IMS UNISON UNIVERSITY

Nurturing Knowledge. Empowering Minds.

MA (Journalism & Mass Communication)
(Two-Year, Semester Based, Full-Time Degree Program)
Effective from Academic Session 2020-21

Program Overview:

A well-designed two-years/four semesters master's degree Program, MA (J&MC) offers a sound theoretical knowledge and practical hands-on training and experiences in various areas of mass communication and mass media. The program imparts quality media education to students in shaping their career to prepare them for the competitive and dynamic mass media environment. It also aims to develop the qualities such as a sense of commitment, discipline, teamwork, creativity and innovative abilities and all required skillsets for suitable careers and job placements in the professional world of journalism and mass communication.

The MA (J&MC) program comprises of specializations in specific media spheres such as Print Media, Television Journalism, Radio Production, New Media (including Social Media, Multimedia, Online Journalism, Mobile Journalism, etc.) and Advertising & Public Relations. The purpose of specialization is to create technically skilled and competent media professionals who can serve the media profession in the most effective way. The curriculum is developed and designed to meet out the current requirements of the media industry.

Objective and Outcome-Based Education

The IMS Unison University and the School offer outcome-based education, having an industry centric curriculum. This enables the students to satisfy their scholastic needs and aspirations as the system provides enhanced learning opportunities. The curriculum, pedagogy and assessment process are driven by the desired outcome. Outcome-Based Education promises high levels of learning for all students as it facilitates the achievement of the outcomes, characterized by its appropriateness to each learner's development level.

The Outcome-Based Education system is a systematic and evaluative process that is implemented to secure learning experiences that are congruent with the original goals and objectives; thereby providing a basis for the effectiveness and continuous quality improvement of the Program of study. It focuses on the measurement of outcomes that have taken place based on strategies and actions implemented in the pursuit of achieving a pre-determined objective.

Program Educational Objectives (PEOs)

The educational objectives of the MAJMC program are:

PEO1. To prepare graduates with the best professional practices and excellence in the field of Mass Communication and Mass Media for a successful career.

PEO2. To prepare graduates with creative and innovative abilities who can apply solutions to meet the challenges of constantly evolving Mass Communication and Media Industries and to clearly identify entrepreneurial opportunities.

PEO3. To facilitate graduates to develop high quality professional skills in specialized areas of mass communication and developing understanding of sustainability and environment as to be globally competent.

PEO4. To equip graduates with professional ethics, leadership with team spirit and provide a general perspective on lifelong learning opportunities for a career in the media industry and communication world.

PEO 5. To enhance the ability of learner and to develop the insights to serve the society and the nation by applying acquired professional knowledge.

Program Learning Outcomes (PLOs)
After completion of the program, students will be able to:

PLO1. Demonstrate theoretical and empirical knowledge underpinning the construction, implementation and interpretation of communication theories and practical understanding of various aspects of mass communication.

PLO2. Demonstrate skills required to participate in, design and implement research projects and discuss issues and ideas related to the field of journalism and mass communication.

PLO3. Develop skills and ability to adopt online tools, modules, interfaces to build Journalism capital search relevant information and operate various software.

PLO4. Analyze critically, independently and creatively identify and formulate cases, issues, solutions related to journalism and mass communication.

PLO 5.   Display active listening while handling sources, employees etc. and be able to interpret verbal and non-verbal communication cues and interpersonal skills.

PLO6.   Develop a range of leadership skills and exhibit imitativeness while working in collaboration and the ability to work with self-awareness of strengths and limitations.

PLO7.   Assess global issues from different perspectives and apply them in the field of journalism and mass communication.

PLO8.   Students shall develop the ability and inquisitiveness to continuously update themselves with respect to the recent trends in field of Journalism and Mass Communication.

PLO9.   Demonstrate highest level of ethical conduct; discuss social and professional responsibility when involved in news gathering, advertising and other activities at the workplace.

PLO10.   Discuss and demonstrate professional skills which lead to employability and exhibit capability to pursue alternate career paths such as working for various mass communication sectors, performing doctoral and post-doctoral research and setting up once own production house.

TYPES OF COURSES IN MA (J&MC) PROGRAM

Courses in the program may be of four kinds: Core, Elective, Ability Enhancement & Skill Enhancement Course.

1.   **Core Course:** The course, which is to be compulsorily studied by a candidate as a core requirement is termed as a Core course.

2.   **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

   2.1 Discipline Specific Elective (DSE) Course: Elective course offered by the main discipline/subject of study is referred to as Discipline Specific Elective.

   2.2 Generic/ Open Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective. A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa, and such electives may also be referred to as Generic Elective.

2.3 Project/ Dissertation: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called project/ dissertation.

3. **Ability Enhancement Compulsory Courses (AECC):** AECC courses are based upon the content that leads to knowledge enhancement, for example: English Communication, Environmental Science/ Studies, etc.

4. **Skill Enhancement Courses (SEC):** SEC Courses provide value based and/or skill-based knowledge and may content, both Theory and Lab/Training/Field Work. The main purpose of these courses is to provide students, life-skills in hands-on mode so as to increase their employability.

Sl No.	MAXIMUM CREDIT REQUIREMENT FOR AWARD OF MA(J&MC)	102
	MINIMUM CREDIT REQUIREMENT FOR AWARD OF MA(J&MC)	80
	NUMBER OF COURSES OFFERED	31
1.	Core Courses	48
2.	Discipline Specific Elective	28
3.	Ability Enhancement Compulsory Course	5
4.	Skill Enhancement Compulsory Course	4
5.	Project/Research	8
6.	Open Elective (Optional)	9
		102

DISTRIBUTION OF VARIOUS COURSES IN MA(J&MC) AS PER NEW CBCS SYSTEM

DISTRIBUTION OF VARIOUS COURSES IN MA(J&MC) PROGRAME
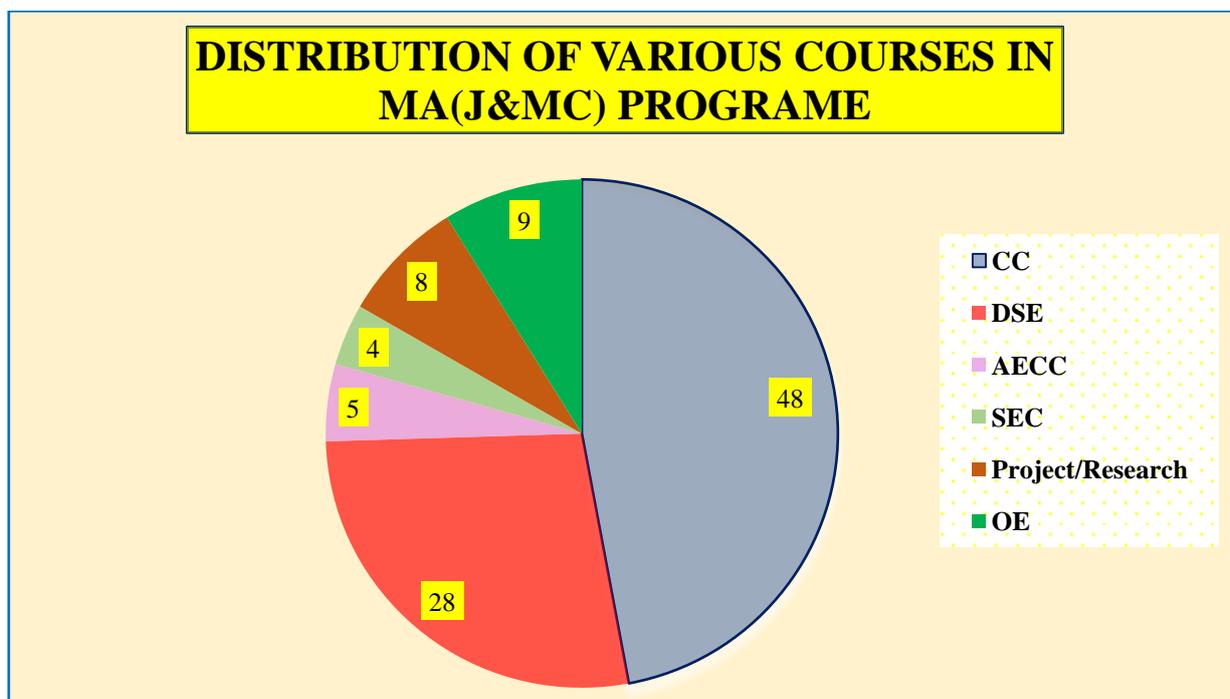
	CORE COURSES (CC)			
S. No	**Core Course**	**Course Code**	**Course Name**	**Credits**
1	CC Course	MJM 101	Introduction to Communication and Media	4
2	CC Course	MJM 102	Growth and Development of Media	3
3	CC Course	MJM 103	Journalism: Concepts and Practices	3
4	CC Course	MJM 201	Theories and Models of Communication	3
5	CC Course	MJM 203	Print Journalism: Skills, Concepts and Practices	2
6	CCP Course	MJM 203P	Print Journalism: Skills, Concepts and Practices (Practical)	1
7	CC Course	MJM 204	Radio Broadcasting: Technology and Practices	2
8	CCP Course	MJM 204P	Radio Broadcasting: Technology and Practices (Practical)	1

9	CC Course	MJM 205	Television Journalism: Skills, Concept & Practices	2
10	CCP Course	MJM 205P	Television Journalism: Skills, Concept & Practices (Practical)	1
11	CC Course	MJM 206	Advertising and Public Relations	3
12	CCP Course	MJM 206P	Advertising and Public Relations (Practical)	1
13	CC Course	MJM 301	Media Research	4
14	CC Course	MJM 302	Development Communication	3
15	CC Course	MJM 303	Film Studies and Appreciation	4
16	CC Course	MJM 401	Media Laws and Ethics	4
17	CC Course	MJM 402	Advanced Media Research (Area of Specialization)	3
18	CC Course	MJM 403	Event Management	4
			Total Credits	**48**

		DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE)		
S. No	**DSE Course**	**Course Code**	**DSE Courses**	**Credits**
1.	DSE Course		**Elective Specialization**	14
		PMJ 304 -306S	Print Media (PMJ)	
		RPP 304 -306S	Radio (RPP)	
		TPP 304 -306S	Television(TPP)	
		NMJ 304 -306S	New Media (NMJ)	
		APR304 -306S	Advertisement and Public Relations (APR)	
			Elective Project Work -Specialization	8
2.	DSE Course	MJM 405P-E1	Print Media	
		MJM 405P-E2	Television Media	
		MJM 405P-E3	Radio Media	
		MJM 405P-E4	New Media	
		MJM 405P-E5	Advertising and Public Relations	
3	DSE Course	MJM 404S	**Professional Elective (Internship Training)**	**6**
			Total Credits	**28**

		PROJECT COURSES		
S. No	DSE Course	Course Code	DSE Courses	Credits
1	Project	MJM 406S	Dissertation	**8**

		ABILITY ENHANCEMENT COMPULSORY COURSES (AECC)		
S. No	AECC Course	Course Code	AECC Courses	Credits
1	AECC	MJM 104	Design & Graphics	4
2	AECC	MJM104P	Design & Graphics (Practical)	1
			Total Credits	**5**

		SKILL ENHANCEMENT COMPULSORY COURSES (SEC)		
S. No	SEC Course	Course Code	SEC Courses	Credits
1	SEC	MJM 106P	Computer Applications for Mass Media (Practical)	2
2	SEC	MJM 107S	Communication Skills for Mass Media	1
3	SEC	MJM 404S	Social Responsibility Project	1
			Total Credits	**4**
		GENERIC/OPEN ELECTIVE COURSES (OE)		
S. No	OE Course	Course Code	OE Courses	Credits
1	OE	MJM 105	Digital Photography	2
2	OE	MJM 105P	Digital Photography (Practical)	2
3	OE	MJM 206	New Media Journalism	3
4	OE	MJM 206P	New Media Journalism (Practical)	2
			Total Credits	**9**

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PROGRAM CURRICULUM

S. No	Course Code	Semester –I Course Name	Periods			Credits
			L	T	P	
1	MJM 101	Introduction to Communication and Media	4	0	0	4
2	MJM 102	Growth and Development of Media	3	0	0	3
3	MJM 103	Journalism: Concepts and Practices	3	0	0	3
4	MJM 104	Design & Graphics	4	0	0	4
5	MJM104P	Design & Graphics (Practical)	0	0	2	1
6	MJM 105	Digital Photography	2	0	0	2
7	MJM 105P	Digital Photography (Practical)	0	0	4	2
8	MJM 106P	Computer Applications for Mass Media (Practical)	0	0	4	2
9	MJM 107S	Communication Skills for Mass Media	0	0	2	1
		Total Credits	**16**	**0**	**12**	**22**
		Total Periods	**28**			

*Sessional based course

S. No	Course Code	Semester –II Course Name	Periods			Credits
			L	T	P	
1	MJM 201	Theories and Models of Communication	3	0	0	3
2	MJM 202	Print Journalism: Skills, Concepts and Practices	2	0	0	2
3	MJM 202P	Print Journalism: Skills, Concepts and Practices (Practical)	0	0	2	1
4	MJM 203	Radio Broadcasting: Technology and Practices	2	0	0	2
5	MJM 203P	Radio Broadcasting: Technology and Practices(Practical)	0	0	2	1
6	MJM 204	Television Journalism: Skills, Concept & Practices	2	0	0	2
7	MJM 204P	Television Journalism: Skills, Concept & Practices (Practical)	0	0	2	1
8	MJM 205	New Media Journalism	3	0	0	3
9	MJM 205P	New Media Journalism (Practical)	0	0	4	2
10	MJM 206	Advertising and Public Relations	3	0	0	3
11	MJM 206P	Advertising and Public Relations (Practical)	0	0	2	1
		Total Credits	**15**	**0**	**12**	**21**
		Total Periods	**27**			

PROFESSIONAL ELECTIVE(INTERNSHIP TRAINING)
(Industry Exposure by Internship Training)

The students will undergo an internship training of 8 weeks after just completion of Semester II. The internship training will be practice-based on their elective specialization areas such as **Print/Television/Radio/New Media/ Advertising and Public Relations**. On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester IV as Course No.MJM307S.

