<p>Student will create a blog.</p> <p>Student will prepare a PPT on the process of creating a blog/ writing a good blog post.</p>
Module IV	<p>Student will write and post content on any social issue on Facebook and analyze the comment and reactions of that particular post.</p> <p>Student will write five effective tweets.</p>

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

- Create an impressive blog.
- Analyze the impact of social media posts.

Prescribed Text:

- India Social: How Social Media is Leading the Charge and Changing the Country by Ankit Lal
- Why Social Media Is Running Your Life by Omerod Katherine

ASSESSMENT SCHEME

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

Political Issues & Current Affairs

Course Code: BJM301

Credit Hours - 3

Course Objective:

- To understand the concepts of democracy and its concept.
- To learn about the milestones of the Indian Policy.
- To understand the main events in the India political history after independence.
- To get acquainted with current affairs.

Instructional plan

Module	Content
Module I	<p>Democracy : Concept and its power, Indian Constitution : Preamble, Fundamental Rights & its duties, Directive Principles, Federal System, Important Articles,</p> <p>Political Ideologies : Right, Left & Centre, Extremism, National and prominent regional political parties</p>
Module II	<p>Profile of prominent political leaders. Four Pillars of Indian Democracy : Legislative, Executive, Judiciary & Press.</p> <p>Milestones of Indian Polity : Partition of India, Kashmir Issue, Nehruvian Socialism, War with China, Indo Pak War and Tashkand Pact, Bangladesh liberation & Shimla Pact, Emergency in India.</p>
Module III	<p>Sampoorna Kranti & fall of Janta party, Operation Blue Star, Indira's Assassination, Computers Advent in India, Boforse Case, Mandal Commission, economic Crisis & Liberalisation, Ayodhya Movement, Kargil war, Anna Movement, Corruption as Agenda, Modi Government. Contemporary Political Issues : Corruption, Communalism Vs Naxalism, Inflation, Muscle power in politics, Regionalism</p>
Module IV	Current Affairs

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

- Understand the ideology of major political parties and their journey till date.
- Explain the current affairs highlighted in mainstream media.

Suggested Reading/Prescribed Text

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

ASSESSMENT SCHEME

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

Sound Editing Software

Course Code: BJM302

Credit Hours - 02

Course Objective:

- To learn the studio setup of sound recording studio.
- To learn the audacity software -the sound editing software.
- To understand the techniques of mixing, pace, and transitions.
- To learn production of a Radio Program.

Instructional plan

Module	Content
Module I	Sound studio set –up, Audio equipment Microphones, Console, Recording equipment, Nature of sound, Sound effects, Sound recording techniques, Microphones
Module II	Audacity Software; Basic Tools (Selection tool, Time sift tool, Zoom Tool, Envelope tool, multi tool etc.) Use and Mixing of Sound Audio Effects (Change Pitch, Change Speed, Change Tempo, Echo, Repeat, Reverb, Cross Fade In, Cross Fade Out) Assignment: Group Discussion, Mimicry
Module III	Techniques; Mixing, Pace, Transitions online audio (live) editing Music; Thematic Music, Layering Announcements, Talks, Newsreel, Discussions, Interviews.
Module IV	Production of a Radio Program

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

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

Suggested Reading/Prescribed Text

Will be prescribed by the subject teacher.

ASSESSMENT SCHEME

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

Media Laws & Ethics

Course Code: BJM303

Credit Hours - 02

Course Objective:

- To understand the Indian Constitution, Fundamental Right and duties.
- To be aware about the important media laws and ethics.
- To know broadcast laws in India.
- To make people aware about marketing and advertising regulations in India.

Module	Content
Module I	<p>Overview of Indian Constitution,, Fundamental Rights, Directive Principles of State Policy</p> <p>Freedom of speech and expression, Freedom of the press- Art 19(1)(a)</p> <p>Press Council Act 1978, PCI</p> <p>Contempt of Court, Defamation , Official Secrets Act 1923</p> <p>RTI Act 2005</p>
Module II	<p>Reasonable restrictions on the freedom of the press- Art 19(2)</p> <p>Press and Registration of Books (PRB) Act 1867</p> <p>Fight for TRP and its fallout on ethical standard of TV channels, Parliamentary privileges</p> <p>Working Journalist Act 1955 and 1958: wage boards and fixation of wages</p>
Module III	<p>Broadcast laws in India</p> <p>Parliamentary privileges</p> <p>Social responsibility of the press, self regulation</p> <p>The Indecent Representation of Women(Prohibition) Act, 1986</p>
Module IV	<p>Consumer Protection Act, 1986</p> <p>Marketing and advertising regulations in India and abroad</p> <p>Drug and Magic Remedies (Objectionable Advertisement) Act 1954,</p> <p>Consumer Protection Act1986</p>

Course Learning Outcome:

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

Suggested Reading/Prescribed Text

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

ASSESSMENT SCHEME

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

Print Media: Specialized Writing & Editing

Course Code: BJM304

Credit Hours - 02

Course Objective:

- To understand the language styles for print media writing.
- To understand feature and its types.
- To understand the news analysis.
- To learn the techniques of translation.

Instructional plan

Module	Content
Module I	Language styles for Print Media Feature & Its Types Interview Review
Module II	News Analysis Humor & Satire Articles Editorials
Module III	Editing; Meaning & Functions Selection of News Editing Process; Checking facts, continuity, Paragraphing, Grammar, Punctuation, Style sheet
Module IV	Techniques of Rewriting; Integrating copy from different sources Translation: Hindi to English Translation: English to Hindi

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

- Understand the language of specialized report.
- Know the techniques of writing features, articles & editorial.

