



**Bachelor of Arts (Journalism & Mass Communication)**  
**[BA (J&MC)],**  
**[BA(J&MC) (Hons.)], [BA(J&MC) (Hons. With Research)]**  
**(Three-Year / Four-Year, Semester Based, Full Time Program)**  
**Academic Session 2025-26**

**University Vision**

Its vision is to become a premier institution of higher learning, focusing on academic excellence, innovation, and social responsibility. The university aims to facilitate students to develop their cognitive, artistic, and practical skills, enabling them to become responsible global citizens.

**University Mission**

The Mission is to provide high-quality education, foster critical thinking, and encourage entrepreneurship, research, and community service.

**School Vision**

- To become an internationally recognized media school and attract the best talent in the country for mass communication and journalism studies.

**School Mission**

- To provide high quality education by focusing on futuristic curriculum and outcome-based education in journalism.
- To focus on employability and entrepreneurship through industry interface, institutional collaborations and live projects in media education.
- To develop leadership qualities among the youth having understanding of ethical values and environmental realities.
- To inculcate research abilities with modern technology and its application practices in the fields of media studies.

## Program Overview

BA (Journalism & Mass Communication), a three-year/ Four year degree program (Hons./ Hons. With Research) spread across six/eight semesters of the School of Mass Communication offers a systematic progression of hands-on production work and theoretical papers that allow students to experience the full range of technical expertise, conceptual skills and artistic expression required to become accomplished media practitioners in a social and technological environment where media, art and communication converge, engaging a diverse landscape of screens, platforms and audiences.

## 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 BAJMC program are:

- PEO1.** To impart quality knowledge of Journalism and Mass communication related areas of study.
- 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.
- PEO3.** To facilitate graduates to develop high quality professional skills in the areas of mass communication and develop an understanding of sustainability in the media environment so as to be globally competent.

- PEO4.** To train graduates in 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.
- PEO5.** To prepare socially responsible citizen and media scholars and professionals with a global vision.

## **Program Outcomes (POs)**

The key program learning outcomes planned in this undergraduate program in Journalism and Mass communication are underpinned as follows:

After completing this undergraduate program, a learner will be able to:

- PO1.** Exhibit a sound understanding and knowledge of Journalism and Mass Communication.
- PO2.** Display the competence to explore career opportunities as per demands and requirements of Media Industry.
- PO3.** Think critically, creatively, and demonstrate curiosity to discover new horizons in Journalism and Mass Communication.
- PO4.** Speak proficiently, clearly and effectively while presenting concepts and their diversifications in Journalism & Mass Communication.
- PO5.** Enhance the ability of leadership in the working avenue and to motivate team members to work with cooperation for utmost efficiency.
- PO6.** Gain deeper understanding about global media functioning and recognize the opportunities and challenges that present themselves while operating in different scenarios.
- PO7.** Understand and practice the highest standards of ethical behaviour in professional and personal life.
- PO8.** Develop a continuous learning temperament to acquire new knowledge in Journalism and Mass Communication.
- PO9.** Become a socially responsible and ethically committed media professional and entrepreneur adhering to human values.

**PO10.** To develop a sense of inquiry and investigation for raising topical contemporary issues and to provide better and innovative solutions.

## TYPES OF COURSES IN B.A(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. **Multidisciplinary Courses (MDC):** Multidisciplinary Courses (MDC) are intended to broaden the intellectual experience and form part of liberal arts and science education to all undergraduate students.
4. **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.
5. **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.

- 6. Value Added Course (VAC):-** These courses aim at enabling the students to acquire and demonstrate the knowledge and understanding of contemporary India with its historical perspective, the basic framework of the goals and policies of National Development, and the constitutional obligations.

**Program Structure – Distribution of credits**

<b>Category of Courses</b>	<b>1<sup>st</sup> Sem</b>	<b>2<sup>nd</sup> Sem</b>	<b>3<sup>rd</sup> Sem</b>	<b>4<sup>th</sup> Sem</b>	<b>5<sup>th</sup> Sem</b>	<b>6<sup>th</sup> Sem</b>	<b>7<sup>th</sup> Sem(Hons.)</b>	<b>8<sup>th</sup> Sem(Hons.)</b>	<b>Credits</b>	<b>Courses</b>
Major	13	12	8	14	18	7	11	10	93	36
Minor	4	2	6	6	4	3	5	6	36	14
Multidisciplinary Courses (MDC)	3	3	3	0	0	0	0	0	9	3
Specialization	0	0	0	0	0	14	6	0	20	8
Ability Enhancement Courses (AEC)	2	2	2	2	0	0	0	0	8	4
Skill Enhancement Courses (SEC)	3	3	3	0	0	0	0	0	9	3
Value Added Courses (VAC)	2	2	2	2	0	0	0	0	8	4
Internship	0	0	2	0	2	0	0	0	4	2
Research Project/ Dissertation	0	0	0	0	0	0	0	12	12	1
<b>Total Credits</b>	<b>27</b>	<b>24</b>	<b>26</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>22</b>	<b>28</b>	<b>199</b>	
<b>Teaching Hours</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>240</b>	

**PROGRAMME CURRICULUM**

<b>Semester I</b>							
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Periods</b>			<b>Credits</b>	<b>Category of Course</b>
			<b>L</b>	<b>T</b>	<b>P</b>		
1	BJM101	Introduction to Communication	3	0	0	3	Major (Core)
2	BJM102	Introduction to Journalism	3	0	0	3	Major (Core)
3	BJM103	Development of Mass Media	4	0	0	4	Major (Core)
4	BJM104	Media and Governance	3	0	0	3	Major (Core)
5	BJM105	Advertising	3	0	0	3	Minor
6	BJM105P	Advertising (Practical)	0	0	2	1	Minor
7	BJM106	Media Psychology	3	0	0	3	MDC
8	BJM107	English Language-I	2	0	0	2	AEC
9	BJM108	MS Office-I	2	0	2	3	SEC
10	BJM109	Digital Media	1	0	2	2	VAC
		<b>Total Credits</b>	<b>24</b>	<b>0</b>	<b>6</b>	<b>27</b>	
		<b>Total Contact Hours</b>	<b>30</b>				

Semester II							
S. No	Course Code	Course Name	Periods			Credits	Category of Course
			L	T	P		
1	BJM110	Reporting and Editing for Print	3	0	0	3	Major (Core)
2	BJM110P	Reporting and editing for Print (Practical)	0	0	2	1	Major (Core)
3	BJM111	Electronic Media: Concepts and Practices	3	0	0	3	Major (Core)
4	BJM111P	Electronic Media: Concepts and Practices (Practical)	0	0	2	1	Major (Core)
5	BJM112	Introduction to Cinema Studies	3	0	2	4	Major (Core)
6	BJM113	Hindi Bhasha Evam Sanchar	2	0	0	2	Minor
7	BJM114	Science and Health Communication	2	0	2	3	MDC
8	BJM115	English Language-II	2	0	0	2	AEC
9	BJM116	MS Office-II	2	0	2	3	SEC
10	BJM117	YouTube Broadcasting	1	0	2	2	VAC
		<b>Total Credits</b>	<b>18</b>	<b>0</b>	<b>12</b>	<b>24</b>	
		<b>Total Contact Hours</b>	<b>30</b>				



Semester III							
S. No	Course Code	Course Name	Periods			Credits	Category of Course
			L	T	P		
1	BJM201	Radio Programme Production	3	0	0	3	Major (Core)
2	BJM201P	Radio Programme Production (Practical)	0	0	2	1	Major (Core)
3	BJM202	Television Programme Production	3	0	0	3	Major (Core)
4	BJM202P	Television Programme Production (Practical)	0	0	2	1	Major (Core)
5	BJM203	Public Relations and Corporate Communication	3	0	0	3	Minor
6	BJM204	Podcast Technique and Production	2	0	2	3	Minor
7	BJM205	Computer Application	2	0	2	3	MDC
8	BJM206	English Language-III	2	0	0	2	AEC
9	BJM207	MS Office-III	2	0	2	3	SEC
10	BJM208	Basics of Multimedia	1	0	2	2	VAC
11	BJM209	Internship & Viva Voce	0	0	0	2	Internship (6-8 weeks)
		<b>Total Credits</b>	<b>18</b>	<b>0</b>	<b>12</b>	<b>26</b>	
		<b>Total Contact Hours</b>	<b>30</b>				

Semester IV							
S. No	Course Code	Course Name	Periods			Credits	Category of Course
			L	T	P		
1	BJM210	Still Photography	3	0	0	3	Major (Core)
2	BJM210P	Still Photography (Practical)	0	0	2	1	Major (Core)
3	BJM211	Video and Film Production	3	0	0	3	Major (Core)
4	BJM211P	Video and Film Production (Practical)	0	0	4	2	Major (Core)
5	BJM212	Animation	3	0	0	3	Major (Core)
6	BJM212P	Animation (Practical)	0	0	4	2	Major (Core)
7	BJM213	Media Literacy	2	0	2	3	Minor
8	BJM214	Sustainable Development and Contemporary Issues	3	0	0	3	Minor
9	BJM215	English Language-IV	2	0	0	2	AEC
10	BJM216	Fundamentals of Indian Knowledge System	2	0	0	2	VAC
		<b>Total Credits</b>	<b>18</b>	<b>0</b>	<b>12</b>	<b>24</b>	
		<b>Total Contact Hours</b>	<b>30</b>				

Semester V							
S. No	Course Code	Course Name	Periods			Credits	Category of Course
			L	T	P		
1	BJM301	Media Ethics and Laws	3	0	0	3	Major (Core)
2	BJM302	Documentary Production	3	0	0	3	Major (Core)
3	BJM302P	Documentary Production (Practical)	0	0	4	2	Major (Core)
4	BJM303	Mobile Journalism	3	0	0	3	Major (Core)
5	BJM303P	Mobile Journalism (Practical)	0	0	4	2	Major (Core)
6	BJM304	Basics of Artificial Intelligence and Graphic Design	3	0	0	3	Major (Core)
7	BJM304P	Basics of Artificial Intelligence and Graphic Design (Practical)	0	0	4	2	Major (Core)
8	BJM305	Post Truth and Fact Checking	2	0	0	2	Minor
9	BJM306P	News Analysis and Anchoring (Practical)	0	0	4	2	Minor
10	BJM307	Internship and Viva-Voce	0	0	0	2	Internship (6-8 Weeks)
		<b>Total Credits</b>	<b>14</b>	<b>0</b>	<b>16</b>	<b>24</b>	
		<b>Total Contact Hours</b>	<b>30</b>				

Semester VI							
S. No	Course Code	Course Name	Periods			Credits	Category of Course
			L	T	P		
1	BJM308	Theories and Models of Communication	3	0	0	3	Major (Core)
2	BJM309	Event Management	3	0	2	4	Major (Core)
3	BJM310	Personality Development and Public Speaking	2	0	2	3	Minor
Choose any ONE Major							
4		Major Core -I	6	0	8	10	Major (Specialization)
5		Major Core-II	6	0	8	10	Major (Specialization)
6		Major Core -III	6	0	8	10	Major (Specialization)
7		Major Core -IV	6	0	8	10	Major (Specialization)
8		Major Core - V	6	0	8	10	Major (Specialization)
9		Major Core -VI	6	0	8	10	Major (Specialization)
10		Major Core -VII	6	0	8	10	Major (Specialization)
11		Major Core -VIII	6	0	8	10	Major (Specialization)
Choose any ONE Minor							
12		Minor – I	4	0	0	4	Minor (Specialization)
13		Minor – II	4	0	0	4	Minor (Specialization)
14		Minor – III	4	0	0	4	Minor (Specialization)
15		Minor – IV	4	0	0	4	Minor

							(Specialization)
16		Minor – V	4	0	0	4	Minor (Specialization)
17		Minor – VI	4	0	0	4	Minor (Specialization)
18		Minor –VII	4	0	0	4	Minor (Specialization)
19		Minor- VIII	4	0	0	4	Minor (Specialization)
		<b>Total Credits</b>	<b>18</b>	<b>0</b>	<b>12</b>	<b>24</b>	
		<b>Total Contact Hours</b>	<b>30</b>				

**MAJOR (CORE) I  
PRINT MEDIA (PMT)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
I. 1	PMT301C	Reporting and Writing for Print Media	3	0	0	3
I.2	PMT301(P)C	Reporting and Writing for Print Media (Practical)	0	0	4	2
I.3	PMT302C	Editing for Print Media	3	0	0	3
I.4	PMT302(P)C	Editing for Print Media (Practical)	0	0	4	2
<b>Total Credits</b>			<b>6</b>	<b>0</b>	<b>8</b>	<b>10</b>
<b>Total Periods</b>			<b>14</b>			

**MAJOR (CORE) II  
RADIO (RBT)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
II.1	RBT301C	Writing and Recording for Radio	3	0	0	3
II.2	RBT301(P)C	Writing and Recording for Radio (Practical)	0	0	4	2
II.3	RBT302C	Editing Tools and Techniques for Radio	3	0	0	3
II.4	RBT302(P)C	Editing Tools and Techniques for Radio (Practical)	0	0	4	2
<b>Total Credits</b>			<b>6</b>	<b>0</b>	<b>8</b>	<b>10</b>
<b>Total Periods</b>			<b>14</b>			

**MAJOR (CORE) III  
TELEVISION (TPP)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
III.1	TPP301C	Writing and Reporting for Television	3	0	0	3
III.2	TPP301(P)C	Writing and Reporting for Television (Practical)	0	0	4	2
III.3	TPP302C	Editing Tools and Techniques for Television	3	0	0	3
III.4	TPP302(P)C	Editing Tools and Techniques for Television (Practical)	0	0	4	2
<b>Total Credits</b>			<b>6</b>	<b>0</b>	<b>8</b>	<b>10</b>
<b>Total Periods</b>			<b>14</b>			

**MAJOR (CORE) IV  
DIGITAL MEDIA (DMT)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
IV.1	DMT301C	Writing and Reporting for Digital Media	3	0	0	3
IV.2	DMT301(P)C	Writing and Reporting for Digital Media (Practical)	0	0	4	2
IV.3	DMT302C	Editing Tools and Techniques for Digital Media	3	0	0	3
IV.4	DMT302(P)C	Editing Tools and Techniques for Digital Media (Practical)	0	0	4	2
<b>Total Credits</b>			<b>6</b>	<b>0</b>	<b>8</b>	<b>10</b>
<b>Total Periods</b>			<b>14</b>			

**MAJOR (CORE) V**  
**ADVERTISING AND PUBLIC RELATIONS (APR)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
V.1	APR301C	Writing for Advertising and Public Relations	3	0	0	3
V.2	APR301(P)C	Writing for Advertising and Public Relations (Practical)	0	0	4	2
V.3	APR302C	Editing Tools and Techniques for Advertising and Public Relations	3	0	0	3
V.4	APR302(P)C	Editing Tools and Techniques for Advertising and Public Relations (Practical)	0	0	4	2
<b>Total Credits</b>			<b>6</b>	<b>0</b>	<b>8</b>	<b>10</b>
<b>Total Periods</b>			<b>14</b>			

**MAJOR (CORE) VI**  
**ARTIFICIAL INTELLIGENCE & GRAPHIC DESIGN (AGD)**

S.No	Course Code	Course Name	Periods			Credits
			L	T	P	
VI.1	AGD301C	Publication and Packaging Design	3	0	0	3
VI.2	AGD301(P)C	Publication and Packaging Design (Practical)	0	0	4	2
VI.3	AGD302C	Information and Motion Design with Artificial Intelligence	3	0	0	3
VI.4	AGD302(P)C	Information and Motion Design with Artificial Intelligence (Practical)	0	0	4	2
<b>Total Credits</b>			<b>6</b>	<b>0</b>	<b>8</b>	<b>10</b>
<b>Total Periods</b>			<b>14</b>			



**MAJOR (CORE) VII**  
**VIDEO AND FILM PRODUCTION (VFP)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
VII.1	VFP301C	Cinematography and Editing Techniques for Video Film Design	3	0	0	3
VII.2	VFP301(P)C	Cinematography and Editing Techniques for Video Film Design (Practical)	0	0	4	2
VII.3	VFP302C	YouTube and Mobile Filmmaking	3	0	0	3
VII.4	VFP302(P)C	YouTube and Mobile Filmmaking (Practical)	0	0	4	2
<b>Total Credits</b>			<b>6</b>	<b>0</b>	<b>8</b>	<b>10</b>
<b>Total Periods</b>			<b>14</b>			

**MAJOR (CORE) VIII**  
**ANIMATION FILM DESIGN (AFD)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
VIII.1	AFD301C	Pre-Production and Post-Production Design for Animation	3	0	0	3
VIII.2	AFD301(P)C	Pre-Production and Post-Production Design for Animation (Practical)	0	0	4	2
VIII.3	AFD302C	2D and 3D Film Production	3	0	0	3
VIII.4	AFD302(P)C	2D and 3D Film Production (Practical)	0	0	4	2
<b>Total Credits</b>			<b>6</b>	<b>0</b>	<b>8</b>	<b>10</b>
<b>Total Periods</b>			<b>14</b>			

**SEMESTER VI**  
**Choose any ONE**  
**MINOR I**  
**PRINT MEDIA (PMT)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
I.1	PMT301M	Print Media in India	2	0	0	2
I.2	PMT302M	Print Media Production	2	0	0	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Total Periods</b>			<b>4</b>			

**MINOR II**  
**RADIO (RBT)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
II.1	RBT301M	Web Radio	2	0	0	2
II.2	RBT302M	Growth and Development of Radio	2	0	0	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Total Periods</b>			<b>4</b>			

**MINOR III**  
**TELEVISION (TPP)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
III.1	TPP301M	Television: Programme and Development	2	0	0	2
III.2	TPP302M	Anchoring for Television	2	0	0	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Total Periods</b>			<b>4</b>			

**MINOR IV  
DIGITAL MEDIA (DMT)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
IV.1	DMT301M	Evolution of Digital Media	2	0	0	2
IV.2	DMT302M	Contemporary Trends in Digital Media	2	0	0	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Total Periods</b>			<b>4</b>			