Semester –III

Elective Specialization offered in:

1. **Print Media (PMJ)**
2. **Radio (RPP)**
3. **Television (TPP)**
4. **New Media (NMJ)**
5. **Advertising and Public Relations (APR)**

1. ELECTIVE SPECIALIZATION: PRINT MEDIA

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 301	Media Research	4	0	0	4
2	MJM 302	Development Communication	3	0	0	3
3	MJM 303	Film Studies and Appreciation	3	0	2	4
4	PMJ 304	Reporting and Writing for Print Media	2	0	0	2
5	PMJ 304P	Reporting and Writing for Print Media(Practical)	0	0	6	3
6	PMJ 305	Editing for Print Media	2	0	0	2
7	PMJ 305P	Editing for Print Media (Practical)	0	0	6	3
8	PMJ 306S	Print Media Project, Presentation and Viva-Voce	0	0	0	4
9	MJM 307S	Professional Elective (Internship Training)	0	0	0	8
		Total Credits	**14**	**0**	**14**	**33**
		Total Periods		**28**		

2. ELECTIVE SPECIALIZATION: RADIO

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 301	Media Research	4	0	0	4
2	MJM 302	Development Communication	3	0	0	3
3	MJM 303	Film Studies and Appreciation	3	0	2	4
4	RPP 304	Writing and Recording for Radio	2	0	0	2
5	RPP 304P	Writing and Recording for Radio (Practical)	0	0	6	3
6	RPP 305	Editing Tools and Techniques for Radio	2	0	0	2
7	RPP 305P	Editing Tools and Techniques for Radio (Practical)	0	0	6	3
8	RPP 306S	Radio Project, Presentation and Viva-Voce	0	0	0	4
9	MJM 307S	Professional Elective (Internship Training)	0	0	0	8
		Total Credits	**14**	**0**	**14**	**33**
		Total Periods		**28**		

3. ELECTIVE SPECIALIZATION: TELEVISON

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 301	Media Research	4	0	0	4
2	MJM 302	Development Communication	3	0	0	3
3	MJM 303	Film Studies and Appreciation	3	0	2	4
4	TPP 304	Writing and Reporting for Television	2	0	0	2
5	TPP 304P	Writing and Reporting for Television (Practical)	0	0	6	3
6	TPP 305	Editing Tools and Techniques for Television	2	0	0	2
7	TPP 305P	Editing Tools and Techniques for Television (Practical)	0	0	6	3
8	TPP 306S	Television Project, Presentation and Viva-Voce	0	0	0	4
9	MJM 307S	Professional Elective (Internship Training)	0	0	0	8
		Total Credits	**14**	**0**	**14**	**33**
		Total Periods		**28**		

4. ELECTIVE SPECIALIZATION: NEW MEDIA*

S. No	Course Code	Course Name	L	T	P	Credits
1	MJM 301	Media Research	4	0	0	4
2	MJM 302	Development Communication	3	0	0	3
3	MJM 303	Film Studies and Appreciation	3	0	2	4
4	NMJ 304	Writing and Reporting for New Media	2	0	0	2
5	NMJ 304P	Writing and Reporting for New Media (Practical)	0	0	6	3
6	NMJ 305	Editing Tools and Techniques for New Media	2	0	0	2
7	NMJ 305P	Editing Tools and Techniques for New Media (Practical)	0	0	6	3
8	NMJ 306S	New Media Project, Presentation and Viva-Voce	0	0	0	4
9	MJM 307S	Professional Elective (Internship Training)	0	0	0	8
		Total Credits	**14**	**0**	**14**	**33**
		Total Periods		**28**		

*New Media includes **Social Media, Multimedia, Online Journalism, Mobile Journalism, etc.**

5. ELECTIVE SPECIALIZATION: ADVERTISING AND PUBLIC RELATIONS

S. No	Course Code	Course Name	L	T	P	Credits
1	MJM 301	Media Research	4	0	0	4
2	MJM 302	Development Communication	3	0	0	3
3	MJM 303	Film Studies and Appreciation	3	0	2	4
4	APR 304	Writing for Advertising and Public Relations	2	0	0	2
5	APR 304P	Writing for Advertising and Public Relations (Practical)	0	0	6	3
6	APR 305	Editing Tools and Techniques for Advertising and Public Relations	2	0	0	2
7	APR 305P	Editing Tools and Techniques for Advertising and Public Relations (Practical)	0	0	6	3
8	APR 306S	Advertising and Public Relations Project, Presentation and Viva-Voce	0	0	0	4

9	MJM 307S	Professional Elective (Internship Training)	0	0	0	8
		Total Credits	**14**	**0**	**14**	**33**
		Total Periods		**28**		

Semester –IV

S. No	Course Code	Course Name	Periods			
			L	**T**	**P**	
1	MJM 401	Media Laws and Ethics	4	0	0	4
2	MJM 402	Advanced Media Research (Area of Specialization)	2	0	2	3
3	MJM 403	Event Management	4	0	0	4
4	MJM 404S	Social Responsibility Project	0	0	2	1
5		**Elective Project Work -Specialization (Choose anyone)**				
	MJM 405P-E1	Print Media	0	0	12	6
	MJM 405P-E2	Television				
	MJM 405P-E3	Radio				
	MJM 405P-E4	New Media				
	MJM 405P-E5	Advertising and Public Relations				
6	MJM 406S	Dissertation	0	0	0	8
		Total Credits	**10**	**0**	**16**	**26**
		Total Periods		**26**		

Total Credits (Semesters I-IV): 102

Note: L: Lecture**, T:** Tutorial**, P:** Practical

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PROGRAM SYLLABI

Course: INTRODUCTION TO COMMUNICATION AND MEDIA			Semester: I
Course Code: MJM 101	L T P	4 0 0	Credits: 4

Course Objective: To introduce the students to the different forms and mediums of communication, with a view to enable them to become efficient communicators.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Acquire knowledge about the concept, definition, nature, scope, elements and characteristics of communication.
CO2.   Learn about the different forms of human and organizational communication.
CO3.   Identify and understand the significance of different means of Mass Communication.
CO4.   Become familiar with the new trends in Mass Communication.

SYLLABUS

Introduction to Communication   **14**
Communication: definition, nature, function and scope, Elements and process, Seven C's of communication, Effective communication, Characteristics and types of audiences, Barriers in communication.

Different Forms of Communication   **14**
Verbal and non-verbal communication: definition, types and characteristics, Organizational Communication: Downward and upward, lateral, and diagonal, Internal and External Communication, Formal and Informal communication, Grapevine communication: Advantages and disadvantages.

Introduction to Media   **14**
Media: Meaning and its types, Print Media and its characteristics, Radio as a medium of communication and its characteristics, Television as a medium of communication and its characteristics, Films as a mass medium, New Media as a medium of communication and its characteristics, Spoken and visual communication.

New Trends in Mass Media **14**
New trends in Mass Media, Scope and nature of Mass Media: Role of technology, Convergence and reshaping of Mass Communication, Mass Media and globalization.

Suggested Readings:
1. McQuail, Dennis; *Mass Communication Theory;* Sage Publications
2. Baran, Stanley J; Davis, Dennis K; *Mass Communication Theory;* Wadsworth Publications
3. MacBride, Sean; *Many Voices One World*; Rowmen & Littlefield Publishers
4. DeFleur, Melvin L.; Dennis, Everette E.; *Understanding Mass Communication;* Houghton Mifflin Company
5. Vivian, John; *The Media of Mass Communication;* Pearson Publication
6. Aggarwal, Virbala; *Handbook of Journalism and Mass Communication*; Neha Publishers & Distributers.
7. Rangorajan, N. Andal; *Communication Theories and Models*; Himalaya Publishing House - New Delhi

Course: GROWTH AND DEVELOPMENT OF MEDIA				Semester: I
Course Code: MJM 102	L T P		3 0 0	Credits: 3

Course Objective: To enable the students to appreciate the development of media in Indian context, media before & after independence, and after the state formation, student will additionally learn to analyze the lesser known forms of media and their applicability, emergence of radio, arrival of television and different forms of cinema.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Appreciate language, early print media & it's role in independence, the rich history of Uttarakhand with respect to it's folklore and publications.
CO2. Critically analyze the use of cultural anthropology in the understanding of people, media in Indian context, tangible and intangible cultural heritage.
CO3. Learn the evolution of technology assisting the mediums of radio, tv and cinema.
CO4. Demonstrate basic working of the media they see around them.
CO5. Learn the growth and development of Cinema.

SYLLABUS

Early Communication System and Indian Press   **10**
Language and society: development of language as a vehicle of communication, Invention of printing press and paper, Indian Press and freedom movement, Birth of Indian news agencies, Important Vernacular Newspapers in India before Independence, A brief historical perspective of important newspapers and periodicals of Uttarakhand.

People, Culture and Forms of Traditional Media   **7**
Folk media in India: theatre, dance, art, tales, fairs and festivals, Bureau of Outreach & Communication, Cultural Heritage of India, Tangible and Intangible Cultural Heritage, Centre for Cultural Resources and Training (CCRT) and it's Zonal Cultural Centres, Sociocultural Anthropology, Linguistic Anthropology, relevance of traditional media in the modern age, regional diversity: content form, evolution, and future.

Growth and Development of Radio   **8**
Development of radio as a medium of mass communication: technology, innovations, history of radio in India: emergence of AIR, FM radio, community radio, online (Net and application) radio, recent trends in radio, citizen radio band: uses and applications in remote areas.

Growth and Development of Television   **7**
Development of television as a medium of communication: historical perspective of television in India, satellite and cable television in India and Internet Protocol Television (IPTV), Non Linear Television, On Demand Television.

Growth and Development of Cinema   **10**
Cinema and its role and significance, Historical development of Indian films: Silent era, Talkies, Indian cinema after independence, Parallel cinema and commercial cinema, Issues and problems of Indian cinema, Central Board of Film Certification.

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Suggested Readings:
1. India 2020, 64th Edition, Publications Division, Ministry of Information and Broadcasting.
2. The Indian Media Business, 4th Edition, Vanita Kohli-Khandekar, Sage Pub.
3. Parmar, Shyam; *Folk & Traditional Media in India*; Gekha Books Publication
4. Mehta, Nalin; *India in Television;* Routledge
5. Chatterjee,P C.; *Broadcasting in India;* Sage Publications
6. Natarajan, J.; *History of Indian Journalism;* Jain Book Depot Publications
7. Parthasarathi, Rangaswamy; *Journalism in India;* Jain Book Depot Publications
8. Saklani, Shakti Prasad; *Uttarakhand Mein PatrakaritakaItihas*; UttraPrakashan
9. Ahuja, B.N.; *History of Indian Press: Growth of Newspaper in India*; Surjeet Publications
10. Maitra, Prabodh; *100 Years of Cinema*; Nandan Publication
11. Mehta, N.; *Television in India : Satellites, Politics and Cultural Change* ; Taylor & Francis
12. Rajadhyaksha, A.; *Indian Cinema :A Very Short Introduction;* OUP Oxford (2016)
13. Raguavan, G.S.C; *Press in India : New History* ; Gyan Publishing House (1995)

Course: JOURNALISM: CONCEPTS AND PRACTICES				Semester: I
Course Code: MJM 103	**L T P**	**3 0 0**		Credits: 3

Course Objective: This course seeks to introduce students to introduce the basics of news &journalism, its principles and different areas of Journalism. The curriculum broadly covers the concept, types, functions and techniques of journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Understand the basics of journalism.
CO2.   Inculcate the knowledge of idealistic principles of journalism.
CO3.   Understand the different types of journalisim.
CO4.   Define and distinguish news, different types of journalistic practices, basic concepts and sources.
CO5.   Enhance understanding of the journalistic freedom, ethics and restrictions.

SYLLABUS

Introduction to Journalism   8
Definition and meaning, Objectives and role of journalism, Future of journalism, Challenges before journalism, Journalism as a profession, Qualities of a good journalist.

Principles of Journalism   8
Principles of journalism: truth and accuracy, balance, objectivity and fairness, Humanity, Accountability.

Types of Journalism   8
Interpretative and Investigative Journalism, Advocacy Journalism, Citizen Journalism, Gray Journalism and Yellow Journalism, Green Journalism, Data Journalism.

News   8
Concept and definition, Hard news and soft news, Elements of news, News values, Structure of news, News Service agencies, Sources of news: public meetings, seminars, conferences, press releases, public and private sector officials.

Journalism and Ethics   10
Journalism and freedom, Journalism and democracy, Journalism and reasonable restrictions, Journalism and ethics, Journalism and language.

Suggested Readings:
1. Harrower, Tim; *Inside Reporting;* McGraw Hill
2. Cottle, Simon; *Media Organization and Production*; Sage Publication
3.   Manning, Paul; *News and News Sources*: *A Critical Introduction*; Sage Publication
4. Bloom, Stephen *G.; Inside the Writer's Mind: Writing Narrative Journalism;* Wiley Publication
5. Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication
6. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication

Course: DESIGN AND GRAPHICS				Semester: I
Course Code: MJM 104	L T P		4 0 0	Credits: 4

Course Objective: To enable the students to creatively visualize fundamentals of drawing, using the tools of design, to understand the concepts of layout, typography & printing, to develop and strengthen their creative skills to work as designers in the industry.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain knowledge about the concept of art, design & visualization.
CO2.   Discover principles of design, typography and point system.
CO3.   Learn about the transition of the process of Typesetting and DTP.
CO4.   Familiarize oneself with different types of printing and papers.
CO5.   Recognize the importance and role of color in design and graphics.

SYLLABUS

Introduction to Design   **14**
Concept of art and design: visual art and design, construction drawing, representational drawing, and simplification drawing, Elements of design and graphics, Visualization: convergence and divergence, Conceptualization: functions and significance, Fundamentals of creativity: logic, style, value, tools, illustrations and graphics.

Graphics Designing and Typography   **10**
Basic elements and principles of graphics, Design layout and production, Calligraphy and typography, Typeface: families and kinds, Principles of good typography: spacing, measurement and point system.

Typesetting and DTP   **10**
Typesetting: manual, mechanical, lino, lud low and digital, Desktop publishing (DTP), Use of computer software, Character generation, Use of multimedia.

Printing   **12**
Letter presses: cylinder, rotary, gravure-screen, offset and plate making, Types of papers, Magazine layout, Pagination, Designing and printing of cover pages, Safety measures in printing press, Designing the layouts of daily newspapers and magazines.

Color Printing   **10**
Color theory: color schemes and color treatment, Color combinations: color scanning, color separation, color correction, color positive and color negatives.

Suggested Readings:
1.   Sarkar, N. N.; *Art and Print Production;* Oxford University Press
2.   Parthasarathy, G K.; *Computer Aided Communication;* Authors Press
3.   Chakravorthy, J.; *Cyber Media;* Authors Press
4.   Coburn, Foster D.; *Corel Draw;* McGraw Hill

5. Mukherjee, D. P.; *Fundamentals of Computer Graphics and Multimedia;* Pearson Education
6. Shaughnessy, Adrian; Beirut, Michael*; Graphic Design: A User's Manual*; Laurence King Publishing Ltd.
7. Lupton, Ellen; Philips, Jennifer Cole*; Graphic Design : The New Basics*; Princeton Architectural Press
8. Bringhurst, Robert; *The Elements of Typographic Style*; Hartley & Marks Inc., U.S.

Course: DESIGN AND GRAPHICS (PRACTICAL)				Semester: I
Course Code: MJM 104P	L T P	0 0 2		Credits: 1

Course Objective: To enable the students to have practical exposure of the use of designing software, to enable students to plan, organize and present appropriate design solutions using a variety of software, techniques for varied media applications.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Deploy design tools and software and work with fonts and placement.
CO2.   Become skillful in making visually appealing layouts for various publications.
CO3.   Work in teams to publish their own logos & posters.

Suggested Practicals:

Introduction to Design
Basic Knowledge of Designing.
Using tools of Illustrations and Graphics.

Layout
Layouts of daily Newspapers, Tabloids and Magazines.

Designing for Various Media
Logo designing.
Designing of Visiting Cards.
Designing of Posters.
Designing of Magazine Covers.

Suggested Readings:

1. Mukherjee, D.P.; Fundamentals of Computer Graphics and Multimedia; Pearson Education
2. Sarkar, Narendra Nath; Art and Print Production; Oxford University Press
3. Morioka, Adams; Color Design Workbook; Rockport Publisher
4. Bringhurst, Robert; The Elements of Typographic Style; Hartley & Marks Publishers
5. Coburn, Foster D.; Corel Draw; McGraw Hill
6. Adobe; Adobe Photoshop; Techmedia Publications
7. Shaughnessy, Adrian; Beirut, Michael; Graphic Design: A User's Manual; Laurence King Publishing Ltd.
8. Lupton, Ellen; Philips, Jennifer Cole; Graphic Design: The New Basics; Princeton Architectural Press.

Course: DIGITAL PHOTOGRAPHY			Semester: I
Course Code: MJM 105	**L T P**	**2 0 0**	Credits: 2

Course Objective: To enable the students to master photographic practices and be adept in use of professional cameras, to equip themselves with technical and creative aspects of digital photography and photojournalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Understand the visual forms and their aesthetic functions, and basic design principles, with attention to such areas as design, color, and lighting.
CO2.   Get familiar the equipment, and it's functions, settings and all the accessories.
CO3.   Become well versed with concepts of exposure, manipulating settings and image editing.
CO4.   Learn the specializations of photography.
CO5.   Understand the industrial and commercial applications of photographic techniques.

SYLLABUS

Introduction to Photography   **8**
Photography: origin, necessity, role and significance, Digital photography: elements and   principles, Visual language and meaning, Importance of composition in photography, Subject selection, Lighting techniques: three-point lighting.

Photographic Equipment   **7**
Camera types, Formats, Lenses: types and functions, Film: types and functions, Camera accessories.

Exposure and Compositions   **7**
Shots, Focus, Exposure triangle: shutter speed, aperture, ISO, Selection of subject, Photo editing procedure, Pictures for newspapers and magazines, Developing photographers manual, Image manipulation and digital imagery.