ASSESSMENT SCHEME

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

Print Media: Specialized Writing & Editing Practical

Course Code: BJM 305

Credit Hours - 02

Course Learning Outcome:

- To understand the basics of feature writing
- To be able to write editorials
- To understand the nature of headlines and sub headlines
- To translate the write ups in Hindi to English and vice versa

Instruction Plan:

Module	Content
Module I	Student will write two features which will be evaluated on the basis of <ul style="list-style-type: none"> • Fact Collection • Headlines, Sub head, Intro • Language • Presentation
Module II	Student will write two editorials for the newspaper or magazine. Write analysis of any political developments.
Module III	Student will edit two copies which will have : <ul style="list-style-type: none"> • Impactful headlines & Subheads • Impressive Intro • Impressive Language • Proper format
Module IV	Student will translate two write-ups

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

- Write articles, features & humorous content.
- Write editorials, satire and film reviews.

Suggested Reading/Prescribed Text

- Pradeep Mandav Visual Media Communication, Authors Press, Delhi, 2005
- Ted White Broadcast News, Focal Press, New Delhi, 2007
- Rick Thompson Writing for Broadcast Journalists, Routledge, London, 2005

ASSESSMENT SCHEME

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

TV Script Writing Practical

Course Code: BJM306

Credit Hours - 02

Course Objective:

1. To understand the basics of TV script writing.
2. To learn the three acts structure.
3. To write about the plot and treatment, scene breakdown.
4. To learn the field work, research for script writing.

Instructional Plan

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

Module	Content
Module I	Script Writing Introduction Concept & Need of Script Writing Types of Script Writing Story, Script & Screenplay Process of Scripting
Module II	The three act structure – set-up, confrontation, resolution. Characterization Guiding principles for evolving effective and credible characters
Module III	Script Writing : Fiction Basic story idea Plot and Treatment Scene breakdown Full-fledged script
Module IV	Script Writing : Non Fiction Research Field Work Angles & Approaches Full-fledged script

1. Identify with the concepts of Scripts
2. Write Character Sketches
3. Produce Scripts in a proper format

Suggested Reading/Prescribed Text

- How to Write Documentary Scripts: Trisha Das
- Patkatha Lekhan : Manohar Shyam Joshi
- Screenplay: the foundations of screenwriting by Syd Field
- The Screenwriters Roadmap: 21 Ways to Jumpstart Your Story by Neil Landau
- The 101 Habits of Highly Successful Screenwriters by Karl Iglesias

ASSESSMENT SCHEME

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

Radio Script Writing Practical

Course Code: BJM307

Credit Hours - 02

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

1. To learn to characteristics of the Audio Language.
2. To learn the radio script writing techniques for radio compeering.
3. To understand the writing the script of radio drama.

Instructional plan

Module	Content
Module I	Characteristics of Audio Language Understanding Radio Audience Voice Modulation Using Music & Sound Effects
Module II	Writing Radio Talks Writing News Scripts Framing Questions for Interview Designing Radio Advertisements
Module III	Writing for Radio Comparing Script of Radio Jockeying Writing for Radio Discussion Features of Radio Commentary
Module IV	Script of Radio Drama Writing Radio Feature Famous Radio Programs Ethical Issues

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

1. To learn to write scripts for radio programs of all formats.
2. To produce radio programs at local, regional and national level.
3. Produce a Script in a proper format.

ASSESSMENT SCHEME

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

Event Management

Course Code: BJM308

Credit Hours - 03

Course Objective: -

- To understand the fundamentals of event management.
- To organize different types of events.
- To understand the elements of event management for successful operations during events.

Module	Content	Practical
Module I	Events and events management- Definition, needs and importance of events, types of events as a communication tool, and as a marketing tool, Growing importance of events like exhibitions, seminars conventions worldwide.	Design a Project plan or event
Module II	Organizing Events - Planning Check Lists, setting up an event organization structure, Budgeting, -program planning, the elements of style, developing a program portfolio, the program life cycle, scheduling.	Organizing the event
Module III	Elements of event management-event infrastructure, organizers, sponsors, logistics. Conceptualization and planning-the nature of planning, planning the setting, location and site, the operation plan, business plan, developing strategies.	Write a proposal for potential sponsor for the event
Module IV	Market Research-consumer behavior survey, Market area survey, visitors survey etc. Technology for Event Management - Providing Services at meetings - Spot Management, Pre and Post Convention Management	Undertake a survey of target audience for pre event planning process

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

1. Understand the essentials of planning an event.
2. Organize events of various forms.
3. Acquire knowledge of legal and ethical issues involved in event management.

Suggested Reading/Prescribed Text:

1. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
2. Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning 2002.
3. Advertising and Sales Promotion- C.N. Sontaki

ASSESSMENT SCHEME

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

Event Management Practical

Course Code: BJM309

Credit Hours - 03

Course objectives:

- To understand the business plan for event management.
- To understand team management.
- To know how to manage overall running of an event.

Module	Content
Module I	<ul style="list-style-type: none"> • Develop a Business Plan and proposal for an Event. • Implement a Critical Path. • Event Research. • Venue for an Event.
Module II	<ul style="list-style-type: none"> • Team management • Planning for event protocol • dress code, staging, staffing • Marketing the event.
Module III	<ul style="list-style-type: none"> □ Organizing the event such as: - cultural, exhibitions, seminars, fest etc. □ Managing and overall running an event □ evaluate and report on the success of event.
Module IV	<ul style="list-style-type: none"> • Volunteering any event

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

- To understand the essentials of planning an event.
- To organize events of various forms.
- To acquire knowledge of legal and ethical issues involved in event management.

Suggested Reading/Prescribed Text:

1. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
2. Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning 2002.
3. Advertising and Sales Promotion- C.N. Sontaki

Mobile Journalism

Course Code: BJM310

Credit Hours - 02

Course Objective:

- To understand the concepts of mobile journalism
- To use mobile effectively as a tool for journalism.
- To learn about the mobile editing apps and their features.