**MINOR V  
ADVERTISING AND PUBLIC RELATIONS (APR)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
V.1	APR301M	Internet Advertising and Public Relations	2	0	0	2
V.2	APR302M	Advertising and Public Relations Ethics	2	0	0	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Total Periods</b>			<b>4</b>			

**MINOR VI  
ARTIFICIAL INTELLIGENCE AND GRAPHIC DESIGN (AGD)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
VI.1	AGD301M	Art and Illustration using AI	2	0	0	2
VI.2	AGD302M	Visual Identity and Graphic Design	2	0	0	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Total Periods</b>			<b>4</b>			

**MINOR VII  
VIDEO AND FILM PRODUCTION (VFP)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
VII.1	VFP301M	Aesthetics for Filmmaking	2	0	0	2
VII.2	VFP302M	World Cinema	2	0	0	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Total Periods</b>			<b>4</b>			

**MINOR VIII  
ANIMATION FILM DESIGN (AFD)**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
VIII.1	AFD301M	Visual Techniques for Animation	2	0	0	2
VIII.2	AFD302M	Introduction to VR and AR	2	0	0	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Total Periods</b>			<b>4</b>			

Semester VII (Hons./Hons.with Research)							
S.No	Course Code	Course Name	Periods			Credits	Category of Course
			L	T	P		
1	BJM401	Communication Research	2	0	2	3	Major
Choose any ONE							
2	BJM402 BJM402P	Elective I (Specialization)	4	0	4	6	
3		Elective II (Specialization)	4	0	4		
		Elective III (Specialization)	4	0	4		
		Elective IV (Specialization)	4	0	4		
		Elective V (Specialization)	4	0	4		
		Elective VI (Specialization)	4	0	4		
		Elective VII (Specialization)	4	0	4		
		Elective VIII (Specialization)	4	0	4		
4	BJM403	Communication for Development	2	0	0	2	
5	BJM404	Data Journalism	2	0	0	2	
6	BJM404P	Data Journalism (Practical)	0	0	4	2	
7	BJM405	Film Appreciation	1	0	2	2	
8	BJM406	Media, Culture and Society	2	0	0	2	Minor
9	BJM407	Proposal Writing	1	0	4	3	
		Total Credits	14	0	16	22	
		Total Contact Hours	30				

**Elective (Specialization)**

Choose any ONE

**PRINT MEDIA (PMT) I**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
I	PMT402SE	Specialized Reporting: Processes and Techniques	4	0	0	4
II	PMT402(P)SE	Specialized Reporting: Processes and Techniques (Practical)	0	0	4	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>4</b>	<b>6</b>
<b>Total Periods</b>			<b>8</b>			

**Elective (Specialization)****RADIO (RBT) II**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
I	RBT402SE	Digital Audio Broadcasting and Production	4	0	0	4
II	RBT402(P)SE	Digital Audio Broadcasting and Production (Practical)	0	0	4	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>4</b>	<b>6</b>
<b>Total Periods</b>			<b>8</b>			

**Elective (Specialization)****TELEVISION (TPP) III**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
I	TPP402SE	Digital Television Broadcasting	4	0	0	4
II	TPP402(P)SE	Digital Television Broadcasting (Practical)	0	0	4	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>4</b>	<b>6</b>
<b>Total Periods</b>			<b>8</b>			

**Elective (Specialization)**  
**DIGITAL MEDIA (DMT) IV**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
I	DMT402SE	Digital Content Creation and Management	4	0	0	4
II	DMT402(P)SE	Digital Content Creation and Management (Practical)	0	0	4	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>4</b>	<b>6</b>
<b>Total Periods</b>			<b>8</b>			

**Elective (Specialization)**  
**ADVERTISING AND PUBLIC RELATIONS (APR) V**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
1	APR402SE	Advertising Design and Public Relations	4	0	0	4
2	APR402(P)SE	Advertising Design and Public Relations (Practical)	0	0	4	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>4</b>	<b>6</b>
<b>Total Periods</b>			<b>8</b>			

**Elective (Specialization)**  
**ARTIFICIAL INTELLIGENCE AND GRAPHIC DESIGN (AGD) VI**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
I	AGD402SE	Artificial Intelligence and Product Graphic Design	4	0	0	4
II	AGD402(P)SE	Artificial Intelligence and Product Graphic Design (Practical)	0	0	4	2

<b>Total Credits</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>6</b>
<b>Total Periods</b>	<b>8</b>			

**Elective (Specialization)**  
**VIDEO AND FILM PRODUCTION (VFP) VII**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Periods</b>			<b>Credits</b>
			<b>L</b>	<b>T</b>	<b>P</b>	
I	VFP402SE	Documentary and Short Filmmaking	4	0	0	4
II	VFP402(P)SE	Documentary and Short Filmmaking (Practical)	0	0	4	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>4</b>	<b>6</b>
<b>Total Periods</b>			<b>8</b>			



**Elective (Specialization)**  
**ANIMATION FILM DESIGN (AFD) VIII**

S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
I	AFD402SE	Character and Environment Design	4	0	0	4
II	AFD402(P)SE	Character and Environment Design (Practical)	0	0	4	2
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>4</b>	<b>6</b>
<b>Total Periods</b>			<b>8</b>			

Semester VIII (Hons./Hons. With Research)							
S. No	Course Code	Course Name	Periods			Credits	Category of Course
			L	T	P		
1	BJM408	Media Management and Entrepreneurship	4	0	0	4	Major (Core)
2	BJM409	New Media Technology	4	0	0	4	Major (Core)
3	BJM409P	New Media Technology Practical	0	0	4	2	Major (Core)
4	BJM410	Media, Gender and Human Rights	4	0	0	4	Minor
5	BJM411	Sports Journalism	2	0	0	2	Minor
6	BJM412	Dissertation & Viva-Voce	0	12	0	12	Dissertation
		<b>Total Credits</b>	<b>14</b>	<b>12</b>	<b>04</b>	<b>28</b>	
		<b>Total Contact Hours</b>	<b>30</b>				

**SEMESTER I**

<b>Course: INTRODUCTION TO COMMUNICATION</b>			<b>Semester: I</b>
<b>Course Code: BJM 101</b>	<b>LTP</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To introduce students to different forms and mediums of communication, with a view to enable them to become efficient communicators.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Acquire knowledge about the concept, definition, nature, scope, and elements of communication.</li> <li>2. Learn about the different forms of Communication.</li> <li>3. Identify and understand the different types of media and their importance.</li> <li>4. Become familiar with the scope and new trends in Mass Media.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Communication</b> Communication: definition, nature, function and scope. Elements and process, Seven Cs of communication, Forms of communication: intra-personal, inter-personal, group and mass communication. Effective communication, Barriers in communication, Characteristics of audiences.	<b>10</b>
	2	<b>Different Forms of Communication</b> 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.	<b>15</b>
	3	<b>Introduction to Media</b> Media: Meaning and its types, Traditional Folk Media – types and its characteristics, Print Media and its characteristics, Types of print media, Radio and its characteristics, Television and its characteristics, Films as a mass medium and its characteristics, New Media as a medium of communication and its characteristics, Audio and visual communication.	<b>10</b>
	4	<b>Mass Media</b> Mass Media: reach and access, Functions of Mass Media, New trends in Mass Media, Scope and nature of Mass Media: Role of technology, Convergence and reshaping of Mass Communication, Mass Media and globalization.	<b>10</b>
		<b>Total Hours</b>	<b>45</b>

<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Baran, Stanley .J. <i>Introduction to Mass Communication</i>. TMH Publications.</li> <li>2. Delfanti and Arvidsson. <i>Introduction to Digital Media</i>. Wiley</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Kumar,K.J. <i>Mass Communication in India</i>. Jaico.</li> <li>2. Baran, Stanley J. <i>Introduction to Mass Communication: Media Literacy and Culture</i>.TMH Publications.</li> <li>3. Kumar, D. <i>Mass Communication Concepts and Process</i>. JSR Publishing House.</li> </ol>

<b>Course: INTRODUCTION TO JOURNALISM</b>			<b>Semester: I</b>
<b>Course Code: BJM 102</b>	<b>LTP</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To introduce students to the basics of news and journalism, its principles and different areas of Journalism. The curriculum broadly covers the concept, types and techniques of journalism.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the basics of journalism.</li> <li>Inculcate the knowledge of idealistic principles of journalism and ethics.</li> <li>Understand the different types of journalism.</li> <li>Define and distinguish news, different types of journalistic practices, news sources.</li> <li>Inculcate the practical knowledge of journalism &amp; its different forms, news, news structure &amp; news agencies.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Journalism</b> Definition and meaning, Objectives and role of journalism, Future of journalism, Challenges before journalism, Journalism as a profession, Qualities of a good journalist.	<b>11</b>
	2.	<b>Principles of Journalism &amp; Ethics</b> Principles of journalism: truth and accuracy, balance, objectivity and fairness, Humanity, Accountability, Journalism and ethics, Journalism and freedom, Journalism and reasonable restrictions.	<b>11</b>
	3.	<b>Types of Journalism</b> Interpretative and Investigative Journalism, Advocacy Journalism, Citizen Journalism, Grey Journalism and Yellow Journalism, Green Journalism, Data Journalism.	<b>11</b>
	4.	<b>News</b> 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.	<b>12</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Kovach, B &amp; Rosenstiel, T. <i>The Elements of Journalism</i>. Penguin Random House</li> <li>Kumar, K.J. <i>Mass Communication in India</i>. Jaico.</li> </ol>		
<b>REFERENCE</b>	1. Fleming, C. <i>Introduction to journalism</i> . Sage.		

<b>BOOK/ SUGGESTED READING</b>	2. Craig, R. . <i>News writing and reporting: The complete guide for today's journalist</i> . Oxford University Press. 3. Kumar, K.J. <i>Mass Communication in India</i> . Jaico. 4. Kumar, K.J. <i>Mass Communication in India</i> . Jaico.		
<b>Course: DEVELOPMENT OF MASS MEDIA</b>			<b>Semester: I</b>
<b>Course Code: BJM 103</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Appreciate language, early print media &amp; it's role in independence, the rich history of Uttarakhand with respect to it's folklore and publications.</li> <li>2. Critically analyze the use of cultural anthropology in the understanding of people, media in Indian context, tangible and intangible cultural heritage.</li> <li>3. Learn the evolution of technology assisting the mediums of radio, tv and cinema.</li> <li>4. Demonstrate basic working of the media they see around them.</li> <li>5. Learn the growth and development of Cinema</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Early Communication System and Indian Press</b> 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.	12
	2.	<b>People, Culture and Forms of Traditional Media</b> 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.	12
	3.	<b>Growth and Development of Radio</b>	12

		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.	
	4.	<b>Growth and Development of Television</b> 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.	12
	5.	<b>Growth and Development of Cinema</b> 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.	12
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	1. Mehta, Nalin. <i>India in Television</i> . Routledge 2. Natarajan, J. <i>History of Indian Journalism</i> . Jain Book Depot Publications		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Parmar, Shyam. <i>Folk &amp; Traditional Media in India</i> . Gekha Books Publication 2. Natarajan, J. <i>History of Indian Journalism</i> . Jain Book Depot Publications 3. Wexman, V.W. <i>A History of Film</i> . Pearson 4. Muniruddin <i>History of Journalism</i> . Anmol		

<b>Course: MEDIA AND GOVERNANCE</b>			<b>Semester: I</b>
<b>Course Code: BJM 104</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To impart students with a comprehensive understanding of the Constitution of India, democratic institutions, and the governance systems. This course will help the learners not only to understand the institutional frameworks, but also to imbibe the constitutional values, leading to a responsible civic life.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Familiarize with the philosophical and historical underpinnings of the Constitution of India.</li> <li>2. Be aware of Fundamental Rights and Duties.</li> <li>3. Comprehend the constitutional frameworks that define and guide Centre-State relations within the federal structure in India.</li> <li>4. Achieve the skills of media and democratization and governance.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to the Constitution of India</b> Historical, philosophical, and political background of Indian Constitution, Constituent assembly and drafting of the Constitution, Salient features of the Indian Constitution, Preamble and basic structure doctrine.	12
	2.	<b>Citizenship, Rights and Duties, and Governance Principles</b> Citizenship, Fundamental rights: issues and debates, Directive principles of state policy: Issues and Debates, Fundamental duties, Constitution amendment: Scope and process.	10
	3.	<b>Electoral Politics in India</b> Election commission of India and electoral reforms, Elections to the Parliament and State Legislature, Party system in India and the rise of coalitions, National, state, and registered parties, Other Debates	13
	4.	<b>Media &amp; Democratization</b> Media and Democracy, Media and Freedom, Media and Development, Media & Governance: local governance, state governance, central governance. Role of media in good governance.	10
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Durga Das Basu, et al. <i>Introduction to the Constitution of India</i>. LexisNexis.</li> <li>2. J.N. Pandey. <i>The Constitutional Law of India</i>, Allahabad. Central Law Agency.</li> </ol>		

<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"><li>1. Chakrabarty, Bidyut. <i>Indian Politics and Society Since Independence: Events, Processes, and Ideology</i>. Routledge.</li><li>2. Ghai, K.K. <i>Indian Government and Politics</i>. Kalyani.</li><li>3. Rajni, Kothari. <i>Politics in India</i>. Orient Longman.</li></ol>
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<b>Course: ADVERTISING</b>			<b>Semester: I</b>
<b>Course Code: BJM 105</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to learn about the concepts and practices of advertising and for different media and use tools to develop audience-specific advertising campaigns.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the concept, functions, and different types of advertising.</li> <li>2. Understand the various theories and models in advertising.</li> <li>3. Gain familiarity with the strategies of targeting, positioning, and market segmenting.</li> <li>4. Understand the structure and roles of advertising agency and its ethical issues.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Advertising</b> Advertising: definition, concept and historical development, functions of advertising, Social and economic benefits of advertising, various advertising media, Types of advertising, National and global advertising scenario. socio-economic effects of advertising, Challenges to Indian advertising	15
	2	<b>Advertising Strategies</b> Target audience, Brand image, Positioning, Appeals, Advertising spiral, Markets Segmentation, Planning advertising campaigns: Planning cycle, internal and external processes, Recent trends in strategies in India and abroad.	15
	3	<b>Advertising Agency and Media Planning</b> Advertising Agency: structure, functions and types, Roles in an ad agency, Copy Writing: Elements & types, Advertising layout and designing, Creativity, Media selection and scheduling, Media budget and campaign planning, Research in advertising, Ethical aspects of advertising, Advertising and pressure groups.	15
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Jethwani, Jaishree J. <i>Advertising Management</i>. Oxford University Press</li> <li>2. Belch, George E. Belch, Michael A. <i>Advertising and Promotion: An IMC Perspective</i>. McGraw Hill</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. David Ogilvy. <i>Ogilvy on Advertising</i>. Barnes and Noble</li> <li>2. Arens, William F. <i>Contemporary Advertising</i>. McGraw Hill</li> <li>3. Chunawala, S.A. Sethia, K.C. <i>Foundations of Advertising</i>. Himalaya Publishing</li> </ol>		

<b>Course: ADVERTISING (PRACTICAL)</b>			<b>Semester: I</b>
<b>Course Code: BJM 105P</b>	<b>L T P</b>	<b>0 0 2</b>	<b>Credits: 1</b>

<b>OBJECTIVE</b>	To enable students to learn the practical aspects of advertising for different media and use tools of mass communication to develop audience-specific informational and promotional messages.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Design an advertising campaign.</li> <li>2. Identify various styles and advertising production techniques used for various mediums.</li> <li>3. Identify and understand creating ad campaigns for various media.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practical</b>		
	<b>Advertising Campaigns</b> Advertising campaigns for various media platforms, Advertising production techniques for various media.		
	<b>Creative Strategy of Advertising</b> Ideation and visualization of Ad campaigns, Copywriting, Layout design, Typography, Storyboard for visual media campaigns.		
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Jethwani, Jaishree J. <i>Advertising Management</i>. Oxford University Press</li> <li>2. Belch, George E. Belch, Michael A. <i>Advertising and Promotion: An IMC Perspective</i>. McGraw Hill</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. David Ogilvy. <i>Ogilvy on Advertising</i>. Barnes and Noble</li> <li>2. Arens, William F. <i>Contemporary Advertising</i>. McGraw Hill</li> <li>3. Chunawala, S.A. Sethia, K.C. <i>Foundations of Advertising</i>. Himalaya Publishing</li> </ol>		

<b>Course: MEDIA PSYCHOLOGY</b>			<b>Semester: V</b>
<b>Course Code: BJM 106</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To examine the basics of psychology and disseminate information related to the impact of the media on human behavior.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain a sound knowledge of the impact of media on human behavior &amp; psychology.</li> <li>2. To enable the media students to understand theoretical frameworks for the study and practice of media psychology.</li> <li>3. Connect some of the major subfields, theories and schools of thought related to psychology and fit it with different media experience.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Media psychology:</b> Media psychology- Definition, Importance, Scope and Practice. Basics of Psychology for media professionals- Sensation and perception. Learning, Memory, attention, language, motivation, personality	12
	2	<b>Theories of Media Psychology:</b> Early approaches to media, McLuhan and Postmodernism. Early studies of Psychology and Media, Behaviourism, Cognitive psychology, Sigmund Freud, Cultivation theory, Gratification theory, Johari Window. Individual differences theory, Cognitive dissonance theory, Johari window, Personalities theories and their relevance to media, Role of emotions.	18
	3	<b>Social Psychology of Media:</b> Social thinking- self, social beliefs, attitudes, impression formation, social influence- conformity, persuasion, group influence. Social relation- interpersonal relations, prejudice, aggression, conflict and peacemaking.	15
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Giles, D. <i>Media Psychology</i>. London: Routledge.</li> <li>2. Karen E. Dill. <i>The Oxford Handbook of Media Psychology</i>. Oxford Press.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED</b>	<ol style="list-style-type: none"> <li>1. Dill, K.E. <i>How Fantasy becomes Reality Seeing Through Media Influence</i>. New York: OxfordUniversity Press</li> <li>2. Gayle S. Stever, David C. Giles, J. David Cohen, Mary E. Myers</li> </ol>		