Types of Photography   **2**
Portrait, Wildlife, Landscape, Fashion, Event, Product and Documentary photography.

News Photography   **4**
News value of pictures, Photo essays, Photo features, Qualities essential for photojournalist, Picture magazine, Cutline and caption.

Suggested Readings:
1.   Langford, Michael; *Advanced Photography*; Focal Press
2.   Wright, Terence; *Photography Handbook*; Routledge
3.   Freeman, John; *Practical Photography*; Hermes House
4.   Hedgecoe's, John; *The art of color photography*; Focal Press
5.   Kobre, Kenneth; *Photojournalism: The Professionals Approach;* Focal Press
6.   Smith, Eugene W.; *The Camera as Conscience;* Thames and Hudson Publications
7.   Freeman, Michael; *Digital Image Editing & Special Effects*; Taylor & Francis
8.   Busch, David D.; *Digital Photography*; Cengage Learning
     Fuqua, Paul, Biver, Steven, Hunter, Fil; *Light, Science and Magic*; Focal Press Publication

Course: DIGITAL PHOTOGRAPHY (PRACTICAL)			Semester: I
Course Code: MJM 105P	L T P	0 0 4	Credit: 2

Course Objective: To enable the students to learn the practical aspects of digital photography and use of professional cameras, master photographic practices and be adept in use of professional cameras, to equip themselves with technical and creative aspects of digital photography and photojournalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Use lighting to their advantage and select subjects to work with.
CO2. Handle equipment and accessories, set up a scene and select lens.
CO3. Become well versed with concepts of exposure, manipulating settings and image editing
CO4. Learn the specializations of photography.
CO5. Understand news photography, create and publish captioned images online, in newspapers and local magazines.

Suggested Practical:

Introduction to Photography
Importance of composition in photography, Subject selection, Lighting techniques: three point lighting.

Photographic Equipment
Camera types, Formats, Lenses: types and functions, Film: types and functions, Camera accessories.

Exposure and Compositions
Shots, Focus, Exposure triangle: shutter speed, aperture, ISO, Selection of subject, Photo editing procedure, Pictures for newspapers and magazines, Developing photographers manual, Image manipulation and digital imagery.

Types of Photography
Portrait, Wildlife, Landscape, Fashion, Event, Product and Documentary photography.

News Photography
News value of pictures, Photo essays, Photo features, Picture magazine, Cutline and caption.

Suggested Readings:
1. Langford, Michael; *Advanced Photography*; Focal Press
2. Wright, Terence; *Photography Handbook*; Routledge
3. Freeman, John; *Practical Photography*; Hermes House
4. Hedgecoe's, John; *The art of color photography*; Focal Press
5. Kobre, Kenneth; *Photojournalism: The Professionals Approach;* Focal Press
6. Smith, Eugene W.; *The Camera as Conscience;* Thames and Hudson Publications
7. Freeman, Michael; *Digital Image Editing & Special Effects*; Taylor & Francis
8. Busch, David D.; *Digital Photography*; Cengage Learning
9. Fuqua, Paul, Biver, Steven, Hunter, Fil; *Light, Science and Magic*; Focal Press Publication

Course: COMPUTER APPLICATIONS FOR MASS MEDIA (PRACTICAL)			Semester: I
Course Code: MJM 106P	**L T P**	**0 0 4**	Credits: 2

Course Objective: To enable the students to learn and understand the practical working of a computer, its components and various applications such as MS word, PowerPoint, Spreadsheet and Internet required in the field of Mass Communication.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain the basic knowledge of computer and its functions.
CO2.   Understand the use of MS Word and PowerPoint Presentation.
CO3.   Spreadsheet and Internet for the field of Mass Communication.
CO4.   Demonstrate the use of computers in the field of Mass Communication.
CO5.   Acquire the basic knowledge of Internet and New Media.

SYLLABUS

Introduction to Computer   10
Applications of computer, Functions of input-output device, Computer languages, Computer hardware and software, Open sources: uses and applications.

Word Processing   10
Basic editing, Formatting, Copying and Moving text and objects, Editing features, Paragraph formatting, Tables, Lists, Page Formatting, Inserting Graphics, Pictures, Table of contents, Advanced tools.

Spreadsheet   14
Opening a blank or new Workbook, General organization, Highlights and main functions: Home, Insert, Page Layout, Formulas and Highlights, Main functions: Data, Review and View, Customizing the Quick Access Toolbar, Creating and using Templates, Working with data: Entering, Editing, Copy, Cut, Paste, Paste Special, Formatting Data and Using the Right Mouse Click Saving, Page Setup and Printing, Using Headers and Footers, Manipulating data using Data Names and Ranges, Filters and Sort and Validation lists, Data from External Sources, Using and Formatting Tables, Basic formulas and use of functions, Data analysis using Charts and Graph.

Presentation   12
Creating a basic presentation, Building blocks of a presentation; Working with Text, Working with Themes and Styles, Working with Charts, Graphs, and Tables, Working with Media Clips and Animation, Working with Macros and Customizing PowerPoint, Troubleshooting, Packaging and Publishing your Presentation.

Internet and New Media   10
Web browsing, Searching the web, Internet: basics of sending and receiving e-mail, and specific mail programs, Blogging, Twitter, Facebook, YouTube, LinkedIn.

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Suggested Readings:
1. Rajaram, V.; *Fundamentals of Computer;* Pearson Education
2. Parthasarathy,G.K.; *Computer Aided Communication;* Authors Press
3. Chakravorthy, J.; *Cyber Media;* Authors Press
4. Mukherjee, D.P.; *Fundamentals of Computer Graphics and Multimedia;* PHI Learning

Course: COMMUNICATION SKILLS FOR MASS MEDIA			Semester: I
Course Code: MJM 107S	**L T P**	**0 0 2**	Credits: 1

Course Objective: This course will enable students to learn appropriate communication skills for building a professional image, build and maintain healthy and effective relationships in the work space as well as personal life, develop leadership skills useful in various settings and contexts and professional etiquette.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Show competence in oral and non-verbal communication.
CO2.   Comprehend, create and respond effectively to communication cues and expressions.
CO3.   Demonstrate positive group communication exchanges through critical and innovative thinking
CO4.   Exhibit high level of understanding of contextual communication for self-branding.
CO5.   Display an understanding of opportunities in the field of communication and perform better in job interviews.

SYLLABUS

Understanding Effective Communication   **5**
Essentials of Effective Communication: Communication Techniques- Listening Skills, Active and Attentive Listening, Confidence, Sincerity in Communication, Importance of being Personable, Understanding the Audience and Feedback.

Mastering Kinesics and Proxemics   **5**
Non-Verbal Communication: Personal Appearance-   Gestures, Postures, Facial Expressions, Eye Contact, Body Language, Spatial communication and Silence, Tricks for Improving Non-Verbal Communication.

Oral Communication Skills   **6**
Verbal Communication: Paralanguage, Importance of Spoken English, International Phonetic Alphabet (IPA) Symbols, Spelling, Pronunciation, Intonation, Pitch, Articulation, Diction.

Contextual Communication   **6**
Greeting and introducing oneself, Asking for and giving information, Offering and responding to offers, Requesting and responding to requests, Expressing opinions, agreement, disagreement, concern, regret, sympathy, Asking questions and responding politely, Giving instructions, Seeking and giving permission, Agreeing and disagreeing.

Reading and Presentation Skills for Mass Media   **6**
Reading Skills, Reading Comprehension, Note- taking, Preparing and presenting a PowerPoint Presentation, Group Discussions, Preparing for and facing a Job -Interview, Soft Skills for Leadership and Team Management - Decision Making, Problem solving, Critical thinking and Negotiation skills, facing the camera, basic anchoring skills.

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Suggested Readings
1. Aarts, Bas, Chalker, Sylvia and Weiner, Edmund; *The Oxford Dictionary of English Grammar (Oxford Quick Reference)*; Oxford University Press
2. Carnegie, Dale; *How to Win Friends and Influence People*; Vermilion; New Ed edition
3. Daniels, Aubrey; *Bringing out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement, Third Edition*; McGraw-Hill Education
4. Gairns, Ruth, Redmanidea, Stuart; *Oxford Word Skills: Idioms and Phrasal Verbs Intermediate,* Oxford University Press
5. Giblin, Les; *How to Have Confidence and Power in Dealing with People;* Manjul Publishing House
6. Goulston, Mark; *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone*; AMACOM
7. *Oxford English Dictionary*; Oxford University Press
8. Pease, Allan and Pease Barbara; *The Definitive Book of Body Language*; Manjul Publishing House
9. Stone, Douglas and Heen, Sheila; *Thanks for the Feedback: The Science and Art of Receiving Feedback Well*; Portfolio Publishers
10. Upton, Clive, Kretzscmar Jr, William A. and Konopka, Rafal; *Oxford Dictionary of Pronunciation for Current English*; Oxford University Press
11. Wren, P.C. and Martin, H.; *Wren and Martin English Grammar and Composition*; S. Chand & Company Pvt. Ltd

Course: THEORIES AND MODELS OF COMMUNICATION				Semester: II
Course Code: MJM 201	L T P		3 0 0	Credits: 3

Course Objective: To familiarize the students with the theories and models of communication, with a view to enable them to become efficient communicators, to find themselves at par with globally accepted norms of communication and critically analyze the gist of events happening around them with applied communication theories.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Learn about the concept, characteristics and types of Mass Communication.
CO2.   Become familiar with the early communication theorists, their leanings and objectives.
CO3.   Exhibit in-depth understanding of the constructs of fundamental, pragmatic, critical and liberal schools of thought & observations of communication theorists.
CO4.   Understand and implement the models of communication in daily communication process.

SYLLABUS

Fundamentals of Mass Communication   10
Mass Communication: concept and definition, Characteristics of mass communication, Different form of communication: Intra-personal communication, Inter-personal communication, Public communication, Group communication and Mass communication.

Theories of Communication   10
Personal Influence Theory: Two-Step Theory, and Multi-step Theory, Sociological Theories of Mass Communication: Cultivation Theory, Agenda Setting Theory, The Use and Gratification Theory, and Dependency Theory, Normative.

Theories of Mass Media   10
Theories of Mass Media: Authoritarian, Libertarian Theory or Free Press Theory, Communist Media Theory, Social Responsibility theory, Development media Theory & Democratic Participant Media Theory.

Models of Communication   12
SMR model, SMCR model, Shannon and Weaver model, Harold Lasswell model, Newcomb ABX model, Gerbner's model, Westley and MacLean's model, De Fleur model, HUB model, Osgood model and Wilbur Schramm model, Helical Model.

Suggested Readings:
1.   McQuail, Dennis; *Mass Communication Theory;* Sage Publications
2.   Baran, Stanley J; Davis, Dennis K; *Mass Communication Theory;* Wadsworth Publications
3.   MacBride, Sean; *Many Voices One World*; Rowmen & Littlefield Publishers
4.   DeFleur, Melvin L.; Dennis, Everette E.; *Understanding Mass Communication;* Houghton Mifflin Company

5. Vivian, John; *The Media of Mass Communication;* Pearson Publication
6. De Fleur, Melvin L. , Rokeach, Sandra Bale ; *Theories of Mass Communication* ; Pearson
7. Narula, Uma ; *Dynamics of Mass Communication Theory and Practice*; Atlantic
8. Narula, Uma; *Communication Models*; Atlantic

Course: PRINT JOURNALISM: SKILLS, CONCEPTS AND PRACTICES			Semester: II
Course Code: MJM 202	L T P	2 0 0	Credits: 2

Course Objective: To familiarize the students with the areas of reporting and editing for print. The curriculum broadly covers the techniques of reporting and editing as required in the field of print journalism to make the student aware of techniques of gathering and compiling news.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Understand the basics of print media, its different forms and importance.
CO2. Strengthen the knowledge of reporting and dealing with the sources of news.
CO3. Have the competencies of news writing and preparing suitable leads for different news items.
CO4. Create and use effective headlines to increase the value of news items.

SYLLABUS

Introduction to Print Media   6
Print Media: Definition and Meaning, Different forms of print media: newspapers, tabloid, newsletter, magazine and other publications, Importance of print media.

News gathering process   8
Types of reporting: objective, interpretative and investigative, Role and importance of Sources, Cultivating, Verifying and Dealing with sources of News, Confidentiality of News Sources.

Introduction to News Writing   8
Characteristics of print media, Basic Differences between print media and electronic media Print media in digital age News writing: Lead: meaning and purposes, Types of lead, News body.

Headline Writing   6
Headline: Definition and Meaning, Principles of headline writing, types of headlines and functions and techniques of headline writing, Letter to Editor, Preparing and writing Press Release.

Suggested Readings:
1. Harrower, Tim; *Inside Reporting;* McGraw Hill
2. Cottle, Simon; *Media Organization and Production*; Sage Publication
3. Manning, Paul; *News and News Sources*: *A Critical Introduction*; Sage Publication
4. Bloom, Stephen *G.; Inside the Writer's Mind: Writing Narrative Journalism;* Wiley Publication
5. Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication
6. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication
7. Paul, Pricilla ; *Handbook of Print Journalism* : Lulu Publication
8. Lorenz, Alfred Lawrence ; Vivian John ; *News Reporting and Writing*; Pearson Education.

Course: **PRINT JOURNALISM: SKILLS, CONCEPTS AND PRACTICES (PRACTICAL)**				Semester: **II**
Course Code: MJM 202P	**L T P**		**0 0 2**	**Credit: 1**

Course Objective: To familiarize the students with the areas of reporting and editing for print media, and techniques of reporting and editing as required in the field of print journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Strengthen the skill of news writing.
CO2.   Acquire competence in the headline and lead writing.
CO3.   Demonstrate knowledge about different parts of Newspapers and preparation of Press Release.
CO4.   Have the competence of using the software for Layout and Designing.

Suggested Practicals:
Writing of components of news
Headline Writing
Lead Writing
News body
Verifying and Dealing with Sources of News
Exposure of different parts of Broadsheet Newspapers, Tabloid, Newsletter, Magazine
Letter to Editor
Preparing and writing Press Release

Letter to Editor Hindi/ English Typing
Software Training for Layout and Designing

Suggested Readings:
1. Welford, Dave; Moore Gillian, Hemmingway, Emma, Fleming Carole; *An Introduction to Journalism*; Sage Publication
2. Saxena, Sunil; *Headlines Writing;* Sage Publications
3. Mckane Anna; *News Writing*; Sage Publication
4. Stonecipher, Harry; *Editorial and Persuasive Writing: Opinion functions of News media;* Hastings House
5. Rystrom, Kenneth; *The why, who and how of the Editorial Page;* Strata Publishing
6. Parthasarthy, Rangaswami; *Basic Journalism;* MacMillan Publisher
7. Srivastava, K.M.; *News Reporting and Editing;* Sterling Publishers
8. Warren, Care H.; *Modern News Reporting;* Harper Collins
9. Mehta, D.S.; *Mass Communication and Journalism in India;* Allied Publishers Ltd

Course: RADIO BROADCASTING: TECHNOLOGY AND PRACTICES			Semester: II
Course Code: MJM 203	LTP	2 0 0	Credits: 2

Course Objective: To familiarize the students with the basics of radio production along with the management of radio stations. The students will learn different aspects of radio news compilation and various formats of radio programs along with the latest trends in radio broadcasting.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Understand the radio as a Mass Communication Medium
CO2.   Understand the basics of sound recording, AM & FM broadcasting
CO3.   Prepare a news bulletin and write a radio programme in the required format
CO4.   Learn the nuances of sound effects, to develop their own effects library

SYLLABUS

Understanding the medium   **6**
Invention and development; strengths and weaknesses of the medium, Basics of sound recording and editing, Importance and scope of radio, New trends in Radio.

AM and FM broadcasting   **8**
Commercial radio: Concept and Programming, Community radio: Concept and Programming, Radio Program Formats, Presentation skills: general awareness, presence of mind; clarity, diction, pronunciation.

Writing for radio   **8**
Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals; writing radio news: rewriting news to suit brevity and clarity in radio news, editing news.

Sound Effects   **6**
Sound effects and their uses in radio program production, Teasers, Promos and Voice dispatch.