Instructional plan

Module	Content
Module I Concept & Ideation	Concepts of Mobile Journalism Tools & Technique Story Telling through Mobile Ideation & Scripting
Module II News Gathering	Capturing Stills, Video & Audio using Mobile Different Angles & Framing for Shooting Interviews/ bites Piece to Camera
Module III Editing	Mobile Editing Apps & their features Editing Audio tracks Editing Video Live Streaming
Module IV Presentation & Ethical Issues	Presenting Mobile stories on various platforms Prominent Mobile Journalists Mobile Journalism & Its future Ethical Issues

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

1. Learn the mobile journalism its tools and techniques
2. To understand the capturing skills and different styles of using mobiles while shooting.
3. Clow E Kenneth : Integrated Advertising, Promotion and Marketing
i. Communication, Printice Hall, 2002
4. Philip Kotler : Marketing Management, Pearson Prentice Hall, 2002

ASSESSMENT SCHEME

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

Summer Training Evaluation

Course Code: BJM311

Credit Hours - 02

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

- **Comprehend how different media industry functions and what are the works one should get in the industry.**
- **Learn as how to the internship report.**

Instructional plan

The students will have to submit project of their internships which will be evaluated by the external examiner.

ASSESSMENT SCHEME

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

Economic Issues and Current Affairs

Course Code: BJM401

Credit Hours – 02

Course Objective: The objective of the course is to familiarize the students to the various economic issues that are prevailing in India

Instructional Plan

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

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

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

ASSESSMENT SCHEME

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

Video Editing Practical

Course Code: BJM402

Credit Hours – 02

Course Objective: The objective of this course is to give the students training in video editing

Instructional Plan

Module	Description	Exercise/Practice
Module I	History & Concept of Editing (Basic division of Editing Continuity and Dynamic Introduction to editing software interface (non-linear editing.)	Students will practice on tape capture/transfer and organizing the footage on timeline.
Module II	Cross cutting Cutaways & inserts Optical Effects Transitional Effects Reverse action Dissolve Supers Fade-gradual appearance or disappearance of a shot Iris wipe, flip, split screen, multiple images, swish pan, etc.	Students will practice all Module II . Assignment- Students will submit Interview Based Programme .
Module III	Audio editing and music Cut on sound Title and graphics	Students will practice on audio balancing, music, sound effects ,title and graphics
Module IV	Operation and media Management (color correction & various audio tracks Practicing News and Entertainment sequences)	Students will practice the exercise on rendering, color correction, titling and exporting on the timeline. Final Assignment - Students will submit a short film, documentary, News package with using professional techniques of non-linear editing. (only one Film)

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

- Basic operations of NLE
- Using timeline editing, project set-up, media management and editing techniques.
- Operate rendering, exporting and process for final mastering/delivery of projects

Suggested Readings/Prescribed Text:

- Digital Nonlinear Editing: Editing Film and Video on the Desktop
- [Editing Digital Video: The Complete Creative and Technical Guide \(Digital Video and Audio\)](#) by Robert M. Goodman and Patrick

ASSESSMENT SCHEME

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

Development Communication

Course Code: BJM403

Credit Hours – 02

Course Objective:

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

Instructional plan

Module	Content
Module I	Development: Concept, concerns, paradigms Concept of development Measurement of development Development versus growth Human development Development as freedom
Module II	Models of development Democratic decentralization: Panchayat Raj – planning at national state, regional district, block and village levels. Agricultural communication and rural development: The genesis and growth of agricultural extension.
Module III	Communication for nation building; Diffusion of innovation; Extension approach; IEC and BCC approach; Development Support Communication; Role of NGO's in development, Development Communication as feedback for policy planning
Module IV	Mass Media for Development – Radio and TV Development programmes – Agriculture, Health, Education, Environment, Cultural Preservation, etc., - National Integration – Role of Press.

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

Suggested Readings/Prescribed Text:

- Tiwari, IP., Communication Technology and Development, Publication Division, Govt. of India, New Delhi, 2001
- Thirwall A.P. Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006

- Singhal, Arvind., Rogers, M India's Information Revolution, Sage, New Delhi, 1989
- Melkote, Srinivas R., Communication for Development in the Third World. Theory and Practice, Sage, New Delhi, 2001
- Ostman, Ronald E., Communication and Indian Agriculture, Sage, New Delhi, 1989

ASSESSMENT SCHEME

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

Development Communication Practical

Course Code: BJM404

Credit Hours - 01

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

Instructional plan

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

Course Learning Outcomes: After the completion of the course:

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

Suggested Readings/Prescribed Text:

- Tiwari, IP., Communication Technology and Development, Publication Division, Govt.of India, New Delhi, 2001
- Thirwall A.P. Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006
- Singhal, Arvind., Rogers,M India’s Information Revolution, Sage, New Delhi, 1989
- Melkote, Srinivas R., Communication for Development in the Third World. Theory and Practice, Sage, New Delhi, 2001

- Ostman, Ronals E., Communication and Indian Agriculture, Sage, New Delhi, 1989

ASSESSMENT SCHEME

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

Beat Reporting

Course Code: BJM405

Credit Hours - 01

Course objective: The course will give the understanding of the different aspects of beat reporting

Instructional plan

Module	Content
Module I	Civic Issues reporting Political Reporting Legal Reporting Crime Reporting
Module II	Environment, Lifestyle Sports Business Administration
Module III	Defence, Science & Technology, Education, Art & Culture,
Module IV	Rural Reporting Women & Child welfare Medical & Health reporting Entertainment

Course Learning Outcome: At the completion of the course:

- the students will be able to write reports on different beats in reporting

Suggested Readings/Prescribed Text:

- Parthasarthy. R, Journalism in India , Sterling Publishers Pvt. Ltd.,New Delhi
- Jones, John Paul Modern Reporter's Handbook;, Greenwood Press Connecticut;1970
- Bruce D Itule and Douglas A Anderson, News writing and reporting for Today's Media,; McGraw-Hill; 1994
- Alfred Lorenz and Allyn and Bacon, News Reporting and Writing, 1996
- Taylor, Ron and Teel, Into the Newsroom, Leonard Ray Prentice Hall, New Jersey; 1985

ASSESSMENT SCHEME

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

Beat Reporting Practical

Course Code: BJM406

Credit Hours – 02

Course objective: The objective of the course is to make the student able to write in different beats utilizing whatever means they have writing a story.