<b>READING</b>	<i>Understanding Media Psychology</i> . Routledge 3. Thussu, K.D. News as Entertainment: The rise of Global Infotainment, London, Sage.
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<b>Course: ENGLISH LANGUAGE- I</b>			<b>Semester: I</b>
<b>Course Code: BJM107</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To familiarize the students with the English language, with a view to enable them to become efficient communicators, to find themselves at par with globally accepted norms of English language and write content in English language which helps them in becoming better at professionals.		
<b>COURSE OUTCOMES</b>	Upon successful completion of the course, students will be able to: 1. Learn the structure and function of English sentences. 2. Become active listeners and build confidence in basic spoken english. 3. Exhibit in-depth understanding of organized paragraphs and simple messages.		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Basic Grammar and Sentence Structure</b> Nouns, pronouns, adjectives, verbs, adverbs, prepositions, conjunctions, Sentence types: simple, compound, complex, Tense forms (present, past, future), Articles and subject-verb agreement, Common errors in usage	10
	2	<b>Listening and Speaking Skills</b> Phonetics: sounds of English, stress, intonation, Listening for specific and general information, Introducing oneself, asking for and giving directions, Describing daily routines and experiences	10
	3	<b>Reading and Writing Fundamentals</b> Reading short passages and identifying main ideas, Paragraph structure: topic sentence, supporting details, conclusion, Sentence connectors and transitions, Writing informal letters and emails	10
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ul style="list-style-type: none"> <li>Wren &amp; Martin – <i>High School English Grammar and Composition</i></li> <li>BBC Compacta (English Language &amp; Literature)</li> </ul>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ul style="list-style-type: none"> <li>A Student's Grammar of the English Language, Greenbaum, S &amp; Quirk, R</li> <li>English Language and Linguistics: A Simplified Approach, Paul,D.S.</li> <li>English Language Teaching: Recent Approaches, Ray,M.K.</li> </ul>		

<b>Course: MS OFFICE-I</b>			<b>Semester: I</b>
<b>Course Code: BJM 108</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To familiarize the students with the basic use of different types of office Management software's widely used in media organizations.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the basics of computers and their technical terms.</li> <li>2. Learn the basics of MS Word and applications.</li> <li>3. Understand the basics of MS Excel and applications.</li> <li>4. Understand the basics of MS PowerPoint and applications</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Computer Basics</b> Computer Basic, Creating Folder, Paint, Directories, input units, Output unit, Central Processing Units, Hardware, what is Software, Windows short cut keys.	05
	2	<b>Basics of MS Word</b> Basic Text and Document Formatting, Formatting Text, understanding basics of shapes, clipart, and pictures, Advanced Text Elements, inserting text boxes for better layout, Creating visually appealing Word Art	05
	3	<b>Basics of MS Excel</b> Introduction to Excel, understanding rows and columns, Naming Cells, Working with excel workbook and sheets, Formatting Excel workbook, Currency, Accounting and other formats, Modifying Columns, Rows & Cells, Perform Calculations with Functions.	10
	4	<b>Basics of MS PowerPoint</b> Introduction to PowerPoint, basics of making a presentation, Setting Up PowerPoint Environment, Typing the text, Alignment and Formatting Text, Working with Tabs and Indents, creating slides and applying themes, changing layout of slides, duplicating slides, Copying and pasting slide, Applying themes.	10
	5	<b>Suggested Practicals:</b> Basics applications and use of MS Word: Basic text editing commands (Cut, Copy, Paste, Select All, Clear), adjusting font size, style, and color, managing line spacing and paragraph spacing, Introduction to Word Art and Smart Art, inserting symbols, Inserting Chart, Header & Footers.	10
	6	<b>Basics applications and use of MS Excel:</b> Understanding rows and columns, Naming Cells, Working with excel workbook and sheets, Formatting Excel workbook, Formatting Text, Currency, Accounting and other formats, Modifying Columns, Rows &	10

		Cells, Perform Calculations with Functions.	
	7	<b>Basic applications and use of PowerPoint presentation:</b> Setting Up PowerPoint Environment Typing the text, Alignment and Formatting Text, Working with Tabs and Indents, Creating slides and applying themes, Changing layout of slides, Duplicating slides, Copying and pasting slide, Applying themes to the slide layout, Changing theme color, Inserting Text boxes, Inserting shapes.	<b>15</b>
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	1. Rajaram, V. <i>Fundamentals of Computer</i> . Pearson Education 2. Balagurusamy, E. <i>Fundamentals of Computers</i> . MGH		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Dorothy House. <i>Microsoft Word, Excel, and PowerPoint: Just for Beginners</i> . Outskirts Pres		

<b>Course: DIGITAL MEDIA</b>			<b>Semester: I</b>
<b>Course Code: BJM 109</b>	<b>L T P</b>	<b>1 0 2</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to understand the Digital Media and its characteristics and to explain the internet as a medium and its practices.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn meaning and development of Digital Media.</li> <li>2. Understand digital media characteristics, digital literacy, and digital divide.</li> <li>3. Comprehend the internet as a medium.</li> <li>4. Understand and distinguish between digital media applications and devices.</li> <li>5. Comprehend digital audiences and their significance in the digital era.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Digital Media:</b> Digital media: Meaning and concept, Evolution, and development. Analogue vs Digital Technology. Traditional vs Online Media, World wide web, browsers and search engines, DNS, Internet Protocol.	5
	2	<b>Digital Media Characteristics:</b> Characteristics of digital media: Digital, Interactive, Hypertext, Virtual, Dispersion, Telepresence. Understanding credibility of digital media. Credibility building process. Net neutrality. Mobile revolution. Digital literacy. Convergence. Digital divide.	5
	3	<b>Internet as a Medium:</b> Basics and characteristics of the internet. Internet concepts, its working style & uses. Internet as a medium. Types of internet-based communication. Journalistic uses of Internet: E-mail, Search, Video conferencing, Webcasting, Podcasting, Photo sharing, etc. Application for journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc. Journalistic use of social media, Social networking sites, Social media collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.). Streaming Servers: News aggregators & SEO.	5
	4	<b>Digital Media Applications and Devices:</b> Email, messenger, mobile applications, e-book, epub, chatbots,	30



		external storage devices- pen drives, external hard drives, digital cameras and digital photography, joysticks, smartphones, tablets, Smart TV, Personal Digital Assistants (PDAs), Types of Digital Media: E- newspapers, e- magazines, web radio, TV newscast on the web, IPTV, VOIP- Internet Telephony or Internet Calling, Video conferencing, podcast, webcast, OTT platforms, different audio and video formats.	
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1.	Chawla, A. <i>New Media and Online Journalism</i> . Pearson	
	2.	<i>Routledge Handbook of Digital Media and Communication</i> . Routledge	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1.	Josephine, J <i>Children and New Media</i> . Authorspress	
	2.	Miller, M. <i>The Ultimate Web Marketing Guide</i> . Pearson	
	3.	Delfanti & Arvidsson. <i>Introduction to Digital Media</i> . Wiley	

**SEMESTER - II**

<b>Course: REPORTING AND EDITING FOR PRINT MEDIA</b>			<b>Semester: II</b>
<b>Course Code: BJM 110</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To inculcate among students all the necessary basic qualities required for news writing, reporting, and editing, and give an overview of the organizational structure of the newspaper industry.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the development of printing in India.</li> <li>2. Understand the concept and structure of news.</li> <li>3. Learn various types and principles of reporting.</li> <li>4. Write, rewrite and edit news stories by using proofreading symbols.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Evolution of Print Production</b> Understanding paper production, Invention of printing press, Available Indian newspapers and their sizes, Different forms of print, Desktop publishing: QuarkXPress, CorelDraw, Photoshop, etc., Printing Processes: Traditional vs Digital publishing	12
	2	<b>Introduction to News</b> News: definition, elements and news values, Parts of news: lead, types of lead and body, Headline: principles of headline writing, types of headlines and functions and techniques of headline writing.	12
	3	<b>Reporting</b> Basic principles of reporting, Types of reporting: objective, interpretative and investigative, Beat reporting, Types of Beat reporting, Follow-up, Reporting techniques, Sources of news, Attribution, Off the record, Embargo, News gathering methods, Role of a reporter: functions and responsibilities and classification of reporters, Pitfalls and problems in reporting.	10
	4	<b>Editing</b> Editing: definition, need and purpose of editing, Principles of editing, Editorial desk, Role and functions of editor and sub-editor, Principles of translation, Techniques of rewriting, Copy editing: preparation of copy for press, style sheet, proofreading symbols and their significance, Components of newspaper departments, Different sections of a Newspaper.	11
		<b>Total Hours</b>	<b>45</b>

<b>TEXT BOOK</b>	1. Cameron Keith. <i>Print Media and Broadcast Journalism</i> . Edtech Press 2. Simone Murray. <i>Introduction to Contemporary Print Culture</i> . Routledge
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Harrower, Tim. <i>Inside Reporting: A Practical Guide to the Craft of Journalism</i> . McGraw Hill. 2. Bloom, Stephen G. <i>Inside the Writer's Mind—Writing Narrative Journalism</i> . John Wiley and Sons. 3. Franklin, Bob. <i>Key Concepts in Journalism Studies</i> . Sage Publications

<b>Course: REPORTING AND EDITING PRINT MEDIA (PRACTICAL)</b>			<b>Semester: II</b>
<b>Course Code: BJM 110 P</b>	<b>L T P</b>	<b>0 0 2</b>	<b>Credits: 1</b>

<b>OBJECTIVE</b>	To inculcate among students all the necessary basic qualities required for news writing, reporting and editing, and give an overview of the organizational structure of the newspaper industry.	
<b>COURSE OUTCOMES</b>	<b>Upon successful completion of the course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Write news stories based on various subjects.</li> <li>2. Exhibit reporting skills on different beats.</li> <li>3. Develop practical knowledge of reporting in different beats.</li> </ol> Demonstrate the news editing skills.	
<b>Course Details</b>	<b>Suggested List of Practicals:</b>	<b>Hours</b>
	<b>Introduction to News Writing</b> Writing news: lead, types of lead and body, Headlines writing and techniques of headline writing. <b>Reporting</b> Objective, Interpretative and Investigative reporting, Follow-up, Reporting techniques, News gathering methods, Pitfalls and problems in reporting. <b>Kinds of Reporting</b> Reporting on Crime, Court, Political, Education, Development, Business, Sports, Disaster, Obituary, Science, Culture and Fashion reporting. <b>Editing</b> Editing and translation, Techniques of rewriting, Copy editing: preparation of copy for press, style sheet, editing and proofreading symbols and their significance.	<b>30</b>
	<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Cameron Keith. <i>Print Media and Broadcast Journalism</i>. Edtech Press</li> <li>2. Simone Murray. <i>Introduction to Contemporary Print Culture</i>. Routledge</li> </ol>	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Harrower, Tim. <i>Inside Reporting: A Practical Guide to the Craft of Journalism</i>. McGraw Hill.</li> <li>2. Bloom, Stephen G. <i>Inside the Writer's Mind—Writing Narrative Journalism</i>. John Wiley and Sons.</li> <li>3. Franklin, Bob. <i>Key Concepts in Journalism Studies</i>. Sage Publications</li> </ol>	

<b>Course: ELECTRONIC MEDIA: CONCEPTS AND PRACTICES</b>			<b>Semester: II</b>
<b>Course Code: BJM 111</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To introduce students to electronic media including radio, tv and cinema with a view to inculcate in them an understanding of the varied skills required in writing for and interacting with electronic media.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the historical background and role of radio in India.</li> <li>2. Understand the characteristics of television and gain insight on historical perspective of television in India.</li> <li>3. Understand the historical background of cinema and its relevance for society.</li> <li>4. Write for various media and program formats.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Radio</b> Radio as a medium of mass communication, History of radio in India, Public Service Broadcasting: Prasar Bharati and AIR, Emergence of commercial broadcasting, Commercial radio, educational radio, Community Radio, Online radio, AM and FM, Emerging trends in radio broadcasting.	12
	2	<b>Television</b> Television as a medium of mass communication, Characteristics of TV, Historical perspective of television in India, Early days of Doordarshan, SITE & Kheda project, Evolution of news channels in India, Satellite television channels, Cable television, DTH services, IPTV, Current trends in television broadcasting	12
	3	<b>Cinema</b> Cinema as a medium of mass communication, Characteristics and nature of cinema, Historical background of Indian cinema, Silent era and Sound films, Trends in cinema in India, Bollywood and Regional cinema, Parallel cinema, Popular cinema, Multiplex cinema, CBFC.	12
	4	<b>Writing for Electronic Media<sup>9</sup></b> Writing for different forms of electronic media: radio, television and cinema. Writing for various Television programs, Television and Radio programme formats, TRP, Television Ratings.	09
		<b>Total Hours</b>	<b>45</b>

<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Norman J. Medoff, Barbara K. Kaye. <i>Now Media: The Evolution of Electronic Communication</i>, Routledge</li> <li>2. Vincent F. Filak. <i>Dynamics of Media Writing</i>. Sa</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Orlik, Peter B. <i>The Electronic Media</i>. Surjeet Publication.</li> <li>2. Nowell, Richard. <i>Merchants of Menace: The Business of Horror Cinema</i>. Bloomsbury</li> <li>3. Medoff, Norman J. Kaye, Barbara K. <i>Electronic Media: Then, Now and Later</i>. Focal Press.</li> <li>4. R. Hubert. <i>Electronic Media and Broadcasting</i>. Larsen and Keller Education</li> </ol>

<b>Course: ELECTRONIC MEDIA: CONCEPTS AND PRACTICES (PRACTICAL)</b>			<b>Semester: II</b>
<b>Course Code: BJM 111 P</b>	<b>L T P</b>	<b>0 0 2</b>	<b>Credits: 1</b>

<b>OBJECTIVE</b>	To introduce students to electronic media including Radio, Television, Cinema with a view to inculcate in them an understanding of the varied skills required in writing for and interacting with electronic media.	
<b>COURSE OUTCOMES</b>	<b>Upon successful completion of the course, students will be able to:</b> 1. To develop understanding of different genres of programmes of broadcasting media. 2. To write and produce news scripts /programmes for TV and Radio. 3. To prepare news bulletins for broadcasting media. Demonstrate knowledge on the basic working of electronic media industry.	
<b>Course Details</b>	<b>Suggested List of Practicals</b>	<b>Hours</b>
	1. Writing radio news bulletins Different TV news formats 2. Television news script writing exercises News reading exercises 3. Facing the camera – news reading 4. Production of field-based Radio and TV reports.	<b>30</b>
	<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	1. Barbara K. Kaye. <i>Now Media: The Evolution of Electronic Communication</i> , Routledge 2. <b>Vincent F. Filak. <i>Dynamics of Media Writing</i>. Sage</b>	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Orlik, Peter B. <i>The Electronic Media</i> . Surjeet Publication. 2. Nowell, Richard. <i>Merchants of Menace: The Business of Horror Cinema</i> . Bloomsbury 3. Medoff, Norman J. Kaye, Barbara K. <i>Electronic Media: Then, Now and Later</i> . Focal Press. 4. R. Hubert. <i>Electronic Media and Broadcasting</i> . Larsen and Keller Education	

<b>Course: INTRODUCTION TO CINEMA STUDIES</b>			<b>Semester: II</b>
<b>Course Code: BJM 112</b>	<b>L T P</b>	<b>3 0 2</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	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 films.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the evolution and development of world and India cinema.</li> <li>2. Critically analyse the different Indian film Stalwarts and Arts movie movements.</li> <li>3. Learn concepts such as proposing a film script, budgeting a production, working with crew.</li> <li>4. Understand Cinema as a medium of Mass Communication and dynamics of Film.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>History of World Cinema</b> Pioneers of cinema: Lumiere Brothers, George Melies, Griffith, Silent era: Charlie Chaplin, German expressionism, American talkies, Neo realism: Luchino Visconti, Jean Renoir, Alfred Hitchcock, Japanese cinema, Soviet montage cinema: Sergei Eisenstein, Italian neo-realist cinema, French new wave cinema, Cinema in developing countries.	15
	2	<b>History of Indian Cinema</b> 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 multistarrers, The romantic hero, The rise of the angry young man, Rise of multiplexes, Crossover cinema, Indian Film Stalwarts: Satyajit Ray, Guru Dutt, Bimal Roy, V. Shantaram, Ritwik Ghatak, Raj Kapoor, Yash Chopra, parallel cinema: Shyam Benegal, Saeed Mirza, Ketan Mehta, Mrinal Sen and Adoor Gopalkrishnan, genres in Indian cinema, avant garde cinema.	20
	3	<b>Dynamics of Indian Cinema</b> 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 appreciation, Film criticism, Film reviews, Directorate of film festivals, Film Censor Board.	10



	4	<b>Suggested Practicals:</b> Movies Screening • Rear Window by Alfred Hitchcock .(Language of Cinema) • Battleship Potempkin by Sergei Eisenstein .(Language of Cinema) • Man with a Movie Camera by Dziga Vertov • Germany Year Zero directed by Roberto Rossellini .(Italian Neo Realism) • 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 • Nishant by Shyam Benegal/Aakrosh by Govind Nihalani .(Indian New wave) • Pyaasa by Guru Dut	30
		<b>Total Hours</b>	<b>75</b>
<b>TEXT BOOK</b>	1. Kuhn and Westwell. <i>Dictionary of Film Studies</i> . Oxford University Press 2. Corrigan, T. <i>Film and Literature An Introduction and Reader</i> . Routledge		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Phillips, William H. <i>Film – An Introduction</i> . St. Martins Publications 2. Dudrah, Kumar Rajinder. <i>Bollywood – Sociology Goes to the Movies</i> . Sage Publications. 3. Robinson, Andrew. Satyajit Ray: <i>The Inner Eye</i> . Oxford University Press 4. Rea and Irving. <i>Producing and Directing the Short Film and Video</i> . Routledge.		