Suggested Readings:
1. Siegel, High; *Key Concepts in Radio studies;* Sage Publications
2. De Maeseneer, Paul; *Here's The News: A Radio News Manual;* Asian Books Publications
3. Mehra, Masani; *Broadcasting and the People;* National Book Trust Publications
4. Awasthi, G. C.; *Broadcasting in India;* Allied Publications
5. Rumsey, Francis; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
6. Geller Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio*; Focal Press
7. Caulfield, Annie; *Writing for Radio: A Practical Guide*; The Crowood Press Ltd
8. MacLoughlin, Shaun; *Writing for Radio*: How to Books Ltd.

Course: **RADIO BROADCASTING: TECHNOLOGY AND PRACTICES (PRACTICAL)**				**Semester: II**
Course Code: MJM 203P	**LTP**	**0 0 2**		**Credit: 1**

Course Objective: To enable the students to learn the practical aspects of radio production along with the various formats of radio programs, to enable the students to prepare thematic radio programmes ready for broadcast and social sharing.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Understand the basics of sound recording and use of creativity in radio.
CO2.   Understand the working of microphones and use of software.
CO3.   Edit vocal and effects tracks, to synthesize a complete radio programme.
CO4.   Speak in the radio voice clearly and emphatically.

Suggested Practicals:

Identifying and Working with Microphones
Audio Mixers and other audio equipments
Basics of recording and sound editing
Training on Flow, Modulation and Pronunciation

Suggested Readings:
1.   Siegel, High; *Key Concepts in Radio studies;* Sage Publications
2.   De Maeseneer, Paul; *Here's The News: A Radio News Manual;* Asian Books Publications
3.   Mehra, Masani; *Broadcasting and the People;* National Book Trust Publications
4.   Awasthi,G. C.; *Broadcasting in India;* Allied Publications
5.   Rumsey, Francis; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
6.   Geller Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio*; Focal Press
7.   Caulfield, Annie; *Writing for Radio: A Practical Guide*; The Crowood Press Ltd
8.   MacLoughlin, Shaun; *Writing for Radio*: How to Books Ltd.

Course: TELEVISION JOURNALISM: SKILLS, CONCEPT AND PRACTICES				Semester: II
Course Code: MJM 204	**L T P**		**2 0 0**	Credits: 2

Course Objective: To enable the students to gain in-depth knowledge concepts in visual communication, know handling of the professional video camera, learn basics of video production and assignment of roles & responsibilities, setup of the studio floor, set design, visualizing news, learn scripts and reporting and be able to present news as an anchor in various tv shows.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Explain the rules of visual composition.
CO2.   Understand the settings of the camera and its movement.
CO3.   Perform in various roles as television crew.
CO4.   Write news and be able to present news as an anchor.

SYLLABUS

Visual Communication   **6**
Communicating with still and moving pictures, Parts of video camera and their functions, video shooting with professional TV camera, Camera support system, camera mounting techniques, Color balance, Basic camera shots, angle and movement.

Basics of TV Production   **8**
Stages of production: pre-production, production and post-production, Production personnel: role and responsibilities, TV lighting: in-field, types of lights, studio lighting, three-point lighting, Formats of studio TV programs: studio interview, studio discussions, Types of editing.

Reporting and Writing for Television   **6**
Television reporting: visualizing news, research, investigation, qualities of a good script, Electronic News Gathering (ENG), Electronic Field Production (EFP), interview techniques, PTC (Piece-to-camera) and VO (Voice-over), Sequencing and writing news packages.

Television News Presentation   **8**
Television Anchoring: voice broadcast skills, enunciation, flow, modulation, facing the camera, eye contact, make up and dresses, use of teleprompter, live studio interviews, field interviews, moderating TV studio discussions and anchoring chat shows.

Suggested Readings:
1.   Lezzi, Frank; U*nderstanding Television Production;* Pearson Education
2.   Belavadi,Vasuki; *Video production;* Oxford University Press
3.   Tyrrell, Robert; *The Work of a Television Journalist;* Focal Press
4.   Lewis, Bruce; *Technique of Television Announcing;* Focal Press
5.   Frederick, John; Frederick Graft; *Electronic Media;* Wadsworth Thomson Learning

Course: TELEVISION JOURNALISM: SKILLS, CONCEPT AND PRACTICES (PRACTICAL)			Semester: II
Course Code: MJM 204P	L T P	0 0 2	Credit: 1

Course Objective: To enable the students to gain hands-on skills in using a professional video camera, setting up lights, writing their own scripts after conducting production meetings, report any news from a field location, writing and editing sound bytes, headlines, promos and record voiceover and piece to camera.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Use a professional video camera.
CO2.   Understand the settings of the camera and its movement.
CO3.   Perform in various roles as television crew.
CO4.   Write news, edit scripts and be able to present news as an anchor.

Suggested Practicals:

Understanding the camera parts and functions
Camera handling and practice of different camera movements
Types of lighting, three-point lighting
News writing for various events
Writing Production script
Reporting skills for television
Editing news script
Editing sound byte
Writing for headlines, promos, teaser
Voice over, PTC

Suggested Readings:
1. Lezzi, Frank; U*nderstanding Television Production;* Pearson Education
2. Belavadi, Vasuki; *Video production;* Oxford University Press
3. Tyrrell, Robert; *The Work of a Television Journalist;* Focal Press
4. Lewis, Bruce; *Technique of Television Announcing;* Focal Press
5. Scannell, Paddy; *Radio, TV & Modern Life;* Wiley Publisher
6. Frederick, John, Frederick Graft; *Electronic Media;* Wadsworth Thomson Learning

Course: NEW MEDIA JOURNALISM			Semester: II
Course Code: MJM 205	L T P	3 0 0	Credits: 3

Course Objective: To enable the students to learn and understand the concepts of New Media & social media and the uses of both the media in journalistic point of view, to enable the students to use social identities and self-branding techniques, to make the students work on thematic projects for self-promotion and build their online presence, to allow rich use of platforms of Twitter, YouTube & Instagram for Citizen Journalism and professional development.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Gain the basic knowledge of New Media, social media and New Media Journalism.
CO2. Conceptualize the use of New Media platform from journalistic point of view.
CO3. Develop journalistic skills required for new age journalists.
CO4. Demonstrate the use of New Media a platform for new age journalism.

SYLLABUS

Introduction to New Media   10
New Media: Definition &Characteristics, Analogue Vs Digital technology, Media convergence, Information Superhighway, Traditional Vs Online Media, News on the web: e-Newspapers, e-magazines, web radio and TV newscast on the web; Podcast and Webcast, Digital Divide.

Understanding Social Media   10
Evolution, role and functions of Social Media, Social Networking websites- Facebook, LinkedIn, Twitter etc., Social Publishing: Flickr, Instagram, YouTube, Sound cloud etc. Changing paradigms of news after emergence of Social Media, Emerging news delivery vehicle, Collaborative Office and Crowd Sourcing, Use of hyperlinks and related data while writing and presenting a new story.

New Media Journalism   14
New Media Journalism: An Overview, Participative newsrooms structure, Trends in new media Journalism & Communication, Qualities New Media journalist, content generation for new media, Content management, content management systems (CMS), cross-media news production processes, Call-to-action (CTA) enabled script writing and its importance, Use of interactive info-graphics; Crowd sourcing and aggregation, New Media Journalism around the World.

Ethics of New Media Journalism   8
Countering Fake News, Misinformation, disinformation, Cybercrimes& security issues, Ethical Challenges in Online Journalism, Freedom of Expression vs online Privacy, Social Media Driven Controversies, Applying Journalism Ethics to new media Journalism.

Suggested Readings:
1. Siapera and Veglis, *Handbook of Online Journalism*, Wiley-Blackwell
2. Viswenrda, Anand Chauhan*, Multimedia Journalism*, Random Publishers
3. Flynn, Nancy, *The Social Media Handbook*, Pfeiffer
4. Hartley, John, *Digital futures for cultural media studies,* Wiley-Blackwell

5. Heartley, John, *A Companion to New Media Dynamics*, Wiley-Blackewell
6. Sekhar, Puligurta, *New Media- Virtual media*, B.R Publishing Company
7. Harcup, Tony, *Alternative Journalism, Alternative views*, Roultedge
8. Consalvo, Mia, *Handbook of Internet Studies,* Wiley-Blackwell
9. Andrew, Dewdney & Peter, Ride. *The New Media Handbook*, Routledge

Course: NEW MEDIA JOURNALISM (PRACTICAL)				Semester: II
Course Code: MJM 205P	L T P		0 0 4	Credits: 2

Course Objective: To enable the students to learn and understand the concepts of New Media & social media and the uses of both the media in journalistic point of view, to enable the students to use social identities and self-branding techniques, to make the students work on thematic projects for self-promotion and build their online presence, to allow rich use of platforms of Twitter, YouTube & Instagram for citizen journalism and professional development.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain the practical knowledge of New Media, social media and New Media Journalism.
CO2.   Conceptualize the practical use of New Media platform from journalistic point of view.
CO3.   Develop practical journalistic skills required for new age journalists.

SYLLABUS

Exposure to New Media and Social Media
Practical exposure to different new media and social media platforms, Use of new media and social media platforms for journalism, Use of hyperlinks and related data while writing and presenting a new story.

New Media Journalism
Content management, Introduction to cross-media news production processes; Understanding the basics of content management systems (CMS); Interactive content generation, News stories with audio-visual inputs, Call-to-action (CTA) enabled script writing and its importance, Use of interactive info-graphics.

Practical Ethics
Fake News, Misinformation, disinformation, Cyber Crimes, Social Media Driven Controversies, and Security Challenges.

Suggested Readings:
1. Siapera and Veglis, *Handbook of Online Journalism*, Wiley-Blackwell
2. Viswenrda, Anand Chauhan, *Multimedia Journalism*, Random Publishers
3. Flynn, Nancy, *The Social Media Handbook*, Pfeiffer
4. Hartley, John, *Digital futures for cultural media studies,* Wiley-Blackwell
5. Heartley, John, *A Companion to New Media Dynamics*, Wiley-Blackewell
6. Sekhar, Puligurta, *New Media- Virtual media*, B.R Publishing Company
7. Harcup, Tony, *Alternative Journalism, Alternative views*, Roultedge
8. Consalvo, Mia, *Handbook of Internet Studies,* Wiley-Blackwell
9. Andrew, Dewdney & Peter, Ride. *The New Media Handbook*, Routledge

Course: ADVERTISING AND PUBLIC RELATIONS				Semester: II
Course Code: MJM 206	**L T P**		**3 0 0**	**Credits: 3**

Course Objective: This course seeks to enable the students to learn the basic concepts and methods of advertising, strategy, pressure groups and practices of public relations. The students are imparted creative knowledge so that they can have an in-depth understanding of the medium of advertising and the abilities to create a copy, collaborate with copywriters and manage crisis when it happens.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Develop and enhance their understanding about advertising, its different types and function of Advertising agency.
CO2. Demonstrate advertising strategies and media planning.
CO3. Write ad copy for various media platforms.
CO4. Analyze and understand public relation practices.
CO5. Gain knowledge and skills necessary for use in the PR industry.
CO6. Produce ad for different products.

SYLLABUS

Introduction to Advertising 7
Advertising: definition, concept and historical development, Social and economic benefits of advertising, various advertising media, Types of advertising, Advertising Agency: structure, functions and types.

Advertising Strategies and Media Planning 6
Target audience, Brand image, Positioning, Appeals, Advertising spiral, Markets and their segmentation, Sales promotion. Creativity, Media selection and scheduling, Media budget and campaign planning.

Advertisement Production 8
Ideation, Visualization, Copywriting, Advertising production techniques for various media.

Advertising Research and Ethics 8
Research in advertising, Ethical aspects of advertising, Advertising and pressure groups.

Public Relations: Concepts and Practices 8
Definition, Concept and Scope, PR as a communication function, History of PR, Growth and status of PR in India, Publicity, Propaganda, Public opinion, Lobbying, Stages of PR Planning process, Crisis Management; Concept and practices, Proactive and Reactive PR, Study of Symmetrical and Asymmetrical models in handling crises.

Public Relatives Ethics, Laws and Technology 5
PR and law, PR and new technology, Emerging Trends and e–PR, Code of ethics for PR, PRSI – (Public Relatives Society of India), International PR.

Suggested Readings:
1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; *Foundations of Advertising;* Himalaya Publishing House
3. Wells, William D.; Burnett, John; Moriarty, Sandra; *Advertising Principles and Practice*; Pearson Education
4. Arens, William F.; *Contemporary Advertising*; McGraw Hill
5. Sengupta, Subrato; *Brand Positioning;* McGraw Hill
6. De Mooji, Marieke; *Effective Advertising;* Pearson Education
7. Pricken, Mario; *Creative Advertising* ; Thames & Hudson Ltd
8. Aaker, David A.; Myers, John; *Advertising Management*; Pearson Education
9. Cutlip, Scott M.; Center, Allen H.; Broom, Glen M.; *Effective Public Relations;* Pearson Education
10. Lesly, Philip; *Handbook of Public Relation and Communication*; Pearson Education
11. Heath, Robert L.; Vasquez, Gabriel M.; *Handbook of Public Relation*; Sage Publications
12. Cottle, Simon; *News, Public Relations and Power* ;Sage Publications
13. Black, Sam; *Practice of Public Relations*; Butterworth- Heinemann
14. Bhimani, Rita; *PR 2020*: *The Trending Practice of Public Relations*; Bee Books
15. Gorden, Averill Elizabeth; *Public Relations*; Oxford University Press

Course: ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)				Semester: II
Course Code: MJM 206P	L T P		0 0 2	Credits: 1

Course Objective: To enable the students to learn and understand the practical aspects of advertising, strategy, pressure groups and practices of public relations, to familiarize the students with the process, plan, design and implementation of advertising and public relations.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Understand clearly various advertising media, Advertising Agency: structure and functions
CO2.   Identify various styles and production techniques used for various mediums
CO3.   Analyze and understand public relation practices
CO4.   Gain technical knowledge and skills necessary for use in the PR industry

Suggested Practicals:

Understanding of Advertising
Various advertising media, Advertising Agency: structure and functions

Advertisement Production
Ad Copywriting, Advertising production techniques for various media.

Public Relations: Concepts and Practices
Stages of PR Planning process, Media relations: press conferences, press releases and other PR tools, Crisis Management: Symmetrical and Asymmetrical models in handling crises

Public Relations and Technology
PR and new technology, Emerging Trends and e–PR, Public Relatives Society of India(PRSI).

Suggested Readings:

1.   Lesly, Philip; *Handbook of Public Relation and Communication*; Pearson Education
2.   Heath, Robert L.; Vasquez, Gabriel M.; *Handbook of Public Relation*; Sage Publications
3.   Cottle, Simon; *News, Public Relations and Power* ;Sage Publications
4.   Black, Sam; *Practice of Public Relations*; Butterworth- Heinemann
5.   Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; McGraw Hill
6.   Chunawala, S.A.; Sethia, K.C.; *Foundations of Advertising;* Himalaya Publishing House
7.   Wells, William D.; Burnett, John; Moriarty, Sandra; *Advertising Principles and Practice*; Pearson Education
8.   Arens, William F.; *Contemporary Advertising*; McGraw Hill
9.   Sengupta, Subrato; *Brand Positioning;* McGraw Hill
10.   De Mooji, Marieke; *Effective Advertising;* Pearson Education

Course: MEDIA RESEARCH				Semester: III
Course Code: MJM 301	L T P	4 0 0		Credits: 4

Course Objective: To enable the students to learn about research skills, process, research design, methodology and data analysis techniques to explore their logical skills and contribute to future research in the field of mass media.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain conceptual knowledge of research, elements of research and different types of research with their importance
CO2.   Clearly identify and formulate the research problems and research objectives
CO3.   Understand and apply different research designs and methods to a specific research problem
CO4   Confidently apply data analytical techniques
CO5.   Demonstrate the report writing structure and prepare a good research report

SYLLABUS

Introduction to Research   12
Research: Definition and objectives, Scientific method, Types of research: Basic and applied, Research process, Defining research problem, Hypothesis, Role and significance of media research.

Research Design   14
Research design: definition, importance and types, experimental, quasi-experimental, bench mark, longitudinal studies, panel studies, co-relational design.