Instructional plan

Module	Content
Module I	Covering and Reporting Educational News/Events
Module II	Covering and Reporting Cultural News/Events
Module III	Covering and Reporting Infrastructure News/Events 15 4. Covering and Reporting Political News/Events
Module IV	Covering and Reporting Crime News/Events

Course Learning Outcome: At the completion of the course:

- the students will be able to write reports on different beats in reporting

Suggested Readings/Prescribed Text:

- The investigative reporter's handbook: A guide to documents, database and techniques
- Brant Houston, Len Bruzzese, Steve Weinberg
- Published by: Investigative Reporters editor's and Inc (RE)
- Web links http://www.intermedia.org.pk/docs/conflict_reoprting_guide.pdf
- Essentials of Practical Journalism By VirBala Aggarwal , Concept publishing company, New Delhi.

ASSESSMENT SCHEME

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

Radio News Reading & Jockeying Practical

Course Code: BJM408

Credit Hours - 02

Course Objective: The objective of the course is to make the students understand the nuances of radio news reading and also on Radio jockeying.

Instructional plan

Module	Content
Module I	Radio news writing and presentation- different types of news bulletins; news reading and comparing exercises Structuring radio report- news capsuling, and radio commentary
Module II	Radio News: Gathering and Reporting of Radio News, Coverage of events, and interviewing, phone-in-program. Compilation and Bunching of stories for Radio Bulletins All India Radio, its structure and role as a Public Service Broadcasting, Code of Broadcast Prasar Bharati
Module III	Who is a Radio Jockey Historical Aspects RJ: Role & Concept
Module IV	Language of RJ Qualities needed for RJ Voice modulations

Course Learning Outcome: At the completion of the course:

- the students will be able to produce radio news bulletins
- the students will be able to learn how RJs present their shows

Suggested Readings/Prescribed Text:

- De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
- Ciignel, Hugh. Key Concepts in Radio studies. Sage.
- Hyde, Stuart. Television and Radio Announcing. Kanishka.
- Masani, Mehra. Broadcasting and the People. National Book Trust.
- Awasthi, G. C. Broadcasting in India. Allied Publications.
- Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.

ASSESSMENT SCHEME

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

TV Anchoring: News & Entertainment Practical

Course Code: BJM407

Credit Hours - 02

Objective of the course:

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

Instructional plan

Module	Content
Module I	<p>Anchor Links</p> <p>Duties and responsibilities of a news reader</p> <p>Difference between anchor and news reader</p> <p>Understanding the target audience</p>
Module II	<p>Student will practice and submit one voice over clip which will consist of:</p> <ul style="list-style-type: none"> • Clear voice • Proper pitch • Accurate tone • Fluency
Module III	<p>Students will prepare presentation in studio which will consist of:</p> <ul style="list-style-type: none"> • Autocue reading • Body Language • Facial Expression • Pronunciation
Module IV	<p>Student will give presentation in class room and evaluation will be based on:</p> <ul style="list-style-type: none"> • Entertainment show hosting • Talk show moderation • What to say • What not to say

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

- learn about various nuances of TV news anchoring
- Understand the Elements and features of becoming an anchor

ASSESSMENT SCHEME

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

Advertising Concept & Copywriting

Course Code: BJM409

Credit Hours – 02

Course objective: The objective of the course is to make the student aware of concept of creativity, copy writing and various stages of advertising productions

Instructional Plan

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

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

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

Suggested Readings/Prescribed Text:

- Advertising Management, Jaishree Jethwani, Oxford University Press, New Delhi, 2010 Creative Strategy in Advertising, Bonnie L Drewniansy, Wordsworth Cengage,
- What is Big Idea, George Lois, Plume, 1993

- Making of Advertising, Ghoshal Subhash, McMillan, 2002
- Brand Sense, Martin Lindstrom Kogen Page Publication

ASSESSMENT SCHEME

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

Advertisement Concept & Copywriting Practical

Course Code: BJM410

Credit Hours – 01

Course objective: The objective of the course is to make the student aware of concept of creativity, copy writing and various stages of advertising productions

Instructional Plan

Module	Content
Module I	Preparation of Ad Copy individually by every student <ul style="list-style-type: none"> • Brainstorming sessions • Idea Generation • Preparation of Ad copy
Module II	The group of students will be formed for Ad copywriting for different media <ul style="list-style-type: none"> • Ad copy Print • Ad copy Radio • AD copy TV
Module III	Pre-Production of Advertisement. Production Planning Budgeting, Location, Celebrity Endorsement,
Module IV	Final Production of Advertisement.

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

- Write scripts for advertisements.
- Produce an advertisement for different forms of media.
- The overall functioning of the industry.

ASSESSMENT SCHEME

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

Content writing for New Media Practical

Course Code: BJM411

Credit Hours – 02

Course objective: The objective is to give the students new insight into the relatively new field of content writing. This course will give them an exposure of the content writing industry

Module	Content
Module I	Digital story-telling formats Content writing Editing, reporting and its management
Module II	Structure of a web report Content for different delivery vehicles Multi-media and interactivity
Module III	Writing with hyperlinks Content management Content management systems
Module IV	Storyboarding and planning Planning and designing of Web Pages, Blogs, e-newspaper, e-magazine

Course Learning Outcome:

- Students will be able to create web story.
- Students will learn how to write for media websites

Suggested Readings/Prescribed Text:

- LA Lievrouw, S Livingstone, *Handbook of new media: Social shaping and consequences of ICTs*, Sage 2002
- Sunetra Sen Narayan, Shalini Narayan, *India Connected: Mapping The Impact of New Media*, Sage 2016
- Martin Lister, *New Media: A Critical introduction*, Routledge, 2009
- Flew. Terry, *New Media: An Introduction*, Oxford Higher Education, 3rd, 2007