<b>Course: HINDI BHASHA EVAM SANCHAR</b>			<b>Semester: II</b>
<b>Course Code: BJM 113</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to attain appropriate understanding of Hindi language, fluency, and its correct use in journalism for different media organizations.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the different forms and characteristics of Hindi language.</li> <li>Inculcate the knowledge of Hindi language as its adequate application for different media and reporting.</li> <li>Enhance understanding of preparing press releases and press notes in Hindi.</li> <li>Clearly understand the concept and different types of translation and gain essential skills of translation, summarization, and expansion of text in Hindi language.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Hkk"kk ,oa Lo#i</b> <b>Hkk"kk% vFkZ] Lo#i ,oa fo'ks"krk] "kCn ,oa okD;% vFkZ ,oa egRo] rRle&amp;rn~Hko "kCn] lk.kZ.okph] foyksekFkZd] orZuh] "kOn ,oa okD.iz.ksx] okD;xr v'kqf).ka vkSj mudk "kks/ku] Hkk'kk esa fojke fp<u>u</u>% vYifojke] v/kZfojke] iw.kZfojke] mifojkeA</b>	08
	2	<b>ehfM.k dh Hkk'kk</b> ehfM.k ,oa tulapkj dh Hkk'kk% Lo#i ,oa fo'ks"krk] fizaV ehfM.k dh Hkk'kk] Vsyhfotu ,oa jsfM.ks dh Hkk'kk& ¼"kCnp;u]okD; foU.kl] ekSu] /ofu ,oa mPpkj.k½] lks'ky ehfM.k dh Hkk'kkA	08
	3	<b>izsl foKflr ,oa izsl uksV</b> lkzsl foKflr vkSj izsl uksV % ifjp;] ys[ku "kSyh ,oa Hkk'kk, fofHkUu Hkk'k.kksa@dk;ZØeksa ds lanHkZ esa lkzsl foKflr vkSj izsl uksV rS;kj djus ,oa	06

		fy[kus dk vH;klA	
	4	<b>vuqokn] laf{kflrdj.k ,oa iYyou</b> ifjHkk"kk ,oa izdkj] vuqokn dh fo'ks"krk,a] vuqoknd ,oa nqHkkf"k.ks esa varj] pqus gq, fo"k.ksa ds vuqokn dk vH.kl] laf{kflrdj.k] iYyou vH.kl, vaxzsth lekpjkksa ,oa lwpukvksa dk fgUnh esa vuqokn djus dk iz.ksxkRed vH.klA	<b>08</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	1. Trikha, Nand Kishore <i>Samachar, Sankalan or Lekhan</i> . U.P. Hindi Sansthan 2. Saklani,S.P. <i>Uttarakhand Mein Patrakarita ka Itihas</i> . Uttara Prakashan		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Rai, Amrendra Kumar <i>Patrakarita ka Aapatkaal</i> . Prabhat 2. Dangwal, A.R. <i>Patrakarita ke Mool Tatwa</i> . Prakash Book Depot		

<b>Course: SCIENCE AND HEALTH COMMUNICATION</b>			<b>Semester: III</b>
<b>Course Code: BJM 114</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to have a better understanding of communication and its importance in articulating science and health discourse.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand basic concepts of health and science communication.</li> <li>Learn subtle observation on science-based media content.</li> <li>Understand different areas of health communication.</li> <li>Know issues and challenges in science and health sector.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Science Communication:</b> Basic concept and understanding of science & health. Introduction to science & health communication. issue and challenges. History of science communication / health communication in India. Scientific temperament.	<b>07</b>
	2	<b>Science through Films, Television and Radio:</b> World of Science Films. Historical perspective of science films across the globe. Analysis of science documentary and films. Science reporting and programming for television and radio. Mobile filmmaking – short films on science, environment, and health.	<b>08</b>
	3	<b>Health Communication:</b> Introduction to Human Health physical, social, psychological and spiritual well-being of individuals. Health and illness. Public health. Strategic partnerships in health communication. Policy communication. Media advocacy. Risk & Crisis Communication. Health Campaigns. Media advocacy. Health literacy. The evaluation of health communication interventions. Culture & Diversity in Health communication	<b>07</b>
	4	<b>Science &amp; Health Reporting: Issues and Challenges:</b> Scope of science reporting in India with reference to scientists and their inventions/discoveries, Introduction to Health Journalism and health law. Public health reporting and dissemination of health news. medical research, and health policies.	<b>08</b>
	5	<b>Suggested Practical:</b>	<b>30</b>

		<b>Scientist/ Doctors interviews</b> Script on recent scientific achievement, Script of any epidemic / pandemic disease, Visit: Science Museum/Centre, Hospitals, Research organization. Writing article for a science/Health magazine, Preparation of TV or radio program on science/ Health issues, Create a popular science blog, Screening of popular science films.	
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. <u>Christopher Reddy</u>. <i>Science Communication in a Crisis: An Insider's Guide</i>. Taylor &amp; Francis</li> <li>2. Cho, Hyunyi. <i>Health Communication Message Design: Theory and Practice</i>. Sage publication</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Henderson, J.W. <i>Health Economics and Policy</i>. Thomson</li> <li>2. HBS Press <i>Harvard Business Review on Managing Health Care</i>. HBS</li> <li>3. Nagra D &amp; Murthy, Pratima <i>Mental Health Care and Human Rights</i>. NHRC</li> </ol>		

<b>Course: ENGLISH LANGUAGE- II</b>			<b>Semester: II</b>
<b>Course Code: BJM 115</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To acquaint the students with the English language, with a view to enable them to become effective communicators, and learn the complexities of language to construct impressive communication material for promotional media		
<b>COURSE OUTCOMES</b>	Upon successful completion of the course, students will be able to: 1. Communicate using complex grammatical structures accurately; 2. Speak clearly and persuasively in different contexts; 3. Produce structured academic writing.		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Advanced Grammar and Vocabulary Building</b> Types of clauses (noun, adjective, adverb), Modals and conditionals (real and unreal), Reported speech (statements, questions, commands), Common idioms, phrasal verbs, and collocations	10
	2	<b>Oral Communication and Presentation Skills</b> Public speaking strategies and speech structure, Conducting and participating in group discussions, Effective use of non-verbal communication, Pronunciation and intonation drills	10
	3	<b>Academic Reading and Writing</b> Reading opinion pieces, essays, and research extracts, Types of essays (narrative, descriptive, expository), Report writing (field reports, survey reports), Summarizing, paraphrasing, and citation basics	10
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ul style="list-style-type: none"> <li>• <i>English Grammar &amp; Composition</i> by P.C. Wren</li> <li>• <i>Objective English</i> by R.S. Aggarwal &amp; Vikas Aggarwal</li> </ul>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ul style="list-style-type: none"> <li>• A Student's Grammar of the English Language, Greenbaum, S &amp; Quirk, R</li> <li>• English Language and Linguistics: A Simplified Approach, Paul, D.S.</li> <li>• English Language Teaching: Recent Approaches, Ray, M.K.</li> </ul>		

<b>Course: MS OFFICE-II</b>			<b>Semester: II</b>
<b>Course Code: BJM 116</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To familiarize students with effective use of different types of office Management software's widely used in business organizations.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn the application and uses of MS Word.</li> <li>2. Demonstrate the effective application and use of MS Excel for data analysis and visualization.</li> <li>3. Understand the application and use of MS PowerPoint for creating official presentations.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to MS Word</b> Advanced Document Formatting and Styling, Page Design and Layout, Tables in Documents, alignment and Merging in Tables, Table of Contents and References.	10
	2	<b>Introduction to MS Excel</b> Understanding the Importance of Data Sorting and Filtering, Importance of Visualizing Data, Combining Different Chart Types for Comprehensive Data Presentation, adding chart title, changing layouts, Chart styles, editing chart data range, editing data series, Creating Effective Charts with the Chart Tool Changing chart,	10
	3	<b>Introduction to MS PowerPoint</b> Importance and use of Hyperlinks and Action Buttons, Inserting Hyperlinks and Action Buttons, Editing Hyperlinks and Action Button, Word Art and Shapes, Working with Movies and Sounds, Inserting Movie from a Computer File, Inserting Audio file, Audio Video playback and format options, Video options, importance of audio and video in a presentation.	10
	4	<b>Suggested Practicals:</b> <b>Hands-on Trainings on MS Word:</b> Working with bullets and numbered lists, Multilevel numbering and Bulleting, Creating List, Customizing List style, Page bordering, Page background, Tables, Working with Tables, Table Formatting, Table of contents and references.	10
	5	<b>Hands-on Trainings on MS Excel:</b>	10

		Basic Sorting Techniques in Excel, Inserting Basic Charts: Column, Pie, Line, etc., Combining Different Chart Types for Comprehensive Data Presentation, Creating Effective Charts with the Chart Tool, Combining Different Chart Types for Comprehensive Data Presentation.	
	6	<b>Hands-on Trainings on MS PowerPoint:</b> Hyperlinks and Action Buttons, Inserting Hyperlinks and Action Buttons, Edit Hyperlinks and Action Button, Word Art and Shapes, Working with Movies and Sounds, Inserting Movie From a Computer File, Inserting Audio file, Audio Video playback and format options, Video options.	<b>10</b>
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	1. 2.	Rajaram, V. <i>Fundamentals of Computer</i> . Pearson Education Balagurusamy, E. <i>Fundamentals of Computers</i> . MGH	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1.	Dorothy House. <i>Microsoft Word, Excel, and PowerPoint: Just for Beginners</i> . Outskirts Press	



<b>Course: YOUTUBE BROADCASTING</b>			<b>Semester: II</b>
<b>Course Code: BJM 117</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable student to understand the importance of YouTube and convert their ideas into effective, well-crafted video making, and learn the approaches to visual communication.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Demonstrate understanding of YouTube as a platform for content creation and broadcasting.</li> <li>2. Apply effective scripting techniques to create engaging and audience-focused YouTube videos.</li> <li>3. Understand YouTube's monetization policies and explore various revenue streams.</li> <li>4. Create content for YouTube videos and broadcast it.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to YouTube Broadcasting and Scripting</b> Overview of YouTube as a platform for content creation and broadcasting, Understanding the impact and reach of YouTube in the digital media landscape, Exploring the potential career opportunities in YouTube broadcasting, Scripting and Presentation: Developing effective scripts for YouTube videos, Understanding YouTube SEO techniques, conducting keyword research and using relevant tags, titles, and descriptions.	10
	2	<b>Content Planning and Video Production Techniques</b> Identifying target audience and niche for the YouTube channel, developing a content strategy and planning regular uploads, Researching and analyzing popular trends and topics, Understanding the basics of video production equipment and software, camera techniques, framing, lighting, and audio setup, Different shooting styles and visual storytelling techniques, Editing videos	10
	3	<b>Monetization and Promotion</b> Understanding YouTube's monetization policies and requirements, Different revenue streams: ads, sponsorships, and merchandise, Strategies to increase subscribers, views, and watch time, Strategies to promote YouTube videos on other social media platforms, understanding paid advertising options on YouTube, Creating effective thumbnails, titles, and video descriptions to attract viewers	10

	4	<b>Suggested Practicals:</b> <ol style="list-style-type: none"> <li>1. Scriptwriting exercises to improve their writing skills and create engaging content.</li> <li>2. Camera techniques, framing, lighting, and audio setup to capture high-quality footage.</li> <li>3. Create a detailed plan for regular uploads, considering factors such as video length, frequency, and content variety.</li> <li>4. Develop promotional strategies, such as social media promotion, collaborations, and email marketing.</li> <li>5. Create engaging thumbnails, titles, and video descriptions for their videos to attract viewers and increase click-through rates</li> </ol>	15
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Stewart, P. <i>The Live-Streaming Handbook: How to create live video for social media on your phone and desktop</i>. Routledge Press.</li> <li>2. Jackman, J. <i>Lighting for Digital Video and Television</i>, Routledge Press.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Kawasaki and Fitzpatrick. <i>The Art of Social Media</i>, Penguin Publishers.</li> <li>2. Belavadi, V. <i>Video Production</i>, Oxford.</li> </ol>		

**SEMESTER - III**

<b>Course: RADIO PROGRAMME PRODUCTION</b>			<b>Semester: III</b>
<b>Course Code: BJM 201</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to learn the nature of varied radio program formats, latest trends in broadcasting and familiarize the students with technology and equipment used in broadcasting.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the basics of radio programs and sound recording techniques.</li> <li>Learn skills for writing different radio programs.</li> <li>Acquire the presentation skills required for different radio programs.</li> <li>Understand the different aspect of managing radio station and its audience reach.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Basics of Sound Recording and Radio Programs:</b> Properties of sound, Sound recording techniques, Types of microphones and their uses, Field and studio recording skills. Writing for the ear, spoken word, Radio program formats: entertainment, talk, discussion, panel discussion, radio-play, radio newsreel, feature and documentary, radio magazine, commentary, Interview and discussion shows, Vox-Pop, Phone-In, Chat show, Teasers, Promos, Signature tune and Radio Jingle, Radio commercials and Voice dispatches.	10
	2	<b>Writing for News and Radio Programs:</b> News writing, structuring radio-copy, Editing agency copy, Reporter's copy, Compiling radio news programs, News capsuling. Writing for radio-play, feature, documentary, commentary, entertainment shows, copy with sound effects, Writing for radio commercials.	10
	3	<b>Radio Presentation:</b> Voice training: Enunciation, Flow, Diction, Pronunciation and Modulation. Presentation Skills: General awareness, Presence of mind, Clarity, Presenter Requirement, News reading, Anchoring.	10
	4	<b>Management of Radio Stations:</b> Radio station management in public and private sectors,	15

		Accountability and code of ethics (with special reference to AIR), Radio program rating, Radio Audience Measurement (RAM), Audience research and marketing strategies for radio.	
		<b>Total Hours</b>	<b>45</b>

<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Bakshi,R.A. <i>Let's talk on AIR: Conversation with Radio Presenters</i>. Penguin</li> <li>2. McLesh and Link <i>Radio Production</i>. Focal Press</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Kandwal, C. <i>Radio Patrakarita Sidhant or karyapranali</i>. Greenfields</li> <li>2. Priestman,C. <i>Web Radio: Radio Production for Internet Streaming</i>. Focal Press</li> <li>3. Starkey &amp; Crisell <i>Radio Journalism</i>. Sage</li> </ol>

<b>Course: RADIO PROGRAMME PRODUCTION (PRACTICAL)</b>			<b>Semester: III</b>
<b>Course Code: BJM 201 P</b>	<b>L T P</b>	<b>0 0 2</b>	<b>Credits: 1</b>

<b>OBJECTIVE</b>	To enable students to learn the practical aspects of radio program formats, latest trends in broadcasting and familiarize the students with technology and equipment used in broadcasting.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Record sound for various radio programs by using audio recording equipment.</li> <li>2. Understand different formats of radio programme.</li> <li>3. Demonstrate writing skills for radio medium.</li> <li>4. Recognize sound language and enhance their presentation skill</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Introduction to Sound Recording</b> Aspects of sound recording, Types of microphones and their uses, Field and studio recording skills. <b>Basics of Radio Program</b> Writing for the ear, spoken word, Radio program formats: entertainment, talk, discussion, panel discussion, radio-play, feature and documentary, commentary, Interview and discussion shows, Vox-Pop, Phone-In, Chat show, Teasers, Promos, Voice dispatches. <b>Reporting and Writing for Radio News</b> News writing, structuring radio-copy, Editing agency copy, Reporter's copy, Compiling radio news programs, News capsuling, Radio Newsreel, Writing for programs, writing for radio commercials. Writing for radio- play, feature, documentary, commentary, entertainment shows, Copy with sound effects. <b>Radio Presentation</b> Voice training: Enunciation, Flow, Diction, Pronunciation and Modulation. Presentation Skills: General awareness, Presence of mind, Clarity, Presenter Requirement, News reading, Anchoring.		
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Bakshi, R.A. <i>Let's talk on AIR: Conversation with Radio Presenters</i>. Penguin</li> <li>2. McLesh and Link <i>Radio Production</i>. Focal Press</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Kandwal, C. <i>Radio Patrakarita Sidhant or karyapranali</i>. Greenfields</li> <li>2. Priestman, C. <i>Web Radio: Radio Production for Internet Streaming</i>. Focal Press</li> <li>3. Starkey &amp; Crisell <i>Radio Journalism</i>. Sage</li> </ol>		

<b>Course: TELEVISION PROGRAMME PRODUCTION</b>			<b>Semester: III</b>
<b>Course Code: BJM 202</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to learn basic concepts of working of the equipment, working of television studios, writing scripts for various television program formats.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain the ability to operate professional video equipment for making audio-visual news programs.</li> <li>2. Understand TV production of different stages.</li> <li>3. Take up any role in a television channel, work as crew and handle responsibilities.</li> <li>4. Write and create various television news programs.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Visual Communication:</b> Visual grammar, Parts of video camera and their functions, Business model of television, Television networks, studios and production houses, Camera support system, Basic camera shots, angles and movements, Lenses: different types of lenses and their application, Camera mounting, White/black balancing, Video shooting with professional TV cameras.	10
	2	<b>Television Production:</b> Cues and commands, Stages of TV Production: pre-production, production and post-production, News Production, General Entertainment Production, Fast-paced production environment, recording live events and stage shows. TV industry personnel and their role in planning studio programs.	10
	3	<b>Television Crew and Schedules:</b> Technical and Non-Technical crew, Talent and artists, coordinating a television shoot, program scheduling and audience research, programming code and public service broadcasting, entertainment production houses unions and freelancers.	10
	4	<b>Writing for Television Programs:</b> Writing for television: concept, treatment, script visualization, storyboard and screenplay, writing for varied TV programs, programming research and effects of television, writing for over the top (OTT) and streaming services, Electronic News Gathering (ENG), Electronic Field Production (EFP).	15

		<b>Total Hours</b>	<b>45</b>
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<b>TEXT BOOK</b>	1. Jackman,J. <i>Lighting for Digital Video and Television</i> . Routledge 2. Elkins, D. E. <i>The Camera Assistant's Manual</i> . Routledge
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Kenny,Robert.F <i>Teaching TV Production in a Digital World</i> . Libraries Unlimited 2. Ghosh,S. <i>News Now: Being a TV Journalist</i> . HarperCollins 3. Kalra, Richa Jain <i>The ABC of News Anchoring: A Guide for Aspiring Anchors</i> . Pearson