Methods of Communication Research   12
Survey Methods, Content analysis, Observation method, Questionnaire and interview schedule, Sampling Design: definition, types and importance, sampling errors, feedback and feed forward.

Data and Data Analysis Techniques   12
Sources of data: primary and secondary, Data analysis techniques: coding and tabulation, non-statistical methods, Level of measurement, Central tendency, Test of reliability and validity, Role of SPSS.

Report Writing   6
Parts of research report, Writing of research report/ project reports/ dissertation/ thesis, Ethical perspectives of media research.

Suggested Readings:
1. Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
2. Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Wadsworth Cengage Learning
3. Brennen, Bonnie S.; *Qualitative Research for Media Studies;* Routledge
4. Priest, Susanna Hornig; *Doing Media Research*; Sage Publication
5. Cauvery, R.; Sudhanayak, M. Girja; *Research Methodology*; S. Chand & Sons
6. Gunter, Barrie; Cauvery, R.; Sudhanayak, M. Girja; *Media Research Methodology*; S. Chand & Sons
7. Cooper, Donald; Schindler, Pamela; *Business Research Methods*; McGraw Hill
8. Anderson, J.A.; *Communication Research: Issues and Methods*; McGraw Hill
9. *Indian Readership Survey* (IRS)

Course: DEVELOPMENT COMMUNICATION			Semester: III
Course Code: MJM 302	L T P	3 0 0	Credits: 3

Course Objective: This course will enable students to learn about various aspects of development and their relation with communication, understand the role of development communication in achieving developmental goals**,** learn about the structure of society and its functioningand understand the concept of development journalism and its practice.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Demonstrate knowledge about the concept of development and Development Communication
CO2.   Apply strategies of Development Communication to real life development issues in various
          societies
CO3.   Design development campaigns using different media platforms
CO4.   Demonstrate an understanding of the political, economic and cultural dimensions of Development
          Communication
CO5.   Critically analyze the role of Mass Communication in development process

SYLLABUS

Introduction to Development Communication   **8**
Development Communication: definition, concept and importance, Development indicators, Approaches to development, Difference between developed and developing countries, Dilemmas of development policy and development planning.

Development Journalism   **10**
Development journalism: definition, concept, nature and scope, Merits and demerits, Relevance, Evolution of development journalism in India., Development news stories and features, Differences in approach between print and broadcast development journalism. Language, Context of development stories.

Society   **8**
Meaning and concept, Social and cultural change, Socio-cultural and economic barriers to development, Communication approaches to development, Use of media and inter-personal communication.

Nodal Agencies for Rural Development   **8**
Areas of rural development: health, population, agriculture and Panchayati Raj, Campaigns and their evaluation, Developmental agricultural and rural extension agencies: governmental, semi-governmental and non-governmental organizations.

A Critical Approach to Mass Media   **8**
Role of communication in development, Dependency theory, Folk media and community radio for local development.

Suggested Readings:

1. Melkote, Srinivas R.; *Communication in Third World Countries;* Sage Publications
2. Schramm, Wilbur; *Mass Media and National Development*; Stanford University Press
3. Rogers, Everett M.; *Diffusion of Innovation*; Free Press
4. McPhail, Thomas L.; *Development Communication*; Wiley Blackwell
5. Mody, Bella; *International and Development Communication*; Sage Publications
6. Narula, Uma; *Development Communication: Theory and Practice* ;HarAnand Publications
7. Sachs, Wolfgang; *The Development Dictionary: A Guide to Knowledge as Power*; Zed Book Ltd (1992)

Course: FILM STUDIES AND APPRECIATION			Semester: III
Course Code: MJM303	L T P	3 0 2	Credits: 4

Course Objective: To enable the students to learn and understand the basic concept, nature, process of film making with historical knowledge of the growth and development of film.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

CO1. Understand the origin and evolution world cinema.
CO2. Understand the growth and development of Indian Cinema.
CO3. Get familiar with the techniques used in filmmaking.
CO4. Understand the language of world and Indian Cinema.
CO5. Get familiar with the various film narration styles.

SYLLABUS

History of World Cinema 9
Pioneers of cinema, Silent era: Charlie Chaplin, German expressionism, American talkies, Neo realism, Japanese cinema, Soviet montage cinema, Italian neo-realist cinema, French new wave cinema.

History of Indian Cinema and Film Stalwarts 13
Genres of Indian Cinema, Pioneers of Indian Cinema: Dada Sahib Phalke, Talkies, Colour films, Production houses, Cinema in the fifties and sixties, The superstars, Big budget films and multi-starrers, The romantic hero, The rise of the angry young man, Rise of multiplexes, Crossover cinema. Profiles of Satyajit Ray, Ritwik Ghatak.

Dynamics of Indian Cinema 6
Recent technological innovations in cinema, Innovative methods of ideation and film making using platform of social networking websites, Distribution and exhibition of films in India, Film Censor Board.

Film Making Techniques 6
Film production: pre-production, production and post-production, Budgeting, Scripting and screenplay, Film formats, Role and functions of film crew.

Film Appreciation 8
Film criticism, Film reviews, Directorate of film festivals, Parallel cinema, Commercial cinema, Third Cinema and Non-Fiction Cinema, Feminist Film Theory, Auteur- Film Authorship with a special focus on Ray or Kurusawa.

Film Screening (Practical)
1. Rear Window by Alfred Hitchcock (Language of Cinema)
2. Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
3. Man with a Movie Camera by Dziga Vertov
4. Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism)

5. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and
    - Film Noir)
    - Pather Panchaliby Satyajit Ray
    - The hour of the Furnaces by Fernando Solanas
    - Nishantby Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
    - Pyaasaby Guru Dutt

Suggested Readings:
1. Phillips, William H.; *Film – An Introduction;* St. Martins Publications
2. Dudrah, Kumar Rajinder; *Bollywood – Sociology Goes to the Movies;* Sage Publications
3. Robinson, Andrew; *Satyajit Ray: The Inner Eye*; Oxford University Press
4. Nelmes, Jill; *Introduction to Film Studies;* Routledge
5. Pramaggiore, Maria, Wallis Tom Allyn; *Film – A Critical Introduction;* Laurence King Publishing
6. Hayward, Susan; *Key Concepts in Cinema Studies;* Routledge
7. Vasudevan, S. Ravi; *Making Meaning in Indian Cinema;* Oxford University Press
8. Ascher, Steven; *The Film Maker's Handbook: A Comprehensive Guide for a Digital Age;* Penguin Group
9. Bamford, Nick; *Directing Television: A Professional Survival Guide;* Sage Publication
10. Adelman, Kim; *Making It Big in Shorts*: *The Ultimate Filmmaker's Guide to Short Films;* Michael Welsh Productions
11. Alexander, Victor; *Film Making A to Z*; Victor Alexander Publication
12. Phillips, William H.; *Film – An Introduction;* St. Martins Publications

Suggested Screenings or clips
6. Rear Window by Alfred Hitchcock (Language of Cinema)
7. Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
8. Man with a Movie Camera by Dziga Vertov
9. Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism)
10. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and
    - Film Noir)
    - Pather Panchaliby Satyajit Ray
    - The hour of the Furnaces by Fernando Solanas
    - Nishantby Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
    - Pyaasaby Guru Dutt

Course: REPORTING AND WRITING FOR PRINT MEDIA			Semester: III
Course Code: PMJ 304	**L T P**	**2 0 0**	Credits: 2

Course Objective: This course seeks to provide knowledge in the areas of reporting and writing for print. The curriculum broadly covers the techniques of reporting and editing as required in the field of Print Journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain a sound knowledge of reporting, principles of reporting and news gathering method.
CO2.   Demonstrate the specialized and general reporting on different beats.
CO3.   Clearly understand the news and feature writing.
CO4.   Acquire the knowledge of editorial, article and column writing.

SYLLABUS

Reporting   **6**
Reporting: Meaning and its importance in print journalism, Principles of reporting, Various sources of news, Ethical aspects of Sourcing news and Attribution, News gathering methods, Follow-up.

Different types of Beat Reporting   **6**
Specialized Reporting: Political, Crime, Science, Business and Sports reporting, Court, Legislative, Other Beats Reporting: Accident, Education, Development, Art and Culture, Book review and film review, Interview.

Introduction to News and Feature Writing   **6**
News writing and its types and techniques, Feature Writing: Concept, Types and Characteristics of Feature, Difference between Feature, News and Articles**.**

Article, Editorial and Column Writing   **10**
Articles: Concept and Meaning, Types of Articles, Features, Objectives and Importance, Editorial Writing: Concept and Meaning, various types, Significance of Editorial in any newspaper or Magazine.
Column Writing**:** Meaning, types and its importance.

Suggested Readings:
1.   Harrower, Tim; *Inside Reporting;* McGraw Hill
2.   Cottle, Simon; *Media Organization and Production*; Sage Publication
3.   Manning, Paul; *News and News Sources*: *A Critical Introduction*; Sage Publication
4.   Bloom, Stephen *G.; Inside the Writer's Mind: Writing Narrative Journalism;* Wiley Publication
5.   Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication
6.   Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication

Course: REPORTING AND WRITING FOR PRINT MEDIA (PRACTICAL)			Semester: III
Course Code: PMJ 304P	**L T P**	**0 0 6**	**Credits: 3**

Course Objective: This course seeks to provide knowledge in the areas of reporting and writing for print media. The curriculum broadly covers the techniques of reporting and writing as required in the field of Print Journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Enhance the skills in specialized reporting.
CO2.   Acquire the practical knowledge of reporting on different beats.
CO3.   Understand and Strengthen the skills of news writing.
CO4.   Demonstrate knowledge and strengthen different writing skills such as editorial, article, feature, reviews, etc.

Suggested Practicals for Reporting and Writing:

Specialized Reporting:
Political, Crime, Science, Business
Sports reporting, Court and Legislative

General Reporting:
Accident, Education, Development,
Art and Culture,
Book and film review, Interview.

News Writing: Lead Writing, Headlines Writing, News body
Different types of Editorial Writing
Feature Writing, Article Writing,
Column Writing, Letter to Editor

Hindi and English Typing

Suggested Readings:
1. Saxena, Sunil; *Headlines Writing;* Sage Publications
2. Mckane Anna; *News Writing*; Sage Publication
3. Stonecipher, Harry; *Editorial and Persuasive Writing: Opinion functions of News media;* Hastings House
4. Rystrom, Kenneth; *The why, who and how of the Editorial Page;* Strata Publishing
5. Parthasarthy, Rangaswami; *Basic Journalism;* MacMillan Publisher
6. Srivastava, K.M.; *News Reporting and Editing;* Sterling Publishers
7. Warren, Care H.; *Modern News Reporting;* Harper Collins
8. Mehta, D.S.; *Mass Communication and Journalism in India;* Allied Publishers Ltd.

Course: EDITING FOR PRINT MEDIA				Semester: III
Course Code: PMJ 305	L T P	2 0 0		Credits: 2

Course Objective: This course seeks to provide knowledge in the areas of reporting and editing for print. The curriculum broadly covers the techniques of reporting and editing as required in the field of print journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Describe the principles of editing and editing techniques.
CO2.   Clearly understand the role and functions of the editor, chief sub editor and sub-editor, edit the copies, translate and rewrite news, adapt a copy to length and column space requirements.
CO3.   Demonstrate the knowledge of page makeup and layout.
CO4.   Understand and identify the newspaper organizational structure and the functions.

SYLLABUS

Principles of Editing   **6**
Editing: Meaning, Purposes, symbols, tools and need for editing, Principles of editing, Editorial desk, Functions of an editor, chief sub editor and sub-editor.

Editing Techniques   **8**
Editing techniques, Techniques of rewriting; news agency copy, rural copy, contributor copy, Copy editing: preparation of copy for press, style sheet, editing and proof reading symbols and their significance, Principles of translation, Subbing, Rewriting, Condensing the news.

Page make-up and Layout   **6**
Page make-up: meaning, types and importance, photo-editing setup and caption, Magazine editing and layout design.

Organizational structure   **8**
Organizational structure and the functions of the newsroom of a daily newspaper, Components of Newspaper Organization- Newsroom, Printing, advertising, administration and circulation departments.

Suggested Readings:
1. Harrower, Tim; *Inside Reporting;* McGraw Hill
2. Cottle, Simon; *Media Organization and Production*; Sage Publication
3. Manning, Paul; *News and News Sources*: *A Critical Introduction*; Sage Publication
4. Bloom, Stephen *G.; Inside the Writer's Mind: Writing Narrative Journalism;* Wiley Publication
5. Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication
6. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication

Course: EDITING FOR PRINT MEDIA (PRACTICAL)			Semester: III
Course Code: PMJ 305P	L T P	0 0 6	Credit: 3

Course Objective: This course seeks to provide knowledge in the areas of reporting and editing for print media. The curriculum broadly covers the techniques of reporting and editing as required in the field of print journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Acquire the skills of news copy editing and translation.
CO2.   Competently display their abilities in rewriting and condensing of news.
CO3.   Clearly understand the role and functions of the editor, chief sub editor and sub-editor, writing to specified word-length and column inches.
CO4.   Demonstrate specialized knowledge of page makeup and layout design.

Suggested Practicals:
Copy editing
Rewriting
Condensing the news
Translation
Photo-editing
Page make-up
Magazine editing and layout design

Hindi and English Typing

Software Training for Layout Designing of Newspaper

Suggested Readings:
1. Welford, Dave; Moore Gillian; Hemmingway, Emma; Fleming Carole; *An Introduction to Journalism*; Sage Publication
2. Saxena, Sunil; *Headlines Writing;* Sage Publications
3. Mckane Anna; *News Writing*; Sage Publication
4. Stonecipher, Harry; *Editorial and Persuasive Writing: Opinion functions of News media;* Hastings House
5. Rystrom, Kenneth; *The why, who and how of the Editorial Page;* Strata Publishing
6. Parthasarthy, Rangaswami; *Basic Journalism;* MacMillan Publisher
7. Srivastava, K.M.; *News Reporting and Editing;* Sterling Publishers
8. Warren, Care H.; *Modern News Reporting;* Harper Collins
9. Mehta, D.S.; *Mass Communication and Journalism in India;* Allied Publishers Ltd.

Course: PRINT MEDIA PROJECT, PRESENTATION AND VIVA-VOCE				Semester: III
Course Code: PMJ 306S	L T P		0 0 0	Credits: 4

Course Objective: To impart the sound practical knowledge in the field of print media, to create understanding of various print media contents and to present the works and creativities with confidence.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Introduce and give the presentation confidently in print media and the profession.
CO2.   Understand and Demonstrate various news items in print media in different formats.
CO3.   Apply print production techniques to produce various contents for print media.

<div align="center">SYLLABUS</div>

Every student will be assigned a project covering key areas and important functioning Print Media under the supervision of a faculty member. A Project has to be submitted, which will be followed by a Presentation and Viva-Voce.

Suggested Readings:
1. Welford, Dave; Moore Gillian; Hemmingway, Emma; Fleming Carole; *An Introduction to Journalism*; Sage Publication
2. Saxena, Sunil; *Headlines Writing;* Sage Publications
3. Mckane Anna; *News Writing*; Sage Publication
4. Stonecipher, Harry; *Editorial and Persuasive Writing: Opinion functions of News media;* Hastings House
5. Rystrom, Kenneth; *The why, who and how of the Editorial Page;* Strata Publishing
6. Parthasarthy, Rangaswami; *Basic Journalism;* MacMillan Publisher
7. Srivastava, K.M.; *News Reporting and Editing;* Sterling Publishers
8. Warren, Care H.; *Modern News Reporting;* Harper Collins
9. Mehta, D.S.; *Mass Communication and Journalism in India;* Allied Publishers Ltd.

Course: PROFESSIONAL ELECTIVE (INTERNSHIP TRAINING)			Semester: III
Course Code: MJM 307S	LTP	0 0 0	Credits: 8

Course Objective: To evaluate the performance of a student on his/her internship training through a training report, presentation and viva-voce.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Develop insight into the working of the real organization.
CO2.   Gain deeper understanding in specific functional area.
CO3.   Understand actual perspective about organizations in their totality.
CO4.   Explore career opportunities in their area of interest.