- Wendy Hui Kyong Chun, Thomas Keenan, *New media, Old Media, A history and Theory reader*, Routledge, 2006

ASSESSMENT SCHEME

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

Intercultural Communication & Current Affairs

Course Code: BJM501

Credit Hours – 02

Course objective:

- Identify fundamental theories and concepts of intercultural communication;
- Understand and explain the relationship between communication and culture;
- Explain the impacts and relationships between cultural processes and non-verbal and verbal behavior

Instructional plan

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

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

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

Suggested Reading/Prescribed Text

- Edwin R. et al. Specifications of Intercultural Communication: A Reader (Cengage Learning, 2014) Hutington, S.The Clash of Civilizations and the Remaking of World Order (Penguin, 1997)

- James W. Carey Communication as Culture: Essays on Media and Society (Psychology Press, 1989)
- Martin, J.N. & Nakayama, T.K. Intercultural Communication in Contexts 5th Edition(McGraw-Hill, 2009) Martin, J.N. & Nakayama, T.K. (2002). Readings in Intercultural Communication. Experiences and contexts (McGraw- Hill, 2001)
- Samovar, Porter, Understanding Intercultural Communication: The Working Principles (2009).
- Thombre, A, Ramesh N. Rao Specifications of Intercultural Communication : The Indian Context (SAGE Publications India Pvt Ltd, 2015)

ASSESSMENT SCHEME

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

Animation Practical

Course Code: BJM502

Credit Hours – 02

Course objective: It aims to teach the students various techniques and softwares used in animation. It also intends the students to be ready for animation industry.

Instructional plan

Module	Content
Module I	<p>Introduction to Photoshop The Photoshop environment Basic Image Manipulation Tool Palette Layers Bitmap Images, Vector Images Foreground & Background Color Blending Modes</p> <p>Students will practice on Adobe Photoshop and manipulating and editing with images</p>
Module II	<p>Advanced Layers & Text Linking , Merging & Flattening Layers Masking Layers Create Clipping Groups Text Basics Apply effect on type layers Assignment- Students will submit an assignments on uses and scope of Photoshop</p>
Module III	<p>Basics of Flash Software Working with Flash Working with Graphics Flash Animation Frame-by-frame Motion Tweening Shape Tweening</p>
Module IV	<p>Action script in Flash Components in Flash Final Project - Students will submit a short interactive multimedia presentation with the use of Photoshop & Flash.</p>

Course Learning Outcomes: The outcome of the course is to:

- Display basic operations of Adobe Photoshop & Flash
- Handle Photoshop & Flash environment, including the use of layer, panels, channels, Path, the toolbox and the option bar.
- Ability to create image and graphics in Photoshop and to use Flash to create internet presentations

Suggested Reading/Prescribed Text

- Lamb, Annette and Larry Johnson (2009). AIM Your Project with Flash (2nd Edition). Vision to Action Publishing. ISBN 1-891917-09-9
- Grover, Chris (2010). FlashCS5: The Missing Manual. Pogue Press. 978-1449380250
- Adobe Creative Team (2010). Adobe Flash Professional CS5 Classroom in a Book. Adobe Press. ISBN 978-0321701800

ASSESSMENT SCHEME

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

Communication Research

Course Code: BJM503

Credit Hours – 01

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

Instructional Plan

Module	Content
Module I	Definition and Elements of Research Research methods and Approaches in Social Sciences. Mass media research and Importance of communication research – Indian scenario.
Module II	Research Process: Formulation of research problem, review of literature, hypothesis, research design
Module III	Qualitative and Quantitative Research Methods: Ethnography, Symbolic Interactionism, Policy and archival research. Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis. Tools of Data Collection Primary & Secondary
Module IV	Data Analysis and Report writing – data analysis techniques – coding and tabulation – non– statistical methods – descriptive – historical – statistical analysis

Course Learning Outcome: After the completion of the course

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

Suggested Reading/Prescribed Text

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

ASSESSMENT SCHEME

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

Communication Research Practical

Course Code: BJM503

Credit Hours - 01

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

Instructional Plan

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

Course Learning Outcomes: After completion of this course:-

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

Suggested Reading/Prescribed Text

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

ASSESSMENT SCHEME

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

Print Production Practical

Course Code: BJM505

Credit Hours – 02

Course objective: To educate the students with regard to theory of design and graphics, printing technology, color section and layout.

Instructional Plan

Module	Content
Module I	Planning for print : size, anatomy, grid, design Format, typography, copy, pictures, advertisements
Module II	Plotting text: headlines, editing pictures, captions Page-making : Front page, Editorial page, Supplements
Module III	Technology and Page making techniques: layout, use of graphics and photographs) Printing Processes: Traditional vs modern
Module IV	Desk Top Publishing : Quark Express & Coral Draw

Course Learning Outcomes: After completion of this course:-

- The students will be able to design page for newspaper or magazine
- The students will be able to operate and work on softwares like Quark Xpress

Suggested Reading/Prescribed Text

- Kamath, M.V. Professional Journalism, Vikas Publications
- Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
- Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
- Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984
- Sarkar, N.N. Principles of Art and Production, Oxford University Press

ASSESSMENT SCHEME

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

AV Production : Fiction & Non Fiction Practical

Course Code: BJM506

Credit Hours – 02

Course objective: The course intends to make the students understand how the production of fiction and non-fiction programs are executed

Instructional Plan

Module	Content
<p>Module I TV News Industry</p>	<p>Comparison of organisational structure of two national news channel which will consist</p> <ul style="list-style-type: none"> • Background/ Ideologies/ Inclination • Portfolios of prominent Journalists • Main programs of the channels • Other relevant information
<p>Module II News Production</p>	<p>Each student will prepare one news package consisting:</p> <ul style="list-style-type: none"> • Research for package • Reporting: Collecting facts, bytes and visuals • Package writing • Recording Voiceovers • Final Packaging
<p>Module III Program Production or Documentary</p>	<p>Student (in group) will prepare news program or make documentary consisting:</p> <ul style="list-style-type: none"> • Research • Planning • Selecting stories • Scripting • Selection/ shooting of visuals • Voiceovers • Final Packaging/ Mastering
<p>Module IV Short Film</p>	<p>Student (in group) will make short films consisting:</p> <ul style="list-style-type: none"> • Ideation • Research • Planning

	<ul style="list-style-type: none"> • Writing Scripts • Shoot • Final Production
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Course Learning Outcome: After the completion of the course

- Students will be able to produce news package, program or documentary.
- Student will produce news packages and short films.