<b>Course: TELEVISION JOURNALISM AND PRODUCTION (PRACTICAL)</b>			<b>Semester: III</b>
<b>Course Code: BJM 202P</b>	<b>L T P</b>	<b>0 0 2</b>	<b>Credits: 1</b>

<b>OBJECTIVE</b>	To enable students to understand single and multi-camera production, use of production switchers, auxiliary equipment, be able to take up independent roles in TV production, analyze different uses of the same equipment, replicate and edit news scripts and create TV programs.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Practically understand the camera operations used for television journalism.</li> <li>2. Produce television news scripts for the audio-visual news production.</li> <li>3. Demonstrate the learning by production television news programs.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Working with Camera</b> Parts of video camera and their functions, Camera support system, Basic camera shots, angles and movements, Camera mounting, White/black balancing, Video shooting with professional TV cameras, Cues and Commands, Using Production Switcher/ATEM setup. <b>Television News Writing</b> Basic principles of news writing, Television news reporting, Interview techniques, Piece-to-camera, Voice-over. Writing for television: concept, treatment, script, visualization, storyboard and screenplay. <b>Television Production</b> Stages of TV Production: pre-production, production and post-production, Single camera shooting, Multi-camera shooting, Field and studio production, Cable setup for the camera, wired mic, wireless mic, switcher, mixer, PCR and intercom systems.		
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Jackman,J. <i>Lighting for Digital Video and Television</i>. Routledge</li> <li>2. Elkins, D. E. <i>The Camera Assistant's Manual</i>. Routledge</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Kenny,Robert.F <i>Teaching TV Production in a Digital World</i>. Libraries Unlimited</li> <li>2. Ghosh,S. <i>News Now: Being a TV Journalist</i>. HarperCollins</li> <li>3. Kalra, Richa Jain <i>The ABC of News Anchoring: A Guide for Aspiring Anchors</i>. Pearson</li> </ol>		

<b>Course: PUBLIC RELATIONS AND CORPORATE COMMUNICATION</b>			<b>Semester: III</b>
<b>Course Code: BJM 203</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to learn the basic concepts and methods of Public Relations, strategic corporate communication and management.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the concept and relevance of Public relations.</li> <li>Understand the concept and functions of Corporate Communication.</li> <li>Learn about the different industries which use PR.</li> <li>Demonstrate corporate communication strategies using various tools.</li> <li>Develop crisis management strategies.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Public Relations</b> Public Relations: definition, concept and scope, PR as a communication function, History of PR, Growth and status of PR in India, Publicity, Propaganda, Public opinion, Lobbying, PR as a management function, Difference between PR and Advertising.	10
	2	<b>Introduction to Corporate Communication:</b> Concept, Definition and Evolution of corporate communication in India, Corporate communication functions, trinity in corporate communication	07
	3	<b>Communication with the Public</b> Internal and external public, PR for different sectors: Corporate, Government, NGOs, Political, Celebrity, Media Institutions, Medical, Hospitality, Educational sector, Financial PR, Media and PR.	08
	4	<b>Corporate Communication Strategy and Tools:</b> Corporate social responsibility, Corporate communication and management, Campaign planning and management, Organizing press conferences, Facility visits, Press briefings, Press Release, Events, Annual Programs, Lobbying, Sponsorship, Proactive and reactive media relations	08
	5	<b>Crisis Management:</b> Concept, Definition and types of crisis, Crisis management techniques: study of symmetrical and asymmetrical models in handling crises, e-PR: concepts and definition, Objectives and functions of e-PR, Proactive and reactive PR, Study of Symmetrical and asymmetrical models in handling crises, PRSI. (Public Relations Society of India)	12
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	Jethwaney, J <i>Corporate Communication</i> . Oxford		
<b>REFERENCE BOOK</b>	Kaul and Chaudhri. <i>Corporate Communication through social media</i> . Sage		
<b>Academic Session</b>	2021-2022		
			80

	<ol style="list-style-type: none"> <li>3. Jethwaney and Sarkar. <i>Public Relations Management</i>. Sterling</li> <li>4. Cutlip et al. <i>Effective Public Relations</i>. Pearson</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Centre, A. <i>Public Relations Practices</i>. PHI</li> <li>2. Cutlip, Scott M.; Center, Allen H.; Broom Glen M <i>Effective Public Relations</i>; Pearson Education</li> <li>3. Reddi, C.V.N. <i>Effective Public Relations and Media Strategy</i>. PHI</li> <li>4. Tomojit Bhattacharjee. <i>New Media in Public Relations</i>. Notion Press</li> <li>5. Green, A. <i>Creativity in Public Relations</i>. Kogan</li> </ol>

<b>Course: PODCAST TECHNIQUE AND PRODUCTION</b>			<b>Semester: III</b>
<b>Course Code: BJM 204</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable the students to learn the nature of varied podcast program formats, latest trends in podcasting and familiarize the students with technology and equipment used in podcasting.		
<b>LEARNING OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the basics of podcast recording and its techniques.</li> <li>Learn the different podcast program production skills and requirements.</li> <li>Understand the basic requirement for the reporting and writing of podcasts.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Podcast Recording:</b> Properties of sound, Sound recording techniques, Types of microphones and their uses, podcast recording skills.	10
	2	<b>Basics of Podcast Programs:</b> Writing for the ear, Spoken word, podcast program formats: entertainment, talk, discussion, panel discussion, feature and documentary, radio magazine, commentary, Interview and discussion shows, Vox-Pop, Phone-In, Chat show, Teasers, Promos, Signature tune and podcast Jingle, podcast commercials.	10
	3	<b>Podcast equipment:</b> Podcast tools and equipments, podcast equipments, softwares for recording, headphones, consoles, Boom Arms & Microphone Stands, Podcast Studio & Set Up, Audio Interfaces & Consoles	10
	4	<b>Suggested Practicals:</b> Introduction to Audacity, Recording for podcasts, writing and recording for podcast.	30
		<b>Total Hours</b>	60
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Ahern, S <i>Making Radio and Podcasts</i>. Taylor &amp; Francis</li> <li>Siobhán McHugh. <i>The Power of Podcasting</i>. University of New South Wales Press</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>Srivastava, K.M. <i>Broadcast Journalism in the 21st Century</i>. New Dawn Press.</li> <li>Rumsey and McCormick <i>Sound and Recording: Applications and Theory</i>. Focal Press</li> </ol>		

<b>Course: COMPUTER APPLICATIONS</b>	<b>Semester: III</b>
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<b>Course Code: BJM 205</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>
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<b>OBJECTIVE</b>	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.		
<b>COURSE OUTCOMES</b>	Upon successful completion of the course, students will be able to: 1. Gain the basic knowledge of computer and its functions. 2. Understand the use of MS Word and PowerPoint Presentation. 3. Spreadsheet and Internet for the field of Mass Communication. 4. Acquire the basic knowledge of Internet and New Media. 5. Demonstrate the use of computers in the field of Mass Communication.		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Computers</b> Applications of Computers, Input and Output Device Functions, Computer Languages, Hardware and Software, Open Source Software: Uses and Applications	07
	2	<b>Word Processing</b> 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.	08
	3	<b>Spreadsheets</b> Starting a New Workbook, Spreadsheet Layout and Main Functions, Quick Access Toolbar Customization, Using Templates, Data Entry and Editing, Data Formatting, Saving and Printing, Filters, Sorting and Validation Lists, External Data Sources, Formatting Tables, Basic Formulas and Functions, Data Analysis with Charts and Graphs	08
	4	<b>Internet and New Media</b> Web Browsing, Web Searching, Email Basics and Mail Programs, Blogging, Social Media: Twitter, Facebook, YouTube, LinkedIn	07
	5	<b>Suggested Practical: Presentation</b> Creating Presentations, Presentation Structure, Working with Text, Themes and Styles, Charts, Graphs and Tables, Media Clips and Animation, Macros and Customization, Troubleshooting, Packaging and Publishing Presentations	30
		<b>Total Hours</b>	60
<b>TEXT BOOK</b>	<ul style="list-style-type: none"> <li>Mukherjee, D.P. <i>Fundamentals of Computer Graphics and Multimedia</i>. New Delhi: PHI Learning</li> <li>Rajaram, V. <i>Fundamentals of Computer</i>. New Delhi: Pearson Education</li> </ul>		

<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ul style="list-style-type: none"> <li>• Balagurusamy,E. <i>Fundamentals of Computers</i>. New Delhi: TMH</li> <li>• Parthasarathy, G.K. <i>Computer Aided Communication</i>. New Delhi: Authors Press</li> </ul>

<b>Course: ENGLISH LANGUAGE- III</b>			<b>Semester: III</b>
<b>Course Code: BJM 206</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To make students able to analyze how language varies with purpose which it explains how to use language as a creative tool making them more expressive while also understanding the requirements of the more formal pieces of writing.		
<b>COURSE OUTCOMES</b>	Upon successful completion of the course, students will be able to: 1. Analyze how language varies by context and purpose; 2. Appreciate language as a creative and expressive tool; 3. Understand the requirements of workplace writing.		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Discourse and Language in Context</b> Features of spoken vs. written language, Cohesive devices: reference, substitution, conjunctions, Tone and style for different audiences, Persuasive and rhetorical strategies	10
	2	<b>Literature and Language</b> Literary forms: prose, poetry, and drama, Key literary devices: metaphor, simile, irony, alliteration, Reading and analyzing selected short stories and poems, Introduction to literary criticism	10
	3	<b>Technical and Business Communication</b> Structure and tone of formal business communication, CV and cover letter writing, Writing memos, notices, and meeting minutes, Basic project proposals	10
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ul style="list-style-type: none"> <li>• <i>English for Communication Skills</i> by Sanjay Kumar &amp; Pushp Lata (Oxford University Press)</li> <li>• <i>Technical Communication: Principles and Practice</i> by Meenakshi Raman &amp; Sangeeta Sharma (Oxford)</li> </ul>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ul style="list-style-type: none"> <li>• A Student's Grammar of the English Language, Greenbaum, S &amp; Quirk, R</li> <li>• English Language and Linguistics: A Simplified Approach, Paul, D.S.</li> <li>• English Language Teaching: Recent Approaches, Ray, M.K.</li> </ul>		



<b>Course: MS OFFICE- III</b>			<b>Semester: III</b>
<b>Course Code: BJM 207</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To familiarize students with the advanced use of different types of office Management software's widely used in business organizations.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand advanced applications and use of MS Word.</li> <li>2. Learn the advanced application of MS Excel and use of functions.</li> <li>3. Learn the application of MS Outlook for managing messages.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>MS Word:</b> Brief overview of the importance of effective document collaboration and management, Significance of customization and control in maintaining document integrity, sharing and Maintaining Documents, Managing Document Templates, Restricting Document Access, Using Protected View, Importance of efficient page setup in document printing, Managing Templates, Printing, Page Setup, setting margins, Print Preview, Print options	10
	2	<b>MS Excel:</b> Importance and need of Protecting and sharing the workbook, protecting a workbook with a password, allowing user to edit ranges, Track changes, Working with Comments, Insert Excel Objects and Charts in Word Document and Power point Presentation, Proofing and Printing, Page setup, Setting print area,	10
	3	<b>MS Outlook:</b> Brief introduction to MS Outlook, Customize Outlook settings, Configure options for multiple accounts, Signatures in Outlook, Create and assign automatic signatures, Configure options for multiple accounts, Automate Outlook, Print Outlook items, Search in Outlook, Manage messages, Create messages, and respond to messages.	10
	4	<b>Suggested Practicals:</b> <b>Advance training on MS Word:</b> Sharing and Maintaining Document, Changing Word Options, Changing the Proofing Tools, Managing Templates, Restricting Document Access, Using Protected View, Working with Templates, Managing Templates, Printing, Page Setup, setting margins, Print Preview,	30

		<p>Print.</p> <p><b>Advance training on MS Excel:</b> Protecting and sharing the workbook, Protecting a workbook with a password, Allow user to edit ranges, Track changes, Working with Comments, Insert Excel Objects and Charts in Word Document and Power point Presentation, Proofing and Printing, Page setup, Setting print area.</p> <p><b>Advance training on Outlook:</b> Customize Outlook settings: Set defaults for outgoing messages Create and assign automatic signatures Configure options for multiple accounts. Automate Outlook: Automatically reply to messages, Automatically process messages, View and save messages and attachments, Print Outlook items, Search in Outlook: Search for items, Use Search Folders, Manage messages: Create messages, Create and send messages, Configure message options, Respond to messages</p>	
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Rajaram, V. <i>Fundamentals of Computer</i>. Pearson Education</li> <li>2. Balagurusamy, E. <i>Fundamentals of Computers</i>. MGH</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Dorothy House. <i>Microsoft Word, Excel, and PowerPoint: Just for Beginners</i>. Outskirts Press</li> </ol>		

<b>Course: BASICS OF MULTIMEDIA</b>			<b>Semester: III</b>
<b>Course Code: BJM 208</b>	<b>L T P</b>	<b>1 0 2</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to attain understanding of various multimedia platforms.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the concept of multimedia.</li> <li>2. Learn about various multimedia tools.</li> <li>3. Apply multimedia tools and techniques in media platforms.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Multimedia</b> Introduction to Multimedia, Overview of multimedia concepts and principles, historical development and evolution of multimedia technologies, types of multimedia: Graphic Design, Video Editing, 2D, 3D and Animation	05
	2	<b>Types of Multimedia</b> Graphic Design: Fundamentals of graphic design. Use of graphic design software .(e.g., Adobe Photoshop, Illustrator), Audio Production: Basics of audio recording and editing, Understanding sound design for multimedia projects, Video Production: Video shooting and editing techniques, Understanding video formats and compression.	05
	3	<b>Interactive Media</b> Creating interactive multimedia applications, Introduction to interactive design principles, Use of various tools for interactive content.	05
	4	<b>Suggested Practicals:</b> Adobe Photoshop, Illustrator, Corel Draw, Premier Pro, creating content for multimedia platforms.	30
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Lupton, E. and Phillips, J.E. <i>Graphic Design The New Basics</i>. Princeton Architechtural Press</li> <li>2. Resnick, E. <i>Design for Communication: Conceptual Graphic Design Basics</i>. Wiley</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Coburn, Foster D. <i>Corel Draw</i>. McGraw Hill</li> <li>2. Adobe. <i>Adobe Photoshop</i>. Techmedia Publications</li> <li>3. Muller, Jens. Remington, R. Roger. <i>Logo Modernism</i>. TASCHEN</li> </ol>		

<b>Course: INTERNSHIP AND VIVA-VOCE</b>			<b>Semester: III</b>
<b>Course Code: BJM 209</b>	<b>L T P</b>	<b>0 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To evaluate the performance of a student on his/her internship training through a training report, presentation and viva-voce.
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Develop insight into the working of the real organization.</li> <li>2. Gain deeper understanding in specific functional area.</li> <li>3. Understand actual perspective about organizations in their totality.</li> <li>4. Explore career opportunities in their area of interest.</li> </ol>
<b>COURSE DETAILS</b>	<p align="center"><b>PROFESSIONAL ELECTIVE (INTERNSHIP TRAINING)</b>  <b>(Industry Exposure through Internship Training)</b></p> <p>The students will undergo internship training of 6-8 weeks after just completion of Semester II. The internship training will be practice-based in the areas of media profession such as Print/Television/Radio/Digital Media/Advertising and Public Relations, Digital Photography, Graphic Design, Video Film Design, etc. 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. BJM 209.</p>

**SEMESTER - IV**

<b>Course: STILL PHOTOGRAPHY</b>			<b>Semester: IV</b>
<b>Course Code: BJM210</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to learn the basic skills of digital photography, train them to use professional cameras and appreciate the creative aesthetics of still photography.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain knowledge about the origin and historical background of photography and its significance.</li> <li>2. Identify and handle different kinds of photographic equipment.</li> <li>3. Understand and apply different concepts of exposure and composition to different fields of photography.</li> <li>4. Exhibit understanding of different forms of photography.</li> <li>5. Demonstrate the knowledge and learning towards news photography as a photojournalist.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Photography</b> Significance and historical background, Photography: elements, principles and meaning of visual language, Composition in photography, Subject and light.	<b>10</b>
	2	<b>Photographic Equipment</b> Camera: types, formats and functions, Lenses: types and functions. Film: types and functions, Digital image gathering.	<b>09</b>
	3	<b>Exposure and Compositions</b> Working of the camera: shots, focus, shutter speed, aperture and ISO, Selection of subject, Different types of photography.	<b>08</b>
	4	<b>Specialized Fields of Photography</b> Portraits, Wildlife, Environment, Sports, Landscapes, Social photography, Documentary photography, Planning and preparation for events, Product Photography.	<b>09</b>
	5	<b>News Photography and Editing</b> News values for pictures, Photo essays, Photo features, Qualities essential for photojournalist, Picture magazine, Cutline and caption, Photo editing procedure, Colour photography, Impact of technology.	<b>09</b>
		<b>Total Hours</b>	<b>45</b>

<b>TEXT BOOK</b>	1. Taylor, D.et al. <i>Digital Photography Complete Course</i> . Penguin 2. Tom Ang. <i>Digital Photographer's Handbook</i> . DK Publishing
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Norton, David. <i>Waiting for the light</i> . David and Charles Publications 2. Indrajit. <i>Digitized Film and Video Production</i> . Gnosis 3. Aiyer, Balakrishna. <i>Digital Photojournalism</i> . Authorspress

<b>Course: STILL PHOTOGRAPHY(PRACTICAL)</b>			<b>Semester: IV</b>
<b>Course Code: BJM210P</b>	<b>L T P</b>	<b>0 0 2</b>	<b>Credits: 1</b>