PROFESSIONAL ELECTIVE(INTERNSHIP TRAINING)
(Industry Exposure by Internship Training)

The students will undergo an internship training of 8 weeks after just completion of Semester II. The internship training will be practice-based on their elective specialization areas such as **Print/Television/Radio/New Media/Advertising and Public Relations**. On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester III as Course No.MJM307S.

Course: WRITING AND RECORDING FOR RADIO				Semester: III
Course Code: RPP 304	LTP	2 0 0		Credits: 2

Course Objective: This course intends to provide students with the basics of radio production along with the management of radio stations. The students will learn different aspects of radio news compilation and various formats of radio programs along with the latest trends in radio broadcasting.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Understand the elements of radio programs, writing format, latest trends in radio jockeying.
CO2. Understand scripting of radio programs and planning, conceptualization, radio voice.
CO3. Prepare radio documentaries with in-studio recording and on-field sound capturing.
CO4. Script all forms of radio programmes, work with the clock-hour format of radio.

SYLLABUS

Writing for Ears **6**
Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing.

Planning for Radio Program **8**
Program Planning; How to gather information, Discuss story ideas: Perishable and Non Perishable; Script Writing for various Radio Program; Conceptualization and Ideation: Show Designing; Developing Radio's voice: Writing beyond cliché.

Developing Radio Content **6**
Creating Listener Interaction; Basic research techniques for Radio Program; Writing for Radio Jingles; Documentary sources and how to use them.

Scripting for Radio Programs **8**
Program Planning; Broadcasting Guidelines; Scripts for various Radio Program: Radio Interviews, Radio Talk, Discussions, Review Programs, Radio Play, Radio Feature, Radio Documentary, Radio Entertainment Shows and Special Audience Program.

Suggested Readings:
1. Siegel, High; *Key Concepts in Radio studies;* Sage Publications
2. De Maeseneer, Paul; *Here's The News: A Radio News Manual;* Asian Books Publications
3. Mehra, Masani; *Broadcasting and the People;* National Book Trust Publications
4. Awasthi, G. C.; *Broadcasting in India;* Allied Publications
5. Rumsey, Francis; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
6. Geller Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio*; Focal Press

Course: WRITING AND RECORDING FOR RADIO (PRACTICAL)			Semester: III
Course Code: RPP 304P	LTP	0 06	Credit: 3

Course Objective: To enable the students to learn the practical aspects of radio production along with the radio news compilation and various formats of radio programs.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Understand the radio as a Mass Communication Medium.
CO2.   Understand the basics of sound recording.
CO3.   Prepare radio documentaries with in-studio recording and on-field sound capturing.
CO4.   Script all forms of radio programmes, work with the clock-hour format of radio.

Suggested Practicals:

Writing for Radio
• Thinking audio
• Planning and structuring the copy for various audio inputs
• Rewriting the printed and agency copy for broadcasting
• Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops,Interviews

Scripting for Various Radio Programs
Radio Bulletin
Radio Play
Radio Documentary
Radio Feature
Radio Reports
Voice Dispatch
Radio Commercials
Current Affairs Programs
Radio Entertainment Shows
Live Shows
Radio Interview
Special Audience Program
Promos
Jingles

Suggested Readings:
1. Siegel, High; *Key Concepts in Radio studies;* Sage Publications
2. De Maeseneer, Paul; *Here's The News: A Radio News Manual;* Asian Books Publications
3. Mehra, Masani; *Broadcasting and the People;* National Book Trust Publications
4. Awasthi, G. C.; *Broadcasting in India;* Allied Publications
5. Rumsey, Francis; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
6. Geller Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio*; Focal Press

Course: EDITING TOOLS AND TECHNIQUES FOR RADIO			Semester: III
Course Code: RPP 305	LTP	2 0 0	Credits: 2

Course Objective: This course intends to provide students with the basics of radio production along with the management of radio stations. The students will learn different aspects of radio news compilation and various formats of radio programs along with the latest trends in radio broadcasting.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Understand the basic concept behind the audio editing.
CO2. Understand the aesthetic sound editing software, special effects and mixing in Adobe Audition, and Sony Sound Forge, mix final audio in the software.
CO3. Prepare radio documentaries with in-studio recording and on-field sound capturing, recording Sound professionally, phone-in recording and FM-broadcast software.
CO4. Script all forms of radio programmes, work with the clock-hour format of radio.

SYLLABUS

Basic concepts of Audio production   **6**
Microphones– Designs, Categories and Applications, Digital Studio Mixer, Portable Audio Mixers, Recording formats, Understanding sound recording/ Perspective of sound, Sound transfer.

Audio Editing Softwares   **8**
Editing and post-production, Editing softwares, Music track composing, Audio special Effects, Final Audio mixing, OB recording equipment, Audio Workstations – Nuendo, Avid Pro tools and others.

Studio recording   **8**
Off-air/ On-air studios and their working, Online Sound editing, Online Sound editing software, Newsroom software- Dalet, phone –in and radio bridge, FM broadcast softwares – RCS, etc.

Editing Various Radio Formats   **6**
Radio Play, Radio Documentary, Radio Feature, Radio Bulletin, Radio News Reels, Radio Talk/ Chat Show, Radio Entertainment Show, Musical Shows and Special Audience Programs.

Suggested Readings:
1. Siegel, High; *Key Concepts in Radio studies;* Sage Publications
2. De Maeseneer, Paul; *Here's The News: A Radio News Manual;* Asian Books Publications
3. Mehra, Masani; *Broadcasting and the People;* National Book Trust Publications
4. Awasthi,G. C.; *Broadcasting in India;* Allied Publications
5. Rumsey, Francis; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
6. Geller Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio*; Focal Press

Course: EDITING TOOLS AND TECHNIQUES FOR RADIO (PRACTICAL)		Semester: III
Course Code: RPP 305P	LTP	0 06	Credit: 3

Course Objective: To enable the students to learn the practical aspects of radio production along with the radio news compilation and various formats of radio programs.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Understand the basic concept behind the audio editing.
CO2.   Edit the radio program.
CO3.   Work on different audio software.
CO4.   Work in radio industry.

Suggested Practicals:

Working with various audio editing software

Editing of Various Radio Programs

Radio Bulletin
Radio Play
Radio Documentary
Radio Feature
Radio Reports
Voice Dispatch
Radio Commercials
Current Affairs Programs
Radio Entertainment Shows
Live Shows
Radio Interview
Special Audience Program
Promos
Jingles

Suggested Readings:
1.   Siegel, High; *Key Concepts in Radio studies;* Sage Publications
2.   De Maeseneer, Paul; *Here's The News: A Radio News Manual;* Asian Books Publications
3.   Mehra, Masani; *Broadcasting and the People;* National Book Trust Publications
4.   Awasthi, G. C.; *Broadcasting in India;* Allied Publications
5.   Rumsey, Francis; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
6.   Geller Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio*; Focal Press

Course: RADIO PROJECT, PRESENTATION AND VIVA-VOCE				Semester: III
Course Code: RPP 306S	L T P		0 0 0	Credits: 4

Course Objective: To impart the sound practical knowledge in the field of radio, to create understanding of various radio media contents and to present the works and creativities with confidence.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Introduce and give the presentation confidently in radio media and the profession.
CO2.   Understand and Demonstrate various radio programs in different formats
CO3.   Apply radio production techniques to produce various news items and contents for Radio

SYLLABUS

Every student will be assigned a project covering key areas and important functioning Radio under the supervision of a faculty member. A Project has to be submitted, which will be followed by a Presentation and Viva-Voce.

Suggested Readings:
1.   Siegel, High; *Key Concepts in Radio studies;* Sage Publications
2.   De Maeseneer, Paul; *Here's The News: A Radio News Manual;* Asian Books Publications
3.   Mehra, Masani; *Broadcasting and the People;* National Book Trust Publications
4.   Awasthi, G. C.; *Broadcasting in India;* Allied Publications
5.   Rumsey, Francis; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
6.   Geller Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News,*
7.   *Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio*; Focal Press

Course: PROFESSIONAL ELECTIVE (INTERNSHIP TRAINING)			Semester: III
Course Code: MJM 307S	LTP	0 0 0	Credits: 8

Course Objective: To evaluate the performance of a student on his/her internship training through a training report, presentation and viva-voce.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Develop insight into the working of the real organization
CO2. Gain deeper understanding in specific functional area
CO3. Understand actual perspective about organizations in their totality
CO4. Explore career opportunities in their area of interest

PROFESSIONAL ELECTIVE(INTERNSHIP TRAINING)
(Industry Exposure by Internship Training)

The students will undergo an internship training of 8 weeks after just completion of Semester II. The internship training will be practice-based on their elective specialization areas such as **Print/Television/Radio/New Media/Advertising and Public Relations**. On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester III as Course No.MJM307S.

Course: WRITING AND REPORTING FOR TELEVISION			Semester: III
Course Code: TPP 304	L T P	2 0 0	Credits: 2

Course Objective: This course intends to provide the students with the basics of television journalism along with the basic knowledge and working of camera, video editing and television program production.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Understand writing for television, tv as an audio-visual medium of communication.
CO2.   Prepare scripts for TV news and different television programs.
CO3.   Develop an understanding about the key roles and responsibilities of a TV reporter .
CO4.   Understand the working of TV newsroom and role of Editorial department.

SYLLABUS

Writing for visuals 6

Principles of writing for visuals, Principles of script writing, creative writing ,TV writing style, broadcast journalistic style language, component of good news script, writing for voice over, writing headlines, writing for promos, drafting news scroll, updating the ticker, Writing for breaking news, STD – Graphics, Picture Teasers.

Types of writing 8

Writing for different programs, writing for news feature, documentary/talk, sports show, science program, educational program and children program.

Reporting television news 8

Television news reporter: qualities, role, skills and responsibilities, tools of reporting, know the importance of finding and verifying news, know the difference between news and opinion, exclusive news, understanding ENG, Input Desk, Output Desk, television interview formats, live reporting working with OB van, basics of giving live phone-in, Working of TV newsroom and editorial departments.

Types of reporting 6

Different types of reporting, investigative, interpretative, political reporting, reporting Beat.

Suggested Readings:
1. Lezzi, Frank; U*nderstanding Television Production;* Pearson Education
2. Belavadi,Vasuki; *Video production;* Oxford University Press
3. Tyrrell, Robert; *The Work of a Television Journalist;* Focal Press
4. Lewis, Bruce; *Technique of Television Announcing;* Focal Press
5. Frederick, John, Frederick Graft; *Electronic Media;* Wadsworth Thomson Learning
6. Keller T; Television News: *A Handbook for Reporting, Writing, Shooting, Editing and Producing*; AITPBS Publishers.
7. C.A. Tuggle, Forrest Carr, Suzzane Huffman; *Broadcast News Handbook: Writing, Reporting and Producing in the Age of Social Media*; Mcaraut Hill Education.
8. Rick Thompson; *Writing for Broadcast journalists*; Routledge

Course: **WRITING AND REPORTING FOR TELEVISION (PRACTICAL)**				**Semester: III**
Course Code: TPP 304P	**L T P**	**0 0 6**		**Credit: 3**

Course Objective: To enable the students to learn the practical aspects of television journalism along with the basic knowledge and working of camera, video editing and television program production.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Prepare a News Bulletin
CO2.   Develop and write eye-catching headlines for TV news
CO3.   Prepare scripts for different television programs
CO4.   Write scripts for PTC's and voice overs

Suggested Practicals:

TV script writing for different types of visuals

Headline writing
Prepare News Bulletin
Reporting from location
PTC
Voice over
Exercise of phone-in program

Suggested Readings:
1.   Lezzi, Frank; U*nderstanding Television Production;* Pearson Education
2.   Belavadi, Vasuki; *Video production;* Oxford University Press
3.   Tyrrell, Robert; *The Work of a Television Journalist;* Focal Press
4.   Lewis, Bruce; *Technique of Television Announcing;* Focal Press
5.   Scannell, Paddy; *Radio, TV & Modern Life;* Wiley Publisher
6.   Frederick, John, Frederick Graft; *Electronic Media;* Wadsworth Thomson Learning

Course: EDITING TOOLS AND TECHNIQUES FOR TELEVISION			Semester: III
Course Code: TPP 305	L T P	2 0 0	Credits: 2

Course Objective: This course intends to provide the students with the basics of television journalism along with the basic knowledge and working of camera, video editing and television program production.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain an understanding of editing short rushes and making sequences
CO2.   Perform non-linear editing on video editing software Adobe Premiere Pro &open source editors
CO3.   Demonstrate expertise in online editing and offline editing
CO4.   Develop an understanding about how to use various visual transitions while editing a footage

SYLLABUS

Editing basics   **6**
Editing the image, sequence of shots, shots length, deletion, editing suits, equipment in edit suits, capturing video, sense of direction, continuity, synchronizing of video and audio, conversion from analog to digital signal, digital broadcasting, different video file formats.

Non-linear editing   **8**
Non-linear editing, tips for audio/ video editing in non-linear editing, editing tools, transitions, cut, dissolves, wipe, cut-in/cut-away, fade-in/fade-out, jump cut.

On-line and off-line editing   **6**
Difference between on-line and off-line editing, various principles of online editing, editing a recorded program.

Editing audio and video   **8**
Editing a news package, editing a voice over, talk show, discussion, documentary, corporate video film, studio interviews, Dubbing, recording voice over.

Suggested Readings:
1. Lezzi, Frank; U*nderstanding Television Production;* Pearson Education
2. Belavadi,Vasuki; *Video production;* Oxford University Press
3. Tyrrell, Robert; *The Work of a Television Journalist;* Focal Press
4. Lewis, Bruce; *Technique of Television Announcing;* Focal Press
5. Frederick, John, Frederick Graft; *Electronic Media;* Wadsworth Thomson Learning
6. Editing Digital Video; *The Complete Creative & Technical Guide*; Patrick Mc Grath
7. Robert M. Goodman; *Mc Graw – Hill Professional* ; Pap / Cdr edition.

Course: EDITING TOOLS AND TECHNIQUES FOR TELEVISION (PRACTICAL)			Semester: III
Course Code: TPP 305P	L T P	0 0 6	Credit: 3

Course Objective: To enable the students to learn the practical aspects of television journalism along with the basic knowledge and working of camera, video editing and television program production.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain an understanding about the principles of video editing
CO2.   Perform on-line and off-line editing on Adobe Premiere Pro and open source editors
CO3.   Work as a professional editor in TV industry
CO4.   Edit studio recordings on Adobe Premiere Pro

Suggested Practicals:

Editing the recorded program
Editing videos with voice and without voice
Recording and editing voice over, para-dubbing
Editing news bulletin, talk shows, discussions
On-line and off-line editing

Suggested Readings:
1.   Lezzi, Frank; U*nderstanding Television Production;* Pearson Education
2.   Belavadi, Vasuki; *Video production;* Oxford University Press
3.   Tyrrell, Robert; *The Work of a Television Journalist;* Focal Press
4.   Lewis, Bruce; *Technique of Television Announcing;* Focal Press
5.   Scannell, Paddy; *Radio, TV & Modern Life;* Wiley Publisher

Course: TELEVISION PROJECT, PRESENTATION AND VIVA-VOCE			Semester: III
Course Code: TPP 306S	L T P	0 0 0	Credits: 4

Course Objective: To impart the sound practical knowledge in the field of television, to create understanding of various television media contents and to present the works and creativities with confidence.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Introduce and give the presentation confidently in television media and the profession.
CO2.   Understand and demonstrate various television programs in different formats.
CO3.   Apply television production techniques to produce various news items and contents for Television.

SYLLABUS

Every student will be assigned a project covering key areas and important functioning Television under the supervision of a faculty member. A Project has to be submitted, which will be followed by a Presentation and Viva-Voce.