Suggested Reading/Prescribed Text

- Pradeep Mandav Visual Media Communication, Authors Press, Delhi, 2005
- Ted White Broadcast News, Focal Press, New Delhi, 2007

ASSESSMENT SCHEME

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

Radio Production: Fiction & Non-Fiction

Course Code: BJM507

Credit Hours – 02

Course objective: The objective of the course is to make the student align to the production of radio programs in various formats.

Instructional plan

Module	Content	Practical/ Theory
Module I	Production of Fiction Programs Voice culture exercises Practice on English, Hindi & Urdu Content Sound Recording Elements of speech, pitch, timbre, tone, liveliness, modulation, tempo and volume	
Module II	Elements of Radio writing and its presentation Making pictures in the minds with spoken words, music and sound effects	
Module III	Production of Non- Fiction Programs Producing different radio formats: Announcements and talks, radio discussions, interviewing, radio magazines, documentaries, plays, running commentaries	
Module IV	Use of language, words structure of sentences and phonetics Production of Musical Programs Advertisement, Promos, Jingles Interviews, Radio Talk, Discussions, Review Programs	

Course Learning Outcome: After the completion of the course

- Students will be able to produce news package, program or documentary.
- Student will produce news packages and short films.

Suggested Reading/Prescribed Text

- RADIO: the book, Steve Warren, Elsevier Focal Press, 2005
- Modern Radio Production: Programming, Performance, Carl Hausmann et al, Wadsworth Publishing Company, 2006
- Radio Production, Robert McLeish, Focal Press, 2005
- Radio Production Worktext, David E. Reese et al, Elsevier Focal Press, 2006
- Creating Powerful Radio, Valerie Geller, Elsevier Focal Press, 2007

ASSESSMENT SCHEME

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

Advertising Production Practical

Course Code: BJM508

Credit Hours - 03

Course objective: The objective of the course is to make the students understand and learn various stages of advertising production. It also awares the students about the advertising codes and functioning of regulatory bodies of advertising.

Instructional plan

Module	Content	Practical/ Theory
Module I	Advertising Production Stages- Pre-Production-Advertising research, Planning, Ideation, Budgeting, Storyboarding, Ad Copywriting.	Preparing an Audio and Visual Ad.
Module II	Production- Shooting or Recording of Ad, Camera	Campaign launch.
Module III	Post Production- Editing, Promotion, Follow up with clients	Categorize the different segment of Ad.
Module IV	Advertisement impact assessment, The effect of Advertising on Society, Criticism of Advertising, Contribution of Advertisement on economy. Advertisement Laws and Ethics- code of conduct, Apex Bodies- AAAI & ASCI	

Course Learning Outcomes: After the completion of the course:

- Students will understand the production of Advertisement
- They will understand the importance of research in Advertising industry.
- They will understand Advertisement impact.

Suggested Reading/Prescribed Text

- Elin, L. & Lapidés A. (2003). Designing and Producing the Television Commercial. (1 st ed.), Allyn & Bacon.
- Piples, A. (2009). Production for Graphic Designer. (5 th ed.), Prentice Hall.
- Pricken, M. (2004). Creative Advertising – Idea and Techniques from the World’s Best Campaigns, (1 st ed.), Thames and Hudson.
- Wells W., Burnett L. & Moriarty S. (2005). Advertising: Principles and Practice. (7 th ed.), Prentice

ASSESSMENT SCHEME

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

New Media Production

Course Code: BJM509

Credit Hours – 03

Course objectives: The objective of the course is to practically make the students understand basic nuances and intricacies of new media.

Instructional Plan

Module	Content
Module I	Meaning and definition Characteristics of Online Communication
Module II	Characteristics of Internet Brief Idea about ISP and browsers Websites & its types Email: Need & Importance Web tools: Blogs, Social Media & Search Engine
Module III	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
Module IV	Traditional vs Web Journalism Elements of a Web newspapers Reporting Writing, Editing for Web Journalism Web Journalism & Law: Information & Technology Act 2000 & Copy Right Act

Course Learning Outcome: After the completion of the course

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

Suggested Reading/Prescribed Text

- Interactive Design for New Media and the Web, Juppa
- Online News gathering : Research and Reporting, Quinn & Lamble
- Convergent Journalism : An Introduction, Quinn & Filak
- Journalism in the Digital Age, Herbert

ASSESSMENT SCHEME

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

Summer Training Evaluation

Course Code: BJM510

Credit Hours - 03

- The students will have to submit project of their internships which will be evaluated by the external examiner.
- The students who have not done their internships will submit a project based on following specializations:
 - Broadcast
 - Advertising
 - Photography
 - Print

ASSESSMENT SCHEME

External Assessment	Total
100	External
	100

Portfolio Management

Course Code: BJM601

Credit Hours – 04

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

Course

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

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

ASSESSMENT SCHEME

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

Specialization

Course Code: BJM602 (Print Media)

Credit Hours - 06

Course Code: BJM603 (Electronic Media)

Course Code: BJM604 (New Media)

Course Code: BJM605 (PR & Advertising)

Course Code: BJM606 (Photography)

Objective of the course:

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

Production:

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

- **Production:** Students can produce documentaries/ short fiction films as group work, with the approval and under supervision of a faculty member.