<b>OBJECTIVE</b>	To enable students to learn photography both as art and as a business, memorize the photographic rules along with their practical application.
<b>COURSE OUTCOMES</b>	<b>Upon successful completion of the course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the core concepts of photography.</li> <li>Demonstrate the learnings by carrying out their own shoots on different form of photography.</li> </ol>
<b>COURSE DETAILS</b>	<b>Suggested List of Practicals</b> <ol style="list-style-type: none"> <li>Composition in photography,</li> <li>Exercises based on light techniques for photos.</li> <li>Equipment handling in different situations.</li> <li>Prepare photo essays and photo features.</li> <li>Portraits, Wildlife, Environment, Sports, Landscapes, Social, Documentary and Product photography.</li> </ol>
<b>Total Hours: 30</b>	
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Taylor, D. et al. <i>Digital Photography Complete Course</i>. Penguin</li> <li>Tom Ang. <i>Digital Photographer's Handbook</i>. DK Publishing</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>Norton, David. <i>Waiting for the light</i>. David and Charles Publications</li> <li>Indrajit. <i>Digitized Film and Video Production</i>. Gnosis</li> <li>Aiyer, Balakrishna. <i>Digital Photojournalism</i>. Authorspress</li> </ol>

<b>Course: VIDEO AND FILM PRODUCTION</b>			<b>Semester: IV</b>
<b>Course Code: BJM 211</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to understand the fundamentals of Video Film Design and develop the knowledge and skill of editing techniques in film production.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the concept of video film design and film aesthetics.</li> <li>Demonstrate knowledge for planning and production of a video film.</li> <li>Effectively use video cameras for production of films.</li> <li>Analyze the process and necessity of editing</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Video Film Design:</b> Introduction to video films, Overview of video film design, Basic film aesthetics: Mise-en-scène – setting, lighting, composition, costumes, props, make-up, hair.	<b>09</b>
	2	<b>Production Stages:</b> Pre-production process: Idea generation, Budgeting, Scripting, Scene Breakdown, Storyboards, scouting location and production design, Storyboard and shot lists, Production schedule, Production: Shooting, Post- production Editing, Sound design, Colour correction, Visual effects, Distribution and promotion.	<b>12</b>
	3	<b>Basics of Videography:</b> Basic parts of a video camera, Understanding the working principles of a video camera, Concept of white balance, Camera movements, Camera angles, Shot composition, Basic lighting techniques, Types of Lights: point, target, direct, ambient, etc.	<b>12</b>
	4	<b>Editing of Video Film and Audio:</b> Introduction to editing software, importing footage Item, creating a project, understanding transitions and effects, working with transitions, Titling, Subtitles, Logo posting, Lower thirds, Stabilizing shaky footage, Adjusting motion and opacity, Online Editing, Applying colour correction, Credits, Basics of editing with audio, Dubbing, Background music, Synchronizing of video and audio.	<b>12</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1. Peter W. Rea, David K. Irving <i>Producing and Directing the Short Film</i>		



	<i>and Video</i> . Routledge 2. Proferes, N.T. <i>Film Directing Fundamentals</i> . Routledge
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Wolverton, M. <i>How to Make Documentaries for Video/Radio/Film</i> . Surjeet 2. Corrigan, T.J. <i>Short Guide to Writing about Film</i> . Pearson 3. Montgomery, R. <i>Smartphone Video Story Telling</i> . Routledge

<b>Course: VIDEO AND FILM PRODUCTION (PRACTICAL)</b>			<b>Semester: IV</b>
<b>Course Code: BJM 211 P</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to understand the practical exposure of Video Film Production and develop the knowledge and skill of editing techniques in film production.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the step-by-step process involved in script writing for a video film.</li> <li>Practical exposure of using video cameras and lights for production of films.</li> <li>Practical exercises for video editing.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<ol style="list-style-type: none"> <li>Script writing</li> <li>Using video camera for shooting</li> <li>Using different types of lights within scenes</li> <li>Working on editing software</li> <li>Storyboarding</li> <li>Production processes</li> </ol>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Peter W. Rea, David K. Irving <i>Producing and Directing the Short Film and Video</i>. Routledge</li> <li>Proferes, N.T. <i>Film Directing Fundamentals</i>. Routledge</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>Wolverton, M. <i>How to Make Documentaries for Video/Radio/Film</i>. Surjeet</li> <li>Corrigan, T.J. <i>Short Guide to Writing about Film</i>. Pearson</li> <li>Montgomery, R. <i>Smartphone Video Story Telling</i>. Routledge</li> </ol>		

<b>Course: ANIMATION</b>			<b>Semester: IV</b>
<b>Course Code: BJM 212</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to understand the early and contemporary animation. The student will additionally learn the terms used in animation and their applicability, basic principles of animation and skills of animation artist. This course will enable the students to visualize and create an asset required in the storytelling process for animation designing.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the basics of animation.</li> <li>2. Understand the basics of composition and perspective.</li> <li>3. Learn the stages in pre-productions.</li> <li>4. Inculcate the right attitude and required knowledge and technical skills in advanced designing skills and techniques of production.</li> <li>5. Understand the stage of post-production.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Animation:</b> Introduction to Animation, Types of Animation, Skills for Animation Artist, Historical Background: Zoetrope, Phenakistoscope, Praxinoscope, Flip book, Cinematograph, Role and Importance of animation.	10
	2	<b>Principles of Animation:</b> Key Poses, Breakdowns, In-betweens, Timing, Extreme Positions, Arcs and Paths of Action, Holds, Emphasis and Anticipation, Weight and Weighted Movement, Flexibility and Fluid, Joint Movement, Overlapping Action, Generic Walks, Walk Cycles, Runs and Run, cycles, Silhouetting, Dialogue and Lip Sync, Laughter, Eyes and Expressions.	12
	3	<b>Pre-Production:</b> Idea Creation, Evolving a Storyline, Scriptwriting for Animation, Evolution of 2D Character Design, Evolution of 3D Character Design, Animation Style, Guidelines for Character Design, Shape, Proportion, Head Heights, Model Sheets, Colour Models.	10
	4	<b>Production:</b> Animation software, Layout, Modelling, Texturing, Lighting, Rigging, Animation, Rendering, Voice-over, Animator's Drawing Tools, Rapid Sketching and Drawing, Developing Animation Character, Anatomy and Body Language,	13

		Introduction to equipment required for animation, Developing the characters with computer animation, 2 D virtual drawing for animation, sequential movement drawing, Thumbnails, motion studies, drawing for motion, Essentials and qualities of good animation characters, 3D drawings of characters.	
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1.	Wells, P. <i>Basics Animation 03: Drawing for Animation</i> . Bloomsbury Publishing	
	2.	Rall, H. <i>Animation</i> . CRC Press.	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1.	Musburger, R. B. <i>Animation Production</i> . CRC Press.	
	2.	Michelangelo Manrique. <i>Blender for animation and film-based production</i> . Taylor & Francis Group.	
	3.	Bacher, H. <i>Dream Worlds: Production Design for Animation</i> . Taylor & Francis.	
	4.	Beauchamp, R. <i>Designing Sound for Animation</i> . Taylor & Francis	

<b>Course: ANIMATION (PRACTICAL)</b>			<b>Semester: IV</b>
<b>Course Code: BJM 212P</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to understand practical exposure of contemporary animation, students will additionally learn the terms used in animation and their applicability, basic principles of animation and skills of animation artist. This course will enable the students to visualize and create an asset required in the storytelling process for animation designing.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand script writing and screenplay.</li> <li>2. Understand the basics of composition and perspective.</li> <li>3. Learn production techniques.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<ol style="list-style-type: none"> <li>1. Drawing, modelling and use of computer graphics software Preproduction of Animation Film</li> <li>2. Script writing for Animation Film Screen Play for Animation Film Character Design</li> <li>3. Story Board, Layouts &amp; Backgrounds Production of Animation Film</li> <li>4. Post-Production: Video Editing of Animation Film Audio Postproduction of Animation Film</li> </ol>		
	<b>Total Hours</b>		<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Wells, P. <i>Basics Animation 03: Drawing for Animation</i>. Bloomsbury Publishing</li> <li>2. Rall, H. <i>Animation</i>. CRC Press.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Musburger, R. B. <i>Animation Production</i>. CRC Press.</li> <li>2. Michelangelo Manrique. <i>Blender for animation and film-based production</i>. Taylor &amp; Francis Group.</li> <li>3. Bacher, H. <i>Dream Worlds: Production Design for Animation</i>. Taylor &amp; Francis.</li> <li>4. Beauchamp, R. <i>Designing Sound for Animation</i>. Taylor &amp; Francis.</li> </ol>		

<b>Course: MEDIA LITERACY</b>			<b>Semester: IV</b>
<b>Course Code: BJM 213</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to analyze, interpret, and evaluate media messages, develop media production skills, and become informed and responsible media consumers.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the concept and Importance of media literacy.</li> <li>Develop skills in critically analyzing and deconstructing media messages.</li> <li>Explore the different media vehicles used for message dissemination and their impact.</li> <li>Examine the impact of globalization on media markets, media production, and distribution.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Media Literacy:</b> Definitions of Media Literacy, Media Literacy: Nature, Scope and Importance, Sub fields: Digital Literacy and Visual literacy, Media literacy for Media Consumers.	<b>07</b>
	2	<b>Media Messages:</b> Deconstructing Media message, Skills in Media Literacy, Interpreting media messages: Semiotics, Ideology, Media as Text, Commercial messages.	<b>08</b>
	3	<b>Media Messages Reception:</b> Process of Message Generation and Communication, Media Vehicles for messages and their types, Nature of media messages, Media Exposure and Filters, Media stereotypes.	<b>08</b>
	4	<b>Media Ecosystem in Globalization:</b> Media Ecosystem, Media Empires and Ownership patterns, Globalization of Media, Media markets, Propaganda and Hegemony.	<b>07</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Pete Bennett, Julian McDougall, John Potter. <i>The Uses of Media Literacy</i>. Taylor &amp; Francis</li> <li>Silverblatt, A. Yadav, A. &amp; Kundu, V. <i>Media Literacy: Keys to Interpreting Media Messages</i>. Kanishka Publishers</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED</b>	<ol style="list-style-type: none"> <li>Baran, Stanley J. <i>Introduction to Mass Communication: Media Literacy</i>. TMH</li> <li>John. V (2012), <i>The Media of Mass Communication</i>, PHI.</li> <li>Mackey, M. <i>Literacies Across Media: Playing the Text</i>, Taylor and Francis</li> </ol>		

<b>READING</b>	
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<b>Course: SUSTAINABLE DEVELOPMENT AND CONTEMPORARY ISSUES</b>			<b>Semester: IV</b>
<b>Course Code: BJM 214</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to learn the issues, ideas and challenges of the 21 <sup>st</sup> century thereby broadening their world view as future media professionals. The students will be engaged in discussions on the latest happenings in the country and around the world along the vulnerabilities and significances of sustainable development and the role of media.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Identify various UN programs related to media.</li> <li>2. Understand the concept of globalization and its impact on the world.</li> <li>3. Understand concepts related to the environment and environmental phenomenon.</li> <li>4. Familiar with social issues of safety, safety management and preventive measures.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>United Nations and Media:</b> Role of United Nations, UNESCO mass media declaration, Communication policies, Imbalances in information flow, McBride Commission, NWICO, NANAP, WSIS-From discussion on imbalance in information flow to digital divide.	<b>10</b>
	2	<b>Globalization and Media:</b> Globalization: concept and impact, Media organizations: International Press Institute, International Telecommunication Union, BBC and International news agencies.	<b>10</b>
	3	<b>Introduction to Environmental Studies:</b> Definition, scope, and importance of environmental studies, Need for public awareness, Ecosystem, Balanced ecosystem, Sustainable Development, Sustainable Goals and their importance, three pillars of SDG Goals.	<b>10</b>
	4	<b>Suggested Practicals:</b> Debates and discussion on national and international issues, newspaper analysis, magazine analysis and discussion, presentations on globalization and media. Disaster Management and Reporting: Meaning of Disaster and Disaster	<b>30</b>

		Management, Hazard, Vulnerability, Emergency and Risk, Global trends in disaster management, Institutional framework for disaster management, Pandemic (such as COVID-19 and the like) and its management at global and national level, Disaster reporting and challenges.	
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	1. Malone, D.M <i>The Oxford Handbook of Indian Foreign Policy</i> . Oxford 2. Pant, Pushpesh <i>International Relations in the 21st Century</i> . MGH 3. Rajagopalan, R. <i>Environmental Studies</i> . Oxford University Press 4. Joseph, Benny <i>Environmental Studies</i> . TMH		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Maheswari, S. <i>Indian Administration</i> . Oxford University Press 2. Nehru, J. <i>The Discovery of India</i> . Penguin India. 3. Kapoor, Mukesh <i>Disaster Management</i> . Sourabh Publishing House 4. Rajagopalan, R. <i>Environmental Studies</i> . Oxford University Press		



<b>Course: ENGLISH LANGUAGE-IV</b>			<b>Semester: IV</b>
<b>Course Code: BJM 215</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To familiarize students to the logical and evidence based outcomes while writing for research also teaching them digital communication etiquette. The course also aims at enabling students to communicate across cultures.		
<b>COURSE OUTCOMES</b>	Upon successful completion of the course, students will be able to: 1. Construct logical, evidence-based arguments; 2. Understand and apply digital communication etiquette; 3. Communicate effectively across cultures and professions.		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Advanced Writing and Research Skills</b> Argumentative and critical essays Research paper structure: introduction, thesis, evidence, Annotated bibliography and citations (APA, MLA), Editing and proofreading strategies	10
	2	<b>Media and Digital Communication</b> Writing for blogs, vlogs, and podcasts Script writing for digital media Social media communication: tone, ethics, audience Creating engaging digital content	10
	3	<b>Cross-Cultural and Workplace Communication</b> Communication in multicultural teams, Non-verbal and intercultural communication, Negotiation and persuasion, Professional etiquette and soft skills	10
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ul style="list-style-type: none"> <li>• <i>A Course in English Language and Communication</i> by Nira Konar (Prentice Hall India)</li> <li>• <i>Developing Communication Skills</i> by Krishna Mohan &amp; Meera Banerji</li> <li>• <i>English for the Media</i> by Peter Burkill</li> </ul>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ul style="list-style-type: none"> <li>• A Student's Grammar of the English Language, Greenbaum, S &amp; Quirk, R</li> <li>• English Language and Linguistics: A Simplified Approach, Paul,D.S.</li> <li>• English Language Teaching: Recent Approaches, Ray,M.K.</li> </ul>		

<b>Course: FUNDAMENTALS OF INDIAN KNOWLEDGE SYSTEM</b>			<b>Semester: IV</b>
<b>Course Code: BJM216</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	The objectives are to understand the importance of protecting traditional knowledge, recognize its relevance in diverse areas like health and environment, and emphasize the significance of Indian Knowledge Systems in addressing current global issues and contributing to sustainable development.		
<b>COURSE OUTCOMES</b>	Upon successful completion of the course, students will be able to: 1. Appreciate the need and importance of protecting traditional knowledge; 2. Recognize the relevance of Traditional knowledge in different domains; 3. Establish the significance of Indian Knowledge systems in the contemporary world.		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Indian Knowledge Systems (IKS):</b> Overview, Vedic Corpus, Philosophy, Character scope and importance, traditional knowledge vis-a-vis indigenous knowledge, traditional knowledge vs. western knowledge.	10
	2	<b>Traditional Knowledge in Humanities and Sciences:</b> Linguistics, Number and measurements- Mathematics, Chemistry, Physics, Art, Astronomy, Astrology, Crafts and Trade in India and Engineering and Technology.	10
	3	<b>Traditional Knowledge in Professional domain:</b> Town planning and architecture- Construction, Health, wellness and Psychology-Medicine, Agriculture, Governance and public administration, United Nations Sustainable development goals.	10
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	1. Echoes of Ancient Indian Wisdom, The Universal Hindu Vision and Its Edifice, Dr. Shantha N Nair 2. Ancient Indian Wisdom: Spiritual Heritage, P. Sethuraman 3. Modern Medicine and Ancient Indian Wisdom, B. M. Hegde		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. <b>Introduction to Indian Knowledge System- concepts and applications</b> , B Mahadevan, Vinayak Rajat Bhat, Nagendra Pavana R N, 2022, PHI Learning Private Ltd, ISBN-978-93-91818-21-0 2. <b>Traditional Knowledge System in India</b> , Amit Jha, 2009, Atlantic		

	Publishers and Distributors (P) Ltd., ISBN-13: 978-8126912230, 3. <b>Knowledge Traditions and Practices of India</b> , Kapil
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**SEMESTER - V**

<b>Course: MEDIA ETHICS AND LAWS</b>			<b>Semester: V</b>
<b>Course Code: BJM 301</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to understand the basic principles of the Indian Constitution, to help 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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Exhibit a sound understanding of basic principles of the Indian Constitution.</li> <li>2. Demonstrate an understanding of key media laws that govern the flow of information in India.</li> <li>3. Show a solid grounding in media freedom, lobbying, pressure groups and responsibilities.</li> <li>4. Apply the knowledge of media and ethics while at work in the industry.</li> <li>5. Understand the historical context of press laws in India.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Indian Constitution and Freedom of Press:</b> Constitution of India: fundamental rights, freedom of speech and expression and reasonable restrictions, Provisions of declaring emergency and its effect on media, Fair comment, Defamation, Parliamentary privileges and media.	<b>09</b>
	2	<b>History of Press Laws in India:</b> Brief history of Press Laws in India, Relevant provisions of Indian Penal Code with reference to sedition, Confidentiality of sources of information.	<b>09</b>
	3	<b>Media Laws:</b> Press and Registration of Books Act 1867, Official Secrets Act 1923, Contempt of Court Act 1971, Obscenity, Copyright Act 1957, Prasar Bharati Act 1990, Right to Information Act 2005, Cyber law and Media.	<b>09</b>
	4	<b>Media Freedom and Economics:</b> Media ownership: Media freedom and economics, Advertisers and pressure groups, Lobbying, Political parties, Media and Social Responsibility.	<b>09</b>

	5	<b>Media Ethics:</b> Media's ethical problems, Right to Privacy, Right to reply, communal writing, sensational and yellow journalism, Data leaks, Freebies, Paid news, Page-3 culture, Plagiarism, Revealing confidential sources, Sting operations and morality, Reporting on Sex Related Offences. Juvenile Crimes. Reporting on the Web, Press Council of India and its broad guidelines for the press, Potential for misuse of social media and the law of abetment.	<b>09</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Christian, Clifford G. <i>Media Ethics and Global Justice in the Digital Age</i>. Cambridge University Press</li> <li>2. Neelamalar, M. <i>Media Law and Ethics</i>. New Delhi: PHI Learning Pvt Ltd.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Rayudu, C.S. &amp; Rao. S.B. Nageshwar. <i>Mass Media Laws and Regulations</i>. Himalayan Publishing House</li> <li>2. Babcock, William A. &amp; Freivogel, William H. <i>Mass Media Ethics and Law</i>. Sage Publication</li> <li>3. Crook, Tim. <i>Comparative Media Law and Ethics</i>. Routledge</li> <li>4. Thakurta, Paranjy Guha. <i>Media Ethics</i>. Oxford University Press.</li> </ol>		

<b>Course: DOCUMENTARY PRODUCTION</b>			<b>Semester: V</b>
<b>Course Code: BJM 302</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To provide studentks comprehensive introduction to the art and craft of documentary and short film making. It will develop a deep understanding of storytelling, visual aesthetics, and technical skills required in documentary and short film production.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the nature and purpose of documentaries.</li> <li>2. Generate compelling story ideas for documentaries.</li> <li>3. Demonstrate effective use of camera and lighting equipment for documentary and short film production.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Documentary and Short Films:</b> Documentary: meaning and importance, Understanding the nature and purpose of documentaries and short films, Key differences between documentary film and fiction filmmaking, Exploring various documentary andshort film genres and styles, Docudrama.	15
	2	<b>Concept Development and Research:</b> Identifying compelling story ideas for documentaries and short films, constructing ideas/narrative towards impactful storytelling, developing a treatment or script outline, writing concept, story, and screenplay, writing narration and voice over, Good Storytelling, Conducting research and interviews for factual accuracy, Interview techniques.	15
	3	<b>Production and Filming Techniques:</b> Effective use of camera and lighting equipment, Directing, and capturing scenes for documentary and short films, working with the crew and managing production logistics, Series of photographs to tell a non-fiction story, short interviews.	15
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Jayasankar, K. P. &amp; Monteiro, A. <i>A Fly in the Curry: Independent Documentary Film in India</i>. Sage Publications.</li> <li>2. Ray, Satyajit. <i>Speaking of Films</i>. Penguin India.</li> <li>3. Trump, Maxine. <i>The Documentary Filmmaker's Roadmap</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED</b>	<ol style="list-style-type: none"> <li>1. Belavadi, Vasuki. <i>Video Production</i>. Oxford University Press</li> <li>2. Foust, James C. Fink, Edward J. &amp; Gross, Lyne S. <i>Video Production: Disciplines and Techniques</i>. Routledge</li> </ol>		

<b>READING</b>	<ol style="list-style-type: none"><li>3. Frank, Laura. <i>Real-Time Video Content for Virtual Production &amp; Live Entertainment: A Learning Roadmap for an Evolving Practice</i>. Routledge.</li><li>4. Lancaster, K. <i>Video Journalism for the Web: A Practical Introduction to Documentary Storytelling</i>. Routledge.</li><li>5. Owens, Jim. <i>Video Production Handbook</i>. Taylor and Francis.</li><li>6. Rea and Irving. <i>Producing and Directing the Short Film and Video</i>. Routledge.</li><li>7. Wolverton, Mike. <i>How to Make Documentaries for Video/Radio/Film</i>. Gulf Publishing Company, Book Division.</li></ol>
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<b>Course: DOCUMENTARY PRODUCTION (PRACTICAL)</b>			<b>Semester: V</b>
<b>Course Code: BJM 302 P</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To provide students comprehensive introduction to the art and craft of documentary and short film making. It will develop a deep understanding of storytelling, visual aesthetics, and technical skills required in documentary and short film production.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Generate compelling story ideas for documentaries and short films.</li> <li>2. Demonstrate effective use of camera and lighting equipment for documentary and short film production.</li> <li>3. Understand the significance of documentaries and short films through screening of documentaries and short films.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<ol style="list-style-type: none"> <li>1. Documentary screening and evaluation.</li> <li>2. Demonstrate effective use of camera and lighting equipment for documentary and short film production.</li> <li>3. Develop a proposal and treatment for a documentary film.</li> <li>4. Plan and execute a short film scene, focusing on cinematography and lighting techniques.</li> <li>5. Students will organize a documentary/short film screening event and analyze the significance of the selected documentaries.</li> </ol>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Jayasankar, K. P. &amp; Monteiro, A. <i>A Fly in the Curry: Independent Documentary Film in India</i>. Sage Publications.</li> <li>2. Ray, Satyajit. <i>Speaking of Films</i>. Penguin India.</li> <li>3. Trump, Maxine. <i>The Documentary Filmmaker's Roadmap</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Belavadi, Vasuki. <i>Video Production</i>. Oxford University Press</li> <li>2. Foust, James C. Fink, Edward J. &amp; Gross, Lyne S. <i>Video Production: Disciplines and Techniques</i>. Routledge</li> <li>3. Frank, Laura. <i>Real-Time Video Content for Virtual Production &amp; Live Entertainment: A Learning Roadmap for an Evolving Practice</i>. Routledge.</li> <li>4. Lancaster, K. <i>Video Journalism for the Web: A Practical Introduction to Documentary Storytelling</i>. Routledge.</li> <li>5. Owens, Jim. <i>Video Production Handbook</i>. Taylor and Francis.</li> <li>6. Rea and Irving. <i>Producing and Directing the Short Film and Video</i>. Routledge.</li> <li>7. Wolverson, Mike. <i>How to Make Documentaries for Video/Radio/Film</i>. Gulf Publishing Company, Book Division.</li> </ol>		

<b>Course: MOBILE JOURNALISM</b>			<b>Semester: V</b>
<b>Course Code: BJM 303</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To introduce students to the basics of mobile journalism and multimedia, its elements and different apps on mobile. The curriculum broadly covers the concept, types, functions and techniques of mobile journalism.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the basics of mobile journalism and its evaluation.</li> <li>2. Inculcate the knowledge of elements and formats of mobile journalism.</li> <li>3. Understand the process of mobile storytelling and editing.</li> <li>4. Demonstrate the importance of different types of mobile apps.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Mobile Journalism:</b> Definition and meaning, Objectives and role of mobile journalism, Future of mobile journalism, Challenges before mobile journalism, Mobile revolution and its impact on news creation and consumption, Evolution of Mobile sites, Ethics and best practices in Mobile Journalism.	10
	2	<b>Elements of Mobile Journalism:</b> Basic Mojo kit, Kinds of Mobile Content, SMS, MMS, Notifications, MoJo and social media, Citizen journalist, key points for web interactive narrative, interactive users vs linear narratives, Use of analytics platforms to monitor and analyze the effectiveness of mobile and social media strategies and policies in news organizations.	10
	3	<b>Mobile Storytelling and Editing:</b> Mobile Storytelling: meaning, process and importance, use mobile for news gathering, distribution and audience engagement, Conduct interviews with mobile, Present stories for mobile audiences, Write a script and record voice-over narration, Produce piece-to-camera segments, Podcasting, One to three minute videos, Shooting for mobile phones, Editing on Mobile Phones, Live Broadcasting and live video streaming via Mobile.	15
	4	<b>Mobile Apps and its Uses:</b> Kinds of Mobile Apps and its uses, Mobile Apps Vs Mobile Websites. Kinds of mobile ads, Mobile ad terminology, Spectrum and its impact on advertising, Status of mobile advertising in India.	10



		<b>Total Hours</b>	<b>45</b>
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<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Burun, Ivo and Quinn, Stephen. <i>MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad</i>. Routledge</li> <li>2. Hill, Steve. &amp; Bradshaw, Paul. <i>Mobile First Journalism</i>. Routledge.</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Bloom, Stephen G. <i>Inside the Writer's Mind: Writing Narrative Journalism</i>. Wiley Publication</li> <li>2. Harcup, Tony. <i>Journalism: Principles and Practice</i>. Sage Publication</li> <li>3. Manning, Paul. <i>News and News Sources: A Critical Introduction</i>. Sage Publication</li> <li>4. Montgomery, Robb. <i>Smartphone Video Storytelling</i>. Taylor &amp; Francis.</li> </ol>

<b>Course: MOBILE JOURNALISM (PRACTICAL)</b>			<b>Semester: V</b>
<b>Course Code: BJM 303 P</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To introduce students to the practical knowledge and application of mobile journalism, its elements, and different apps of mobile. The curriculum broadly covers the functions, techniques and producing different contents for mobile journalism.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Have best practices of mobile journalism.</li> <li>2. Inculcate practical knowledge of Mobile Journalism kits, Twitter posts, Instagram Stories.</li> <li>3. Demonstrate ability to make videos without copyright strikes.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Elements of a MOJO kit</b> Basic Mojo kit, Kinds of Mobile Contents, use analytics platforms to monitor and analyze the effectiveness of mobile. <b>Use of mobile for producing different contents</b> Use of mobile for news gathering, distribution and audience engagement, conduct interviews with mobile, Present stories for mobile audiences, Write a script and record voice over narration. <b>Mobile Videos and Editing</b> Produce piece to camera segments, Podcasting, one to three minute videos, Shooting for mobile phones, Editing on Mobile Phones, streaming live videos using mobile phones, Live Broadcasting through mobile phone.		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Burun, Ivo and Quinn, Stephen. <i>MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad</i>. Routledge</li> <li>2. Hill, Steve. &amp; Bradshaw, Paul. <i>Mobile First Journalism</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Bloom, Stephen G. <i>Inside the Writer's Mind: Writing Narrative Journalism</i>. Wiley Publication</li> <li>2. Harcup, Tony. <i>Journalism: Principles and Practice</i>. Sage Publication</li> <li>3. Manning, Paul. <i>News and News Sources: A Critical Introduction</i>. Sage Publication</li> <li>4. Montgomery, Robb. <i>Smartphone Video Storytelling</i>. Taylor &amp; Francis.</li> </ol>		

<b>Course: BASICS OF ARTIFICIAL INTELLIGENCE AND GRAPHIC DESIGN</b>			<b>Semester: V</b>
<b>Course Code: BJM 304</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students with Artificial Intelligence to creatively visualize fundamentals of drawing, using the tools of design, to understand the concepts of layout, typography and printing, to develop and strengthen their creative skills to work as designers in the industry.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain knowledge about the concept of art, design and visualization with Artificial Intelligence and generative AI.</li> <li>2. Acquire the basics of Design language.</li> <li>3. Learn about the transition of the process of Typesetting and DTP.</li> <li>4. Discover principles of design, typography and point system.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Artificial Intelligence in Graphic Design</b> Generative AI, Chatgpt, Grok, Deepseek, Firefly, Dall-e, Claud, Midjourney, Adobe firefly, Prompt Designing, Identifying AI friendly tasks, Leveraging AI tools, refine and customise AI outputs	<b>10</b>
	2	<b>Introduction to Design:</b> Concept of art and design: visual art and design, construction drawing, representational drawing and simplification drawing, Elements and Principles of design and graphics, Visualization: convergence and divergence, Fundamentals of creativity: logic, style, value, tools, illustrations and graphics. Colour theory: Colour schemes and Colour treatment.	<b>15</b>
	3	<b>Graphics Designing and Typography:</b> Design layout and production, Principles of Design, Calligraphy and Typography, Typeface: families and kinds, Principles of good typography: spacing, measurement and point system.	<b>10</b>
	4	<b>Typesetting and Printing:</b> Typesetting: manual, mechanical and digital, Letter presses printing, offset printing, types of papers, Designing and printing of cover pages, Safety measures in printing press. Colour combinations: Colour scanning, Colour separation, Colour correction, Colour positive and Colour negative.	<b>10</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Multimodal Generative AI, Springer, Akansha Singh and Krishna Kant Singh</li> <li>2. Resnick, E. <i>Design for Communication: Conceptual Graphic Design Basics.</i></li> </ol>		

	Jhon Wiley & Sons 3. Sarkar, N. N. <i>Art and Print Production</i> . Oxford University Press
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. <i>Machine Learning and Artificial Intelligence in Healthcare Systems: Tools and Techniques</i> , <b>Shaikh, Tawseef Ayoub and others</b> 2. Coburn, Foster D. <i>Corel Draw</i> . McGraw Hill 3. Mukherjee, D. P. <i>Fundamentals of Computer Graphics and Multimedia</i> . Pearson Education 4. Shaughnessy, Adrian. Beirut, Michael. <i>Graphic Design: A User's Manual</i> . Laurence King Publishing Ltd.

<b>Course: BASICS OF ARTIFICIAL INTELLIGENCE AND GRAPHIC DESIGN (PRACTICAL)</b>			<b>Semester: V</b>
<b>Course Code: BJM 304 P</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>
<b>OBJECTIVE</b>	To enable students to have practical exposure of the use of designing software and generative AI, to enable students to plan, organise and present appropriate design solutions using a variety of software, Artificial Intelligence techniques for varied media applications.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Deploy design tools and work with fonts and placement.</li> <li>2. Become skilful in making visually appealing layouts for various publications.</li> <li>3. Work in teams to publish their own logos and posters.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Introduction to Design</b> Basic knowledge of Designing. Introduction to Artificial Intelligence in Design. Prompt Engineering for Graphical output. Using tools of Illustrations and Graphics. <b>Layout</b> Layouts of Brochure, posters, leaflet, billboards, and pamphlets. <b>Designing for Various Media</b> Logo Designing, Acquiring Design Assets using AI Designing of Visiting Cards. Designing of Posters. Designing of Magazine Covers		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Multimodal Generative AI, Springer, Akansha Singh and Krishna Kant Singh</li> <li>2. Resnick, E. <i>Design for Communication: Conceptual Graphic Design Basics</i>. Jhon Wiley &amp; Sons</li> <li>3. Sarkar, N. N. <i>Art and Print Production</i>. Oxford University Press</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Machine Learning and Artificial Intelligence in Healthcare Systems: Tools and Techniques, Shaikh, Tawseef Ayoub and others</li> <li>2. Coburn, Foster D. <i>Corel Draw</i>. McGraw Hill</li> <li>3. Mukherjee, D. P. <i>Fundamentals of Computer Graphics and Multimedia</i>. Pearson Education</li> <li>4. Shaughnessy, Adrian. Beirut, Michael. <i>Graphic Design: A User's Manual</i>.</li> </ol>		

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<b>Course: POST TRUTH AND FACT CHECKING</b>			<b>Semester: V</b>
<b>Course Code: BJM 305</b>	<b>L T P</b>	<b>1 0 2</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn and understand the concept of fake news and the ability to fact check and detect fake news and misinformation.		
<b>LEARNING OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Acquire knowledge about various media platforms.</li> <li>2. Explain the ethical issues and privilege of fake news.</li> <li>3. Identify different techniques for combating fake news.</li> <li>4. Debunk and verify fake news using various techniques.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Online Journalism Platforms:</b> Introduction to Social Media Platforms: Facebook, Twitter, YouTube, Instagram etc. Journalism: Accountability, Ethics of Journalism, Journalism: relationship of trust with the public, credibility, independence, accuracy, professional ethics, transparency, and pluralism.	05
	2	<b>Post Truth and Fake News:</b> Post Truth- Understanding the phenomena, The rise of fake news, types of fake news, Mis/Disinformation, Combating Disinformation and Misinformation, Concept of Post Truth, historical philosophy, post truth in contemporary times, Propaganda and post truth politics	05
	3	<b>Verifying News and Fact Checking:</b> Fact Checking and Verification. Vertical and Horizontal Comparison of Media. Credibility of websites and social media pages and fact checking software, Google News Initiative, verifying photos: searching image by uploading on google, searching image or news by using time, using Google reverse image etc, verifying videos: using smart keyword search on Google.	05
	4	<b>Suggested Practicals:</b> <b>Verifying Fake News and Images/Videos</b> Debunking fake news: observation, critical thinking and reasoning, smart keywords search and authenticity Debunking fake photos and photo verification, Debunking fake videos and video verification Creating screen grab from a video and preparing them for photo verification Thematic analysis of various fake news Case review of various types of misinformation	15



		Total Hours	30
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Justin P. McBrayer, <i>Beyond Fake News: Finding the Truth in a World of Misinformation</i>; Routledge</li> <li>2. Alan Rusbridger, <i>News and How to Use It: What to Believe in a Fake News World</i>; Canongate Books</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Carole, F. <i>An Introduction to Journalism</i>. Los Angeles, CA: Sage</li> <li>2. Greifeneder, Jaffe, Newman and Schwarz (2020); <i>The Psychology of Fake News: Accepting, Sharing, and Correcting Misinformation</i>; Routledge</li> </ol>		

<b>Course: NEWS ANALYSIS AND ANCHORING (PRACTICAL)</b>			<b>Semester: V</b>
<b>Course Code: BJM 306P</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To introduce and exercise students theoretical discussions and practical exercises on news analysis for developing critical thinking skills to analyse and evaluate news content in the digital era. Upon learning these analytical pointers, they can execute the skills of anchoring in the newsroom as well.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Acquire knowledge about news, its significance, role, and impact in society.</li> <li>2. Examine the role of journalism ethics in news reporting.</li> <li>3. Develop the skill to operate technically in a newsroom.</li> <li>4. Achieve the qualities and traits of a news anchor.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Understanding News Analysis:</b> News analysis: meaning and its significance, News in Different Media: Print, Electronic and New Media, Transformation of News Production Process, Media ecology and changing paradigm of sound and image in the digital age, changing news consumption habit, Information & News biases, Identifying News Sources and It's Reliability, Understanding the Role of Journalist and Editors in News Creation. Hard News and Soft News, Interpreting News, Analysing text and context of different news genre: News articles, news bulletin, interviews, features, debates, social issues, investigating reports, documentary <b>Critical Perspective on News:</b> News as information and news as discourse, Discourse as a social practice. Language, discourse and power, Dialectic of structures and practices, Discourse, naturalization, and common sense. Ideology and meaning, Deconstructing news narratives. <b>Newsroom Practices</b> Developing exclusive stories, Rundown and its contents, PCR: functioning and coordination, Studio: Connection with PCR, Studio Setup: Multi cam, Single cam, Three-point lighting technique, Cool and warm lights, Editorial department & functioning of a TV news channel, Modern TV newsroom, Production Stages: Pre-Production, production, postproduction, Editing news and programmes. <b>Anchoring Skills</b> Basics of fluency, Voice: pitch/tone/intonation/inflection, Voice Over: Rhythm of speech, breathing, resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Recording news bulletin, Reporting exercises, Interviews & discussions.		
		<b>Total Hours</b>	<b>60</b>

<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. D'Angelo, Paul &amp; Kuypers Jim A. <i>Doing News Framing Analysis: Empirical and Theoretical Perspectives</i>. Routledge.</li> <li>2. Firmsotne, Julie. <i>The Shaping of News: A Framework for Analysis</i>. Palgrave Macmillan</li> <li>3. Nancy Reardon, Tom Flynn. <i>On Camera How To Report, Anchor &amp; Interview</i>. Routledge</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Djik, Teun A. Van. <i>News Analysis: Case Studies of International and National News in the Press</i>. Routledge.</li> <li>2. Frutlaldo, Antonio. <i>News Discourse and Digital Currents: A Corpus based Genre Analysis of News Tickers</i>. Cambridge Scholars Publishing.</li> <li>3. Hamborg, Felix. <i>Revealing Media Bias in News Articles</i>. Springer Nature.</li> <li>4. Kalra, Richa Jain <i>The ABC of News Anchoring: A Guide for Aspiring Anchors</i>. Pearson</li> <li>5. Ghosh,S. <i>News Now: Being a TV Journalist</i>. Harper Collins</li> </ol>

<b>Course: INTERNSHIP AND VIVA-VOCE</b>			<b>Semester: V</b>
<b>Course Code: BJM 307</b>	<b>L T P</b>	<b>0 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To evaluate the performance of a student on his/her internship training through a training report, presentation and viva-voce.
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>5. Develop insight into the working of the real organization.</li> <li>6. Gain deeper understanding in specific functional area.</li> <li>7. Understand actual perspective about organizations in their totality.</li> <li>8. Explore career opportunities in their area of interest.</li> </ol>
<b>COURSE DETAILS</b>	<p align="center"><b>PROFESSIONAL ELECTIVE (INTERNSHIP TRAINING)</b>  <b>(Industry Exposure through Internship Training)</b></p> <p>The students will undergo internship training of 6-8 weeks after just completion of Semester IV. The internship training will be practice-based in the areas of media profession such as Print/Television/Radio/Digital Media/Advertising and Public Relations, Digital Photography, Graphic Design, Video Film Design, etc. On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester V as Course No. BJM 307.</p>

**SEMESTER - VI**

<b>Course: THEORIES AND MODELS OF COMMUNICATION</b>			<b>Semester: VI</b>
<b>Course Code: BJM 308</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To familiarize 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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn about the concept, characteristics, and types of Mass Communication.</li> <li>2. Understand and implement the models of communication in the daily communication process.</li> <li>3. Become familiar with the early communication theorists, their leanings, and objectives.</li> <li>4. Exhibit in-depth understanding of the constructs of fundamental, critical, and liberal schools of thought and observations of communication theorists.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Fundamentals of Mass Communication:</b> Mass Communication: concept and definition. Characteristics of mass communication, Different forms of communication: Intra-personal communication, Inter-personal communication, Public communication, Group communication and Mass communication. Formal and informal communication, Grapevine communication: Advantages and disadvantages.	<b>10</b>
	2	<b>Models of Communication:</b> SMR model, SMCR model, Harold Lasswell model, Aristotle's model, Shannon and Weaver model, Osgood and Wilbur Schramm model, Newcomb's ABX model, Gerbner's model, Westley and MacLean's model, De Fleur model, HUB model, Helical model, Gatekeeper model. Riley & Riley's model, Sadharanikaran model.	<b>10</b>
	3	<b>Theories of Mass Communication-I</b> <b>Media effect:</b> Bullet theory, Propaganda theory. Personal Influence: Two-Step and Multi-step. Sociological theories: Cultivation, Agenda setting, The Uses and Gratification, Dependency, The knowledge gap hypothesis, Diffusion of innovation. Psychological theories: Selective exposure, Selective perception, Selective retention. Theory of cognitive	<b>10</b>

		dissonance, Spiral of silence, Johari window.	
	4	<b>Theories of Mass Communication-II</b> <b>Normative theory:</b> Authoritarian theory, Libertarian theory/ Free Press theory, social responsibility theory, Soviet media theory, Development communication theory, Democratic participation theory. <b>Critical and cultural theories:</b> Marxist theory, Political-economy, Media hegemony, Frankfurt School, Birmingham School, Chicago School.	15
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1. Aggarwal, Vir Bala. <i>Handbook of Journalism and Mass Communication</i> . Concept Publishing Company 2. Fiske, John. <i>Introduction to Communication Studies</i> . Routledge.		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Arthur Asa Berger. <i>Essentials of Mass Communication Theory</i> . Sage Publication 2. Baran, Stanley J & Davis, Dennis K. <i>Mass Communication Theory</i> . Wadsworth Publications 3. DeFleur, Melvin L. & Dennis, Everette E. <i>Understanding Mass Communication</i> . Houghton Mifflin Company. 4. McQuail Denis. <i>Mass Communication Theory</i> . Sage Publications 5. Narula, Uma. <i>Dynamics of Mass Communication Theory and Practice</i> . Atlantic Publisher		

<b>Course: EVENT MANAGEMENT</b>			<b>Semester: VI</b>
<b>Course Code: BJM 309</b>	<b>L T P</b>	<b>3 0 2</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To enable students to learn the concepts, tools and techniques of event management and develop skills to manage them effectively.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn about the concept, purpose, objective and theme of event management.</li> <li>2. Understand the process of organizing an event and also client relationship.</li> <li>3. Recognize the importance of marketing and sponsorship for any event.</li> <li>4. Successfully organize and manage an event, including the functioning of various departments that are associated with it.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Event Management:</b> Event Management: concept, purpose, objective and theme, Types of events, Creative visualization, Planning, Design of events.	10
	2	<b>Event Concept and Feasibility:</b> Event feasibility and client approval process, Project planning for an event, Document design and planning, Event organizational charts.	10
	3	<b>Event Marketing and Support Functions:</b> 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.	15
	4	<b>Conduct of an Event:</b> 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 International Special Event Society (ISES).	10
	5	<b>Suggested Practicals:</b> Organize an academic conference, organize a cultural event, organize a media conference for any event, Design documents/data related to event in Excel, Presentation on case studies related to Event Management, Prepare your own case studies.	30

		Total Hours	75
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Ferdinand, Nicole. Kitchin &amp; Paul J. <i>Event Management</i>. Sage Publications</li> <li>2. Kirk, R. L. Van. Catherwood, D. W. &amp; LLP, Ernst &amp; Young. <i>The Complete Guide to Special Event Management</i>. John Wiley and Sons.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Allen, Johnny. Harris, Rob. McDonnell, Ian. &amp; O'Toole, William. <i>Festival &amp; Special event management</i>. John Wiley &amp; Sons.</li> <li>2. Bowdin, Glenn. Allen, Johnny. Harris, Rob. McDonnell, Ian. &amp; O'Toole, William. <i>Event Management</i>. Routledge.</li> <li>3. Singh, G.S. &amp; Devesh, Kishor. <i>Event Management</i>. Har-Anand Publications.</li> </ol>		



<b>Course: PERSONALITY DEVELOPMENT AND PUBLIC SPEAKING</b>			<b>Semester: VI</b>
<b>Course Code: BJM 310</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To introduce students to different theory, practice, forms and mediums of public speaking, with a view to enable them to become efficient public speaker.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Acquire knowledge about the concept and importance of public speaking.</li> <li>2. Prepare effective speech on various topics considering the audience and space.</li> <li>3. Develop skills to become confident public speaker.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction and Self-Assessment and Self Reflection</b> Introduction Round: Introducing oneself and others, Define Personality, Types of Personality, Relationship, Personality Traits, Developing Effective Habits, and Emotional Intelligence, Psychology of success, Self-Awareness and Self-Acceptance, Self-Management, Interpersonal Relationships, Collaboration and Cooperation, Time Management, Smart Goal Setting, Emotional Intelligence, Positive Health, Ethics & Values.	12
	2	<b>The Foundations of Public Speaking</b> Introducing importance of public speaking, Importance of listening, managing speech anxiety, Fighting stagefright & flight, Speaking with confidence, Understanding oneself, Differentiating between speeches.	10
	3	<b>Preparation and Planning</b> Understanding and owning the speaking environment, Audience Analysis, finding a purpose and selecting a topic, Preparing, outlining and researching your speech, Adding supporting ideas and building arguments, Building intro, body and conclusion of a speech.	08
	4	<b>Suggested Practicals:</b> <b>Observing Famous Speech</b> Famous speeches by prominent personalities: Mark Antony, Martin Luther King, Charlie Chaplin, Steve Jobs, APJ Abdul Kalam Azad Speech, Obama, Shashi Tharoor's Oxford Union	30

	<p>speech: Britain Does Owe Reparations, Chimamanda Ngozi Adichie's Ted Talk: The Danger of a Single Story.</p> <p><b>Delivering the Public Speech</b></p> <p>Connecting with the audience. The importance of language. Methods in Delivering the Speech - Tone, Voice, pitch, modulation, body language and gestures. Developing and Selecting Style.</p>	
	<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Lucas, S. E., &amp; Stob, P. <i>The art of public speaking</i>. McGraw-Hill.</li> <li>2. Khera, Shiv <i>You Can Win</i>. Bloomsbury Publishing India Pvt. Ltd. New Delhi</li> <li>3. Hall, D. <i>The New Manual of Public Speaking</i>. Rupa</li> <li>4. Ghosh, B. N. <i>Managing Soft Skills for Personality Development</i>. McGraw Hill</li> </ol>	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Grice, G. L., Skinner, J. F., &amp; Mansson, D. H. <i>Mastering public speaking. (Ninth edition.)</i>. New York: Pearson.</li> <li>2. Beebe, S. A., &amp; Beebe, S. <i>Public Speaking: Handbook. (2nd ed.)</i>. New York: Allyn and Baco</li> <li>3. Subrahmanyam &amp; Mohan <i>Personality Development: Planning Your Success in Campus Interviews</i>. Excel Books</li> </ol>	

**MAJOR (CORE)  
PRINT MEDIA (PMT)**

<b>Course: REPORTING AND WRITING FOR PRINT MEDIA</b>			<b>Semester: VI</b>
<b>Course Code: PMT 301 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain a sound knowledge of reporting, principles of reporting and news gathering method.</li> <li>2. Demonstrate specialized and general reporting on different beats.</li> <li>3. Clearly understand the news and feature writing.</li> <li>4. Acquire the knowledge of editorial, article and column writing.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Reporting:</b> 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.	11
	2	<b>Different types of Beat Reporting:</b> Specialized Reporting: Political, Crime, Science, Business and Sports reporting, Court, Legislative, Other Beats Reporting: Accident, Disaster, Education, Development, Art and Culture, Book review and film review, Interview.	12
	3	<b>Introduction to News and Feature Writing:</b> News writing and its types and techniques, Feature Writing: Concept, Types and Characteristics of Feature, Difference between Feature, News and Articles.	10
	4	<b>Article, Editorial and Column Writing:</b> 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.	12
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1. Lanson J. & Stephens, Mitchell. <i>Writing and Reporting the News</i> . Oxford		

	University Press
	2. Mencher's Melvin. <i>News Reporting and Writing</i> . McGraw Hill Education
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Harcup, Tony. <i>Journalism: Principles and Practice</i> . Sage Publication 2. Harrower, Tim. <i>Inside Reporting: A Practical Guide to the Craft of Journalism</i> . McGraw Hill 3. Lorenz, Alfred L. <i>News Reporting and Writing</i> . Pearson 4. Manning, Paul. <i>News and News Sources: A Critical Introduction</i> . Sage Publication 5. Sterling, Christopher H. <i>Encyclopedia of Journalism</i> . Sage Publication

<b>Course: REPORTING AND WRITING FOR PRINT MEDIA (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: PMT 301(P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Enhance skills in specialized reporting.</li> <li>Acquire the practical knowledge of reporting on different beats.</li> <li>Understand and strengthen the skills of news writing.</li> <li>Demonstrate knowledge and strengthen different writing skills such as editorial, article, feature, reviews, etc.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Specialized Reporting:</b> Political, Crime, Science, Business Sports reporting, Court and Legislative <b>General Reporting:</b> Accident, Education, Development, Art and Culture, Book and film review, Interview. <b>News Writing:</b> Lead Writing, Headlines Writing, News body Different types of Editorial Writing Feature Writing, Article Writing, Column Writing, Letter to Editor Hindi and English Typing		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Lanson J. &amp; Stephens, Mitchell. <i>Writing and Reporting the News</i>. Oxford University Press</li> <li>Mencher's Melvin. <i>News Reporting and Writing</i>. McGraw Hill Education</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>Harcup, Tony. <i>Journalism: Principles and Practice</i>. Sage Publication</li> <li>Harrower, Tim. <i>Inside Reporting: A Practical Guide to the Craft of Journalism</i>. McGraw Hill</li> <li>Lorenz, Alfred L. <i>News Reporting and Writing</i>. Pearson</li> <li>Manning, Paul. <i>News and News Sources: A Critical Introduction</i>. Sage Publication</li> <li>Sterling, Christopher H. <i>Encyclopedia of Journalism</i>, Sage Publication.</li> </ol>		

<b>Course: EDITING FOR PRINT MEDIA</b>			<b>Semester: VI</b>
<b>Course Code: PMT 302 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	This course seeks to provide knowledge in the areas of editing for print. The curriculum broadly covers the techniques of editing as required in the field of print journalism.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Describe the principles of editing and editing techniques.</li> <li>2. Clearly understand the editing techniques.</li> <li>3. Demonstrate the knowledge of page makeup and layout.</li> <li>4. Understand and identify the newspaper organizational structure and the functions.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Principles of Editing:</b> Editing: Meaning, Purposes, symbols, tools and need for editing, Principles of editing, Editorial desk, Functions of an editor, chief sub editor and sub-editor.	10
	2	<b>Editing Techniques:</b> 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.	13
	3	<b>Page Make-up and Layout:</b> Page make-up: meaning, different types and importance, photo-editing setup and caption, Magazine editing and layout design.	10
	4	<b>Organizational Structure:</b> Organizational structure and the functions of the newsroom of a daily newspaper, Components of Newspaper Organization- Newsroom, Printing, advertising, administration and circulation departments	12
	<b>Total Hours</b>		<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Lanson J. &amp; Stephens, Mitchell. <i>Writing and Reporting the News</i>. Oxford University Press</li> <li>2. Mencher's Melvin. <i>News Reporting and Writing</i>. McGraw Hill Education</li> <li>3. Moen, Daryl R. <i>Newspaper Layout and Design Workbook</i>. Iowa State Pr.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED</b>	<ol style="list-style-type: none"> <li>1. Parthasarthy, Rangaswami. <i>Basic Journalism</i>. MacMillan Publisher</li> <li>2. Rucker, Frank W. &amp; Williams, Herbert Lee. (1974). <i>Newspaper Organisation and Management</i>, Iowa State University Press.</li> </ol>		

<b>READING</b>	3. Rystrom, Kenneth. <i>The why, who and how of the Editorial Page</i> . Strata Publishing
	4. Saxena, Sunil. <i>Headlines Writing</i> . Sage Publications
	5. Stonecipher, Harry. <i>Editorial and Persuasive Writing: Opinion functions of News media</i> . Hastings House
<b>Course: EDITING FOR PRINT MEDIA (PRACTICAL)</b>	
<b>Semester: VI</b>	
<b>Course Code: PMT 302(P) C</b>	<b>L T P</b>
	<b>0 0 4</b>
<b>Credits: 2</b>	

<b>OBJECTIVE</b>	This course seeks to provide knowledge in the areas of editing for print media. The curriculum broadly covers the techniques of editing as required in the field of print journalism.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Acquire the skills of news copy editing and translation.</li> <li>2. Competently display their abilities in rewriting and condensing of news.</li> <li>3. Clearly understand the copy editing.</li> <li>4. Demonstrate specialized knowledge of page makeup and layout design.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	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 Readings.		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Lanson J. &amp; Stephens, Mitchell. <i>Writing and Reporting the News</i>. Oxford University Press</li> <li>2. Mencher's Melvin. <i>News Reporting and Writing</i>. McGraw Hill Education</li> <li>3. Moen, Daryl R. <i>Newspaper Layout and Design Workbook</i>. Iowa State Pr.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Parthasarthy, Rangaswami. <i>Basic Journalism</i>. MacMillan Publisher</li> <li>2. Rucker, Frank W. &amp; Williams, Herbert Lee. (1974). <i>Newspaper Organisation and Management</i>, Iowa State University Press.</li> <li>3. Rystrom, Kenneth. <i>The why, who and how of the Editorial Page</i>. Strata Publishing</li> <li>4. Saxena, Sunil. <i>Headlines Writing</i>. Sage Publications</li> <li>5. Stonecipher, Harry. <i>Editorial and Persuasive Writing: Opinion functions of News media</i>. Hastings House</li> </ol>		

**MAJOR CORE/ELECTIVE  
RADIO (RBT)**

<b>Course: WRITING AND RECORDING FOR RADIO</b>			<b>Semester: VI</b>
<b>Course Code: RBT 301 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable 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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the elements of radio program formats.</li> <li>Understand scripting of radio programs and planning, conceptualization and radio voice.</li> <li>Prepare radio documentaries with in-studio recording and on-field sound capturing.</li> <li>Script all forms of radio programmes, work with the clock-hour format of radio.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Writing for Ears:</b> Purpose, Audience, Industry. Understanding Radio- Writing for Imagination. Visualization for Radio.Radio Program Formats. Latest Trends in Radio Writing.	11
	2	<b>Planning for Radio Program:</b> 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.	12
	3	<b>Developing Radio Content:</b