Suggested Readings:
1. Lezzi, Frank; U*nderstanding Television Production;* Pearson Education
2. Belavadi, Vasuki; *Video production;* Oxford University Press
3. Tyrrell, Robert; *The Work of a Television Journalist;* Focal Press
4. Lewis, Bruce; *Technique of Television Announcing;* Focal Press
5. Scannell, Paddy; *Radio, TV & Modern Life;* Wiley Publisher

Course: PROFESSIONAL ELECTIVE (INTERNSHIP TRAINING)			Semester: III
Course Code: MJM 307S	LTP	0 0 0	Credits: 8

Course Objective: To evaluate the performance of a student on his/her internship training through a training report, presentation and viva-voce.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Develop insight into the working of the real organization.
CO2. Gain deeper understanding in specific functional area.
CO3. Understand actual perspective about organizations in their totality.
CO4. Explore career opportunities in their area of interest.

PROFESSIONAL ELECTIVE(INTERNSHIP TRAINING)
(Industry Exposure by Internship Training)

The students will undergo an internship training of 8 weeks after just completion of Semester II. The internship training will be practice-based on their elective specialization areas such as **Print/Television/Radio/New Media/Advertising and Public Relations**. On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester III as Course No.MJM307S.

Course: WRITING AND REPORTING FOR NEW MEDIA			Semester: III
Course Code: NMJ 304	**L T P**	**2 0 0**	Credits: 2

Course Objective: To enable the students to learn and understand the writing and reporting skills for new media, its different tools, Data journalism and Mobile journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain the knowledge of writing and reporting for New Media.
CO2.   Use the different tools required for New Media journalists.
CO3.   Develop skills required for New Media writing and reporting.
CO4.   Demonstrate the use of data and mobile for journalistic purposes.

SYLLABUS

Writing for New Media   8
Online Content Development, Brainstorming and planning stories, Inverted pyramid in new media, Hyper Text and Hyper Media: Writing and Thinking for integrated media, Interactive Grammar, Writing headlines and rise of SEOs, Writing for social media and chat app, Lingo of social media networks, New Styles for writing -visual language, micro-content, narrative journalism.

Reporting for New Media   6
Reporting a news story, Sources of News and gathering information for New Media, Feature Writing, collaborative stories, Digital Storytelling: Elements & Structure, writing a digital story, Use of images and videos, Editing and rewriting, Pitching and publishing stories

Data Journalism   6
Data Journalism: Definition, Concept and use in current scenario, Importance of data journalism, Understanding and finding data sources, defining a data story, presenting numbers in words, Data Analysis: Understanding Data Patterns, Writing a data story, Data visualization and its importance.

Mobile Journalism   8
Definition and meaning, Objectives and role of mobile journalism,skills required for mobile journalism, Basic Mojo kit,telling compelling stories using mobile devices, Multi-media enabled apps- live broadcasting and streaming through mobile devices, storytelling methods for mobile consumers; Tools for editing and posting videos on mobile platforms; Managing the journalistic work flow with mobile devices.

Suggested Readings
1. Briggs, Mark. *Journalism 2.0.,* J Lab and Knight Citizen News Network.
2. Andrew, Dewdney & Peter, Ride. *The New Media Handbook*, Routledge
3. Feldman, Tony. *An Introduction to Digital Media,* Routledge.
4. Howard, Alexander. *The Art and Science of Data-Driven Journalism,* Tow Centre for Digital Journalism
5. Miller, Carolyn Handler, *Digital Storytelling: A creator's guide to interactive entertainment*; Routledge

6. Gray, Jonathan, et al; *The Data Journalism Handbook: How Journalists Can Use Data to Improve the News;* Shroff/O'Reilly.
7. Rogers, Simon, *Facts are Sacred;* Faber
8. Feigenbaum, Anna & Alamalhodaei, Aria, *The Data Storytelling Workbook;* Routledge
9. Vo, Lam Thuy, *Mining Social Media: Finding Stories in Internet Data,* No Starch Press
10. Nguyen, An, *News, Numbers and Public Opinion in a Data-Driven World,* Bloomsbury Academic
11. Al Jazeera Media Training and Development Centre, *Mobile Journalism.*
12. Burum, Ivo & Quinn, Stephen*, MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad;* Routledge

Course: WRITING AND REPORTING FOR NEW MEDIA (PRACTICAL)			Semester: III
Course Code: NMJ 304P	L T P	0 0 6	Credits: 3

Course Objective: To enable the students to learn and understand the practical writing and reporting skills for new media, its different tools, data journalism and mobile journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain the practical knowledge of writing and reporting for New Media.
CO2.   Practically use Google Data Studio and Flourish, Data Mining for Data stories.
CO3.   Demonstrate published stories and interesting news on mobile platforms on consistent basis.

SYLLABUS

Writing and reporting for New Media
Tools and Techniques for New Media journalists, Online Content Development, Brainstorming and planning stories, Reporting a new story, Interviewing, Feature Writing, Digital Story Telling, Writing headlines and rise of SEOs, Writing for social media and chat app

Data Journalism
Uses of Ms Excel, Google Data Studio and Flourish for Data Journalism, Data Mining for Data stories

Mobile Journalism
Telling compelling stories/photo stories using mobile devices, Tools and best practices for editing and posting videos for mobile platforms, Understanding the skills required for mastering in Mobile Journalism, managing the journalistic work flow with mobile

Suggested Readings
1. Briggs, Mark. *Journalism 2.0.* J Lab and Knight Citizen News Network.
2. Andrew, Dewdney & Peter, Ride. *The New Media Handbook*, Routledge
3. Feldman, Tony. *An Introduction to Digital Media,* Routledge.
4. Howard, Alexander. *The Art and Science of Data-Driven Journalism,* Tow Centre for Digital Journalism
5. Cairo, Alberto; *How Charts Lie: Getting Smarter about Visual Information;* W. W. Norton & Company.
6. Miller, Carolyn Handler, *Digital Storytelling: A creator's guide to interactive entertainment*; Routledge
7. Gray, Jonathan, et al; *The Data Journalism Handbook: How Journalists Can Use Data to Improve the News;* Shroff/O'Reilly.
8. Rogers, Simon, *Facts are Sacred;* Faber
9. Feigenbaum, Anna & Alamalhodaei, Aria, *The Data Storytelling Workbook;* Routledge
10. Vo, Lam Thuy, *Mining Social Media: Finding Stories in Internet Data,* No Starch Press
11. Al Jazeera Media Training and Development Centre, *Mobile Journalism.*
12. Burum, Ivo & Quinn, Stephen, *MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad;* Routledge.

Course: EDITING TOOLS AND TECHNIQUES FOR NEW MEDIA			Semester: III
Course Code: NMJ 305	L T P	2 0 0	Credits: 2

Course Objective: To enable the students to learn and understand the uses of editing tools and techniques for New Media Journalism such as multimedia, HTML, web designing, web hosting, Visual Story telling with Photographs, Video and Audio and tools related to Data journalism and Mobile journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain knowledge of editing tools and techniques for New Media Journalism.
CO2.   Develop the advanced skills required for website development, Visual Storytelling, Data Journalism and Mobile Journalism.
CO3.   Use the different tools required for website development, Visual Storytelling, Data journalism and Mobile Journalism.
CO4.   Demonstrate the use of editing tools and techniques for New Media Journalism.

SYLLABUS

Multimedia and HTML 6
Multimedia and interactivity tools, HTML: basic structure &elements, Creation of a HTML Document, Mark up Tags, HTML Tags, Working with Text, Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, syndication of content with RSS.

Web Designing & hosting for New Media 7
Basic principles involved in developing a web site, Website Development, Page design, Web Standards, Audience requirement, Role of Navigation, Color, Text, Images, Hyperlinks, Audio, Video, Still images, Animation, Flash interactivity, SEO, Adsense, Software assistance in web content production.

Visual Story telling with Photographs, Video and Audio 8
Digital photography, Working with digital photographs, Publishing photos online, Photography as a critical tool for journalists, Audio Journalism: Get started with audio, Editing digital audio, podcasting Telling Stories With Video: The digital video revolution, Plan your video and go, Shooting a good video, Voice in video, Editing and post-production, Publishing video online.

Tools and techniques for Data and Mobile Journalism 7
Data Mining, Data Scraping from web, data processing, Flourish: Data Visualization and Storytelling, Google News Lab, Map mashups, build an interactive map with data, Mobile Journalism: producing, filming, and editing mobile video, basics of editing on video apps.

Suggested Readings:
1. Briggs, Mark, *Journalism Next: A Practical Guide to Digital Reporting and Publishing,* Sage
2. Duckett, John; *Beginning HTML, XHTML, CSS, and JavaScript,* Wiley
3. Burum, Ivo & Quinn, Stephen*, MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad;* Routledge
4. Vo, Lam Thuy, *Mining Social Media: Finding Stories in Internet Data,* No Starch Press

5. Andrew, Dewdney & Peter, Ride. *The New Media Handbook*, Routledge
6. Feldman, Tony. *An Introduction to Digital Media*, Routledge.
7. Howard, Alexander. *The Art and Science of Data-Driven Journalism*, Tow Centre for Digital Journalism
8. Cairo, Alberto; *How Charts Lie: Getting Smarter about Visual Information*; W. W. Norton & Company.
9. Miller, Carolyn Handler, *Digital Storytelling: A creator's guide to interactive entertainment*; Routledge
10. Gray, Jonathan, et al; *The Data Journalism Handbook: How Journalists Can Use Data to Improve the News*; Shroff/O'Reilly.
11. Rogers, Simon, *Facts are Sacred*; Faber
12. Feigenbaum, Anna & Alamalhodaei, Aria, *The Data Storytelling Workbook*; Routledge

Course: EDITING TOOLS AND TECHNIQUES FOR NEW MEDIA (PRACTICAL)			Semester: III
Course Code: NMJ 305P	L T P	0 0 6	Credits: 3

Course Objective: To enable the students to learn and understand the practical uses of editing tools and techniques for New Media Journalism such as multimedia, HTML, web designing, web hosting, Visual Story telling with Photogrpahs, Video and Audio and tools related to Data Journalism and Mobile Journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Gain the practical knowledge of editing tools and techniques for New Media Journalism.
CO2. Develop the advanced practical skills required for website development, Visual Storytelling, Data Journalism and Mobile Journalism.
CO3. Practically use the different tools required for website development, Visual Storytelling, Data Journalism and Mobile Journalism.
CO4. Demonstrate the practical use of editing tools and techniques for New Media Journalism.

SYLLABUS

Multimedia & HTML

Practical exposure to HTML and Multimedia use

Web Designing & hosting for New Media

Web Site development by using HTML and multimedia techniques

Visual Story telling with Photographs, Video and Audio
Using created content in the self developed website, youtube channel and in podcasting

Tools and techniques for Data and Mobile Journalism
Practice of Data Mining, Data Scraping from web, data processing, Creating data stories using Flourish, Creation of Mobile journalism stories

Suggested Readings:
1. Briggs, Mark, *Journalism Next: A Practical Guide to Digital Reporting and Publishing,* Sage
2. Duckett, John; *Beginning HTML, XHTML, CSS, and JavaScript,* Wiley
3. Burum, Ivo & Quinn, Stephen*, MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad;* Routledge
4. Vo, Lam Thuy, *Mining Social Media: Finding Stories in Internet Data,* No Starch Press
5. Andrew, Dewdney & Peter, Ride. *The New Media Handbook*, Routledge
6. Feldman, Tony. *An Introduction to Digital Media*, Routledge.
7. Howard, Alexander. *The Art and Science of Data-Driven Journalism*, Tow Centre for Digital Journalism
8. Cairo, Alberto; *How Charts Lie: Getting Smarter about Visual Information*; W. W. Norton & Company.

9. Miller, Carolyn Handler, *Digital Storytelling: A creator's guide to interactive entertainment*; Routledge
10. Gray, Jonathan, et al; *The Data Journalism Handbook: How Journalists Can Use Data to Improve the News*; Shroff/O'Reilly.
11. Rogers, Simon, *Facts are Sacred*; Faber
12. Feigenbaum, Anna & Alamalhodaei, Aria, *The Data Storytelling Workbook*; Routledge

Course: NEW MEDIA PROJECT, PRESENTATION AND VIVA-VOCE				Semester: III
Course Code: NMJ 306S		L T P	0 0 0	Credits: 4

Course Objective: To impart the sound practical knowledge in the field of New Media, to create understanding of various New Media contents and to present the works and creativities with confidence.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Introduce and give the presentation confidently in New Media and the profession.
CO2.   Understand and demonstrate various New Media programs in different formats.
CO3.   Apply New Media production techniques to produce various news items and contents for New Media.

SYLLABUS

Every student will be assigned a project covering key areas and important functioning of New Media under the supervision of a faculty member. A Project has to be submitted, which will be followed by a Presentation and Viva-Voce.

Suggested Readings
1. Briggs, Mark. *Journalism 2.0.* J Lab and Knight Citizen News Network.
 2. Andrew, Dewdney & Peter, Ride. *The New Media Handbook*, Routledge
 3. Feldman, Tony. *An Introduction to Digital Media,* Routledge.
 4. Howard, Alexander. *The Art and Science of Data-Driven Journalism,* Tow Centre for Digital Journalism
 5. Cairo, Alberto; *How Charts Lie: Getting Smarter about Visual Information;* W. W. Norton & Company.
 6. Miller, Carolyn Handler, *Digital Storytelling: A creator's guide to interactive entertainment*; Routledge
 7. Gray, Jonathan, et al; *The Data Journalism Handbook: How Journalists Can Use Data to Improve the News;* Shroff/O'Reilly.
 8. Rogers, Simon, *Facts are Sacred;* Faber

Course: PROFESSIONAL ELECTIVE (INTERNSHIP TRAINING)			Semester: III
Course Code: MJM 307S	LTP	0 0 0	Credits: 8

Course Objective: To evaluate the performance of a student on his/her internship training through a training report, presentation and viva-voce.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Develop insight into the working of the real organization
CO2. Gain deeper understanding in specific functional area
CO3. Understand actual perspective about organizations in their totality
CO4. Explore career opportunities in their area of interest

PROFESSIONAL ELECTIVE(INTERNSHIP TRAINING)
(Industry Exposure by Internship Training)

The students will undergo an internship training of 8 weeks after just completion of Semester II. The internship training will be practice-based on their elective specialization areas such as **Print/Television/Radio/New Media/Advertising and Public Relations**. On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester III as Course No.MJM307S.

Course: WRITING FOR ADVERTISING AND PUBLIC RELATIONS			Semester: IV
Course Code: APR 304	**L T P**	**2 0 0**	Credits: 2

Course Objective: To enable the students to get acquaint with writing for various disciplines of advertising and public relations.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Demonstrate knowledge on copy writing and prepare different types of ad copies.
CO2. Develop an advertising plan and design creative advertising campaigns for various media.
CO3. Understand PR writing and PR responsibilities.
CO4. Prepare different types of press releases, press notes and handouts.

SYLLABUS

Introduction to Copywriting   **6**
Introduction to ad copy writing, Elements of an ad copy, Principles of copy writing, Responsibility of a copywriter, Types of advertising copy: advertorial, infomercial, comparative copy.

Creative Strategy, Planning and Development   **8**
Developing an advertising plan, Advertising creativity: the stages of creativity, Creative thought process, Creative strategy: components of creative strategy, putting the strategy in writing, combining creativity and strategy in writing, organizing the creative task, Campaign Planning.

PR Writing: Role and Responsibility   **8**
Public Relations writing: importance, role and scope, Qualities of a PR Writer, Writing principles: writing to clarify and simplify complex content, grammar, spelling, punctuation, Preparation of writing: collection of data and information, research work, verifying data and information, PR practitioners responsibilities: Professional, Legal and Ethical.

Writing a Press Release   **6**
Press Release: meaning, purposes, elements of preparing effective press release, Structure of press release: headline, lead, body, Types of press release: created press release, spot press release, response press release, feature news release, Press Notes and Handouts.

Suggested Readings:
1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; *Foundations of Advertising;* Himalaya Publishing House
3. Newsom, Doug and Honeys, Jim; *Public Relations Writing: Forms & Style, Cengage Learning*
4. Wilcox, Dennis L.; *Public Relations Writing and Media Techniques*, Pearson Education Limited
5. Wilcox, Dennis L.; Cameron, Glen T. and Reber, Bryan H.; *Public Relations: Strategies and Tactics,* Pearson Education Limited
6. Krishnamurthy, Sriramesh; *The Global Public Relations Handbook;* Routledge , Taylor and Francis Group

Course: WRITING FOR ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)			Semester: IV
Course Code: APR 304P	**L T P**	**0 0 6**	Credits: 3

Course Objective: This course is professionally designed to sharpen the writing skills for the students of advertising and public relations.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Prepare ad copy and design ad campaigns.
CO2. Write interesting headlines, taglines and slogans.
CO3. Write press release, press note, email and memo.
CO4. Prepare house journal and design newsletter by using QuarkXPress, CorelDraw.

Suggested Practicals:

- Preparing Ad copy for various media
- Writing headline/ Sub-headline
- Body Copy
- Slogans/ Jingles/ Taglines
- Design an ad Campaign
- Press Release
- Press Notes
- Handouts
- QuarkXPress
- CorelDraw

Suggested Readings:

1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; *Foundations of Advertising;* Himalaya Publishing House
3. Newsom, Doug and Honeys, Jim; *Public Relations Writing: Forms & Style, Cengage Learning*
4. Wilcox, Dennis L.;*Public Relations Writing and Media Techniques*, Pearson Education Limited
5. Wilcox, Dennis L.; Cameron, Glen T. and Reber, Bryan H.; *Public Relations: Strategies and Tactics,* Pearson Education Limited
6. Krishnamurthy, Sriramesh; *The Global Public Relations Handbook;* Routledge , Taylor and Francis Group

Course: **EDITING TOOLS AND TECHNIQUES FOR ADVERTISING AND PUBLIC RELATIONS**			**Semester: IV**
Course Code: APR 305	**LTP**	**2 0 0**	**Credits: 2**

Course Objective: To enable the students understand the various tools and techniques of advertising and public relations with their importance.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Identify tools of advertising for various media and use them effectively.
CO2. Understand the process of advertising research.
CO3. Use PR tools for promotional activities and design an effective PR campaign.

SYLLABUS

Introduction to Advertising Tools 8

Tools of advertising for Print Media, Electronic Media and New Media, Advantages and disadvantages of advertising tools, Characteristics of outdoor media, Outdoor media as a tool for advertising, Impact of outdoor media on advertising, Role of AAA and ASCI and Study of various Code of Conducts, Laws in Advertising.

Advertising Research 8

The process of advertising research, various kinds of advertising research, positioning research, audience research, target market research, audience tracking, Advertising content analysis, Ad effectiveness studies: Recall, awareness, comprehension, likeability and empathy.

PR Tools and Campaign Planning 12

Media Selection for reaching out to its various Publics, Media Relations: Organizing Press Conferences/Meets, Press Releases, Briefs, Newsletters, Brochures, House Journals, Importance of media relations management, Understanding media needs, Prepare press kits, Organize promotional events, Sponsorships, Trade shows, Role of PR in Brand Building, Creating a PR campaign, Exploring role of PR in Business, Government, Politics, NGOs and Industry Associations, Role of Research in Public Relations, Feedback and Evaluation.

Suggested Readings:
1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; *Foundations of Advertising;* Himalaya Publishing House
3. Newsom, Doug and Honeys, Jim; *Public Relations Writing: Forms & Style, Cengage Learning*
4. Wilcox, Dennis L.; *Public Relations Writing and Media Techniques*, Pearson Education Limited
5. Wilcox, Dennis L.; Cameron, Glen T. and Reber, Bryan H.; *Public Relations: Strategies and Tactics,* Pearson Education Limited
6. Krishnamurthy, Sriramesh; *The Global Public Relations Handbook;* Routledge , Taylor and Francis Group

Course: **EDITING TOOLS AND TECHNIQUES FOR ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)**			**Semester: IV**
Course Code: APR 305P	**LTP**	**0 0 6**	**Credits: 3**

Course Objective: To enable the students understand the various tools and techniques of advertising and public relations with their importance.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.Develop an understanding about the tools of advertising and effectively use them
CO2.Understand the process of advertising research
CO3.Design newsletter, house journals and brochure
CO4.Use designing software such as Adobe Photoshop, QuarkXPress, CorelDraw and Adobe Premiere Pro

SYLLABUS

Suggested Practicals:

- Analysis of tools of advertising
- Advertising research
- Ad effectiveness studies
- Preparing Newsletter
- Prepare House Journal
- Prepare Brochure for various events
- Prepare Press Kits
- Use of Adobe Photoshop
- QuarkXPress
- CorelDraw

Suggested Readings:
1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; *Foundations of Advertising;* Himalaya Publishing House
3. Newsom, Doug and Honeys, Jim; *Public Relations Writing: Forms & Style, Cengage Learning*
4. Wilcox, Dennis L.;*Public Relations Writing and Media Techniques*, Pearson Education Limited
5. Wilcox, Dennis L.; Cameron, Glen T. and Reber, Bryan H.; *Public Relations: Strategies and Tactics,* Pearson Education Limited
6. Krishnamurthy, Sriramesh; *The Global Public Relations Handbook;* Routledge , Taylor and Francis Group

Course: ADVERTISING AND PUBLIC RELATIONS PROJECT, PRESENTATION AND VIVA-VOCE			Semester: III
Course Code: APR 306S	L T P	0 0 0	Credits: 4

Course Objective: To impart the sound practical knowledge in the field of new media, to create understanding of various advertising and public relations contents and to present the works and creativities with confidence.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Introduce and give the presentation confidently in advertising and public relations and the profession.
CO2. Understand and Demonstrate various advertising and public relations programs in different formats
CO3. Apply advertising and public relations production techniques to produce various news items and contents for New Media

SYLLABUS

Every student will be assigned a project covering key areas and important functioning of advertising and public relations under the supervision of a faculty member. A Project has to be submitted, which will be followed by a Presentation and Viva-Voce.

Suggested Readings:
1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; *Foundations of Advertising;* Himalaya Publishing House
3. Newsom, Doug and Honeys, Jim; *Public Relations Writing: Forms & Style, Cengage Learning*
4. Wilcox, Dennis L.;*Public Relations Writing and Media Techniques*, Pearson Education Limited
5. Wilcox, Dennis L.; Cameron, Glen T. and Reber, Bryan H.; *Public Relations: Strategies and Tactics,* Pearson Education Limited
6. Krishnamurthy, Sriramesh; *The Global Public Relations Handbook;* Routledge , Taylor and Francis Group

Course: PROFESSIONAL ELECTIVE (INTERNSHIP TRAINING)			Semester: III
Course Code: MJM 307S	LTP	0 0 0	Credits: 8

Course Objective: To evaluate the performance of a student on his/her internship training through a training report, presentation and viva-voce.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Develop insight into the working of the real organization.
CO2. Gain deeper understanding in specific functional area.
CO3. Understand actual perspective about organizations in their totality.
CO4. Explore career opportunities in their area of interest.

PROFESSIONAL ELECTIVE(INTERNSHIP TRAINING)
(Industry Exposure by Internship Training)

The students will undergo an internship training of 8 weeks after just completion of Semester II. The internship training will be practice-based on their elective specialization areas such as **Print/Television/Radio/New Media/Advertising and Public Relations**. On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester III as Course No.MJM307S.

Course: MEDIA LAWS AND ETHICS			Semester: IV
Course Code: MJM 401	L T P	4 0 0	Credits: 4

Course Objective: The objective of this course is to enable students to understand the basic principles of the Indian Constitution, to help them analyze the laws that limit or regulate flow of information in Indian society, to create an understanding of specific policies and regulations related to broadcast, print and new media and to develop in students a sound understanding of media ethics.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Exhibit a sound understanding of basic principles of the Indian Constitution& press freedom
CO2.   Understand the press laws before independence
CO3.   Learn the press and media regulations after independence
CO4.   Apply the knowledge of laws and ethics while at work in the industry
CO5.   Understand the social responsibity of media

SYLLABUS

Indian Constitution and Freedom of Press   10
Constitution of India and its characteristics, Freedom of speech and expression and reasonable restrictions, Provisions of declaring emergency and its effect on media, Parliamentary privileges and media.

Press Laws in India before Independence   12
Brief history of Press Laws in India before Independence, Gagging Act 1857), First Press Regulation Act (1799), Vernacular Press Act (1878), Contempt of Court Act (1971), Official Secrets Act (1923), law of defamation, Press and Registration of Books Act (1867).

Media Laws after Independence   12
Press laws in India after Independence Young Person's Act (1956), Working journalists and other newspaper employees Act (1955), Drugs and Magic Remedies Act (1954), Cinematograph Act (1953), Prasar Bharati Act (1990), Copyright Act (1957), Cable Television Regulation Act (1995), Right to Information Act (2005).

Media Ethics   12
Media's ethical problems, right to reply, communal writing, Sensational and Yellow journalism, Paid news, Plagiarism, Sting operations, Reporting on Sex Related Offences; Juvenile Crimes; Reporting on the Web, Press ombudsman: Role and responsibility, Press Council of India and its guidelines, Potential for misuse of Social Media and the law of abetment.

Media Ethics and Social Responsibility   10
Whistle Blowers Act, Responsibilities and Accountability of journalists and publishers, Self-Regulation, Right to Privacy, Different types Of Media Organizations, RNI, ABC, Press Commissions, Press Council, Editors Guild and other regulatory bodies.

Suggested Readings:

1. Thakurta, Paranjoy Guha; *Media Ethics*; Oxford University Press
2. Rayudu, C.S.; Rao, S.B. Nageshwar; *Mass Media Laws and Regulations*; Himalaya Publishing House
3. Crook, Tim; *Comparative Media Law and Ethics*; Routledge
4. Neelamalar, M.; *Media Law and Ethics*; PHI Learning
5. Basu, Durga Das; *Constitutional Law of India;* Lexis Nexis
6. *Right to Information Act*, *2005* (BARE ACT); Universal Publication
7. Pathak, J.P ;*Introduction to Media Laws and Ethics* ; Shipra Publications (2014)
8. Myneni, S.R. ;*Media Law* ; Asia Law House
9. Laxmikanth, M.; *Indian Polity ; Mc Graw Hill Education*; Fifth Edition (2016)

Course: ADVANCE MEDIA RESEARCH (AREA OF SPECIALIZATION)			Semester: IV	
Course Code: MJM 402	L T P	2 0 2	Credits: 3	

Course Objective: To equip students develop deep understanding of media research in the specialization. Students will develop research skills in their respective areas of specialization.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Gain in-depth knowledge of research in area of specialization
CO2.   Clearly identify and formulate the research problems and research objectives
CO3.   Understand and apply different research designs and methods to a specific research problem
CO4.   Demonstrate the report writing structure and prepare a good research report

SYLLABUS

The theoretical aspects of Media research in the area of specialization will be delivered to the students for smooth conduction and completion of given particular research assignments.

Areas of Specialization- Print/ Radio/ Television/ New Media
News – Content, Style, Language, Presentation, Readership/ Viewership Surveys, Reach and Access
Views- Opinion Writing – Editorial, Articles, Feature, Reviews
Contents and Program Production (Print/ Radio/ Television/ New Media - Formats, Contents, Presentation, Language and Style)

Suggested Readings:
1. Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
2. Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Wadsworth Cengage Learning
3. Brennen, Bonnie S.; *Qualitative Research for Media Studies;* Routledge
4. Priest, Susanna Hornig; *Doing Media Research*; Sage Publication
5. Cauvery, R.; Sudhanayak, M. Girja; *Research Methodology*; S. Chand & Sons
6. Gunter, Barrie; Cauvery, R.; Sudhanayak, M. Girja; *Media Research Methodology*; S. Chand & Sons
7. Cooper, Donald; Schindler, Pamela; *Business Research Methods*; McGraw Hill
8. Anderson, J.A.; *Communication Research: Issues and Methods*; McGraw Hill
9. *Indian Readership Survey* (IRS)

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Course: SOCIAL RESPONSIBILITY PROJECT				Semester: IV
Course Code: MJM 404S	**L T P**		**0 0 2**	Credits: 1

Course Objective: To enable the students to learn the concepts, tools and techniques of event management and develop skills to manage them effectively.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Learn about the concept, purpose, objective and theme of event management.
CO2. Understand the process of organizing an event and also client relationship.
CO3. Recognize the importance of marketing and sponsorship for any event.
CO4.   Successfully organize and manage an event, including the functioning of various departments that are associated with it.

SYLLABUS

Introduction to Event Management   **14**
Event Management: concept, purpose, objective and theme, Types of events, Creative visualization, Planning, Design of events.

Event Concept and Feasibility   **14**
Event feasibility and client approval process, Project planning for an event, Document design and planning, Event organizational charts.

Event Marketing and Support Functions   **14**
Meaning, Process and concept, Identifying sponsors, Media retail partners, Post-event sponsorship maintenance, Core marketing, Societal marketing, Event promotion, Elements in promotion: image, advertising, publicity, public relations and role of media in event promotion.

Conduct of an Event   **14**
Staging and execution of events, Monitoring control and evaluation, Safety and security in events, legal and risk management, Staff pattern, Recruitment and training, Ethics of event management and role of ISES (International Special Event Society).

Suggested Readings:
1. Ferdinand, Nicole; Kitchin, Paul J.; *Event Management*; Sage Publications
2. Kirk, R. Land; Catherwood, D. W.; *The Complete Guide to Special Event Management;* John Wiley and Sons
3. Singh, G.S.; Devesh, Kishor*; Event Management;* Haranand Publications
4. Bowdin, Glenn; Allen, Johnny; Harris, Rob; *Event Management*; Taylor & Francis

Course: EVENT MANAGEMENT			Semester: V
Course Code: MJM 403	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn and understand the independent thinking, critical analysis and reasoned inquiry when assessing personal, professional and wider aspects of societal issues. They will also learn how to serve the society.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1. Understand the practical dimensions of social responsibility.
CO2. Demonstrate the ability to make personal and professional decisions by applying knowledge and skills obtained from the study of social responsibility.
CO3. Articulate how their understanding of social responsibility shapes their actions.
CO4. Work as a socially responsible media professional/scholar.

Syllabus
To prepare socially responsible media professionals, scholars and academicians, the students will be exposed to the social responsibility activities in Semester IV. The activities will be associated with social services using media knowledge and technologies for the betterment of the local communities and rural society. On completion of the social responsibility activities, a report has to be submitted. This will be followed by a Presentation and Viva-Voce.

The Project will be given to the media students on various topics as follows:
- Media Literacy Drive in surrounding rural areas
- How to become a citizen Journalist?
- Mobile Journalism
- Digital Media/ New Media awareness program
- Photography Training
- Letter to editor writing
- Educate on social and local issues
- Happiness drives in old age homes
- Life skills program- Thinking skills, Social skills and Emotional skills
- Health Management through Yoga
- Environmental conservation
- Plantation
- Swachhta Abhiyaan
- Any other relevant topics/areas of social activities.

Course: ELECTIVE PROJECT WORK-SPECIALIZATION				Semester: III
Course Code: MJM 405P	L T P		0 0 12	Credits: 6

Course Objective: To enable the students to learn and develop deep understanding of the chosen specialization.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Demonstrate the special skills in their respective areas of specialization.

SYLLABUS

Every student will be assigned a specialization project under the supervision of a concerned faculty member. A Project Report has to be submitted, which will be followed by a Presentation and Viva-Voce.

Elective Project Work- Specializtion
Students will select any one from the following areas of specialization:

MJM 405P-E1	Print Media
MJM 405P-E2	Television
MJM 405P-E3	Radio
MJM 405P-E4	New Media
MJM 405P-E5	Advertising and Public Relations

Course: DISSERTATION				**Semester: IV**
Course Code: MJM 406S	**L T P**	**0 0 0**		**Credits: 8**

Course Objective: To equip students develop deep understanding of the chosen specialization. Students will develop special skills in their respective areas of specialization.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:
CO1.   Familiar with the steps involved in identifying and selecting a good research design, method and instruments to use in a study.
CO2.   Conduct a piece of original research project
CO3.   Develop rational and logical mind and competency to solve the complex problems in various fields of media research

SYLLABUS

Every student will be assigned a research project under the supervision of a faculty member. A Dissertation has to be submitted, which will be followed by a Presentation and Viva-Voce.