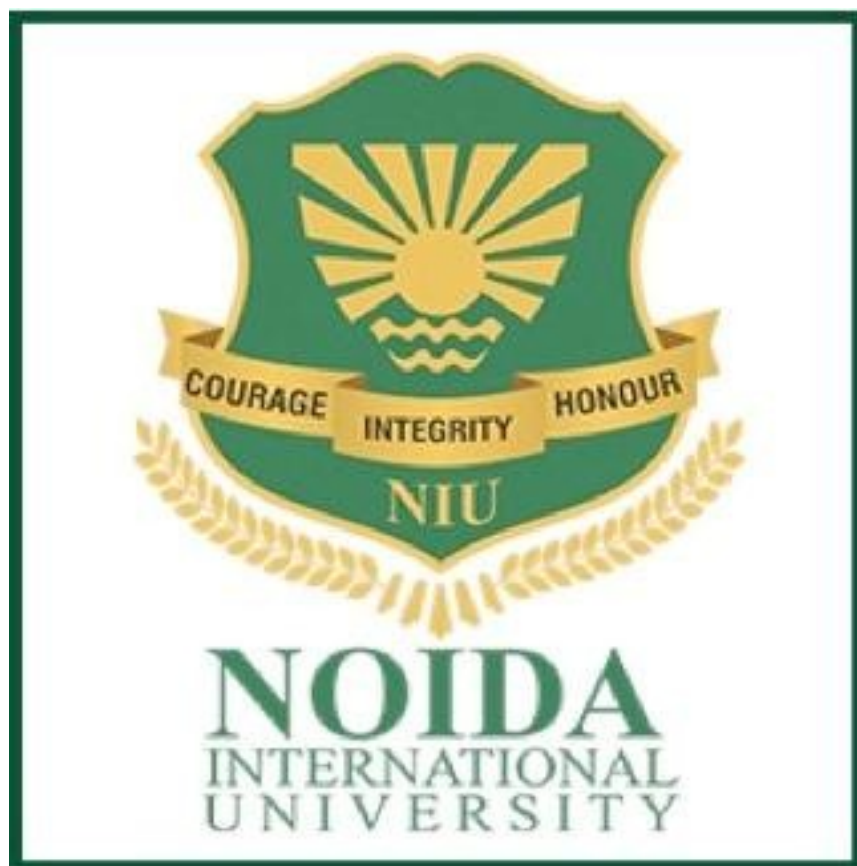
The students can produce in group any of the following work.

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

ASSESSMENT SCHEME

External Assessment	Total
100	External
	100

NOIDA INTERNATIONAL UNIVERSITY



SCHOOL OF JOURNALISM & MASS COMMUNICATION

MASTERS OF ARTS IN JOURNALISM & MASS COMMUNICATION

ABOUT THE PROGRAM

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

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

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

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

PROGRAM EDUCATION OBJECTIVES

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

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

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

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

PROGRAM OUTCOMES

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

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

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

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

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

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

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

Program Specific Outcomes

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

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

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

PROGRAM STRUCTURE
MAJMC SEMESTER I

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

MAJMC SEMESTER II

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

MAJMC SEMESTER III

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

MAJMC SEMESTER IV

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

Communicative Hindi Practical

Course Code: MJM101

Credit Hours - 04

Course Objective:

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

Instruction Plan:

Module	Content
Module I	श शुि5 भावी वा® रचना अवतरण लेखन विराम चिह्नों का योग
Module II	मुहावरे, पयायवाची श बोलियां देशज-विदेशज श
Module III	मीडिया की भाषा विविध मा मों की भाषा म भेद और सा ता साहित्य एवं पाका रता की भाषा भाषा पर तकनीक का भाव
Module IV	शीषक लेखन उपशीषक आमुख लेखन सारांश लेखन

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

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

Suggested Readings:

- 1- डा. जी एल सुलोचना, डा.अनीता गांगुली- सरल ढाकरण एवं पा लेखन, गीता काशन, हैदराबाद
- 2- डा. माया काश पांडेय, िहंदी भाषा और ढाकरण

ASSESSMENT SCHEME

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

Communicative English Practical

Course Code: MJM102

Credit Hours-04 | Page

Course Objective:

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

Instructional Plan:

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

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

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

Suggested Reading

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

ASSESSMENT SCHEME

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

Socio Political Issues & Current Affairs

Course Code: MJM103

Credit Hours - 03

Course Objective:

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

Introduction Plan:

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

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

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

Suggested Reading

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

ASSESSMENT SCHEME

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

Computer Application for Media Practical

Course Code: MJM104

Credit Hours - 03

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

Instructional plan:

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

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

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

Prescribed Text:

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

ASSESSMENT SCHEME

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

Print Media Lab Practical

Course Code: MJM105

Credit Hours - 03

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

Instructional plan:

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

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

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

Prescribed Text:

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

ASSESSMENT SCHEME

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

Principles of Mass Communication

Course Code: MJM106

Credit Hours - 04

Course Objective:

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

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

Instructional plan

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

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

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

Suggested Readings/Prescribed Text:

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

ASSESSMENT SCHEME

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

Development of Media Industry

Course Code: MJM 107

Credit Hours - 03

Course objective:

Instructional plan:

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

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

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

Prescribed Material:

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

ASSESSMENT SCHEME

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

Reporting & Editing for Print Media

Course Code: MJM108

Credit Hours – 03

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

Instructional plan

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

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

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

Prescribed Text:

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

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

ASSESSMENT SCHEME

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

Reporting & Editing for Print Media Practical

Course Code: MJM109

Credit Hours - 02

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

Instruction Plan:

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

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

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

Suggested Readings:

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

ASSESSMENT SCHEME

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

Visual Communication Practical

Course Code: MJM110

Credit Hours - 04

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

Instructional plan

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

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

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

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

Prescribed Material:

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

ASSESSMENT SCHEME

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

Media Language English Practical

Course Code: MJM201

Credit Hours-3

COURSE OBJECTIVES:

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

Introduction Plan:

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

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

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

Suggested Reading

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

ASSESSMENT SCHEME

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

Media Language Hindi Practical

Course Code: MJM202

Credit Hours-02

Course Objective:

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

Introduction Plan:

Module-1	भाषा- परभाषा, मह, विशेषताएं, संस्कृत इतिहास, भाषा एवं समाज, भाषा एवं संस्कृति, शब्द रचना एवं योग, शब्द और वाक्य।
Module-2	वाक्य- रचना एवं कार, समाविधियां, संज्ञा, सवनाम, क्रिया, विशेषण, वाक्य और कला, वाक्य और अनुभव।
Module-3	कहावत, मुहावर, अलंकार, हिंदी की मुखबोलियां- अवधी, बृजभाषा, छत्तीसगढ़ी, बुंदेलखंडी, बघेली, मालवी, राजथानी, भोजपुरी व मैथिली आदि संस्कृत परचय।
Module-4	मीडिया की भाषा, मीडिया में भाषा का उपयोग एवं मह, मीडिया की भाषा की कृति एवं विशेषताएं, समाचारों में योग होने वाले शब्द, विज्ञापन में उपयोग होने वाले लोकिय शब्द, इंटरनेट एवं इलेक्ट्रॉनिक मीडिया की भाषा, नए चलन एवं योग, मीडिया भाषा में अंतर, इंटरनेट एवं इलेक्ट्रॉनिक मीडिया की भाषाई समझ।

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

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

Suggested Reading:

- डॉ. हरदेव बाहरी, हिंदी भाषा विज्ञान,
- डॉ. हरतण- मानक हिंदी भाषा और रचना
- डॉ. पाण्डेय- मानक हिंदी भाषा

ASSESSMENT SCHEME

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

Contemporary Economic Issues and Current Affairs

Course Code: MJM203

Credit Hours – 03

Course Objective:

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

Instructional Plan

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

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

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

Advertising Copy Writing and Designing

Course Code: MJM204

Credit Hours – 03

Course Objective:

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

Instructional Plan

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

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

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

Advertising Copywriting and Designing Practical

Course Code: MJM205

Credit Hours - 03

Course Objective:

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

Instructional Plan

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

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

- To produce an advertisement for different forms of media.

Suggested Readings/Prescribed Text

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

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

ASSESSMENT SCHEME

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

Radio Production Technology Practical

Course Code: MJM206

Credit Hours - 04

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

Instructional plan

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

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

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

Radio Production: Concept & Practices Practical

Course Code: MJM207

Credit Hours – 04

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

Instructional plan

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

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

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

Integrated Marketing Communication

Course Code: MJM208

Credit Hours – 03

Course Objective:

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

Instructional plan

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

Course Learning Outcomes: After completion of this course:-

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

Suggested Readings/Prescribed Text

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

- Advertising management: Jethwaney J.

ASSESSMENT SCHEME

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

Integrated Marketing Communication Practical

Course Code: MJM209

Credit Hours – 02

Course Objective:

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

Instructional plan

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

Course Learning Outcomes: After completion of this course:-

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

TV Production: Concept & Practices

Course Code: MJM210

Credit Hours - 02

Objective of the course:

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

Instructional plan

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

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

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

Suggested Readings/Prescribed Text

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

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

ASSESSMENT SCHEME

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

TV Production: Concept & Practices Practical

Course Code: MJM211

Credit Hours - 02

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

Instructional plan

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

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

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

Media Laws & Ethics

Course Code: MJM212

Credit Hours - 03

Objective of the course:

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

Instructional plan

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

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

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

Intercultural Issues & Current Affairs

Course Code: MJM301

Credit Hours – 03

Course Objective:

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

Instructional plan

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

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

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

TV Production Technology

Course Code: MJM302

Credit Hours – 04

Course objective:

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

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

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

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

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

Development Communication

Course Code: MJM303

Credit Hours - 03

Course Objective:

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

Instructional Plan

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

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

Suggested Readings/Prescribed Text

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

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

ASSESSMENT SCHEME

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

Development Communication Practical

Course Code: MJM304

Credit Hours - 03

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

Instructional Plan

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

Course Learning Outcomes: After the completion of the course:

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

New Media Technology Practical

Course Code: MJM305

Credit Hours – 03

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

Instructional Plan

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

Course Learning Outcomes: After the completion of the course:

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

Suggested Readings/Prescribed Text

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

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

ASSESSMENT SCHEME

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

Communication Research Methods

Course Code: MJM306

Credit Hours -03

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

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

Course Learning Outcomes: After completion of this course:-

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

Communication Research Methods Practical

Course Code: MJM307

Credit Hours – 02

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

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

Course Learning Outcomes: After completion of this course:-

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

Suggested Readings/Prescribed Text

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

ASSESSMENT SCHEME

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

Corporate Communication

Course Code: MJM308

Credit Hours - 03

Course objective:

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

Instructional plan

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

Course Learning Outcomes: After completion of this course:-

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

Suggested Readings/Prescribed Text

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

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

ASSESSMENT SCHEME

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

Corporate Communication Practical

Course Code: MJM309

Credit Hours – 02

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

Instructional plan

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

Course Learning Outcomes: After completion of this course:-

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

Suggested Readings/Prescribed Text

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

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

ASSESSMENT SCHEME

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

Film Appreciation

Course Code: MJM401

Credit Hours - 03

Course objective:

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

Instructional plan

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

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

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

Suggested Readings/Prescribed Text

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

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

ASSESSMENT SCHEME

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

Portfolio Management

Course Code: MJM402

Credit Hours – 03

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

Course

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

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

ASSESSMENT SCHEME

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

Specialization

Course Code: MJM403 (Print Media)

Credit Hours - 06

Course Code: MJM404 (Electronic Media)

Course Code: MJM405 (New Media)

Course Code: MJM406 (Advertising)

Course Code: MJM407 (Radio)

Objective of the course:

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

Dissertation/Production:

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

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

Dissertation:

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

Production:

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

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

ASSESSMENT SCHEME

External Assessment	Total
100	External
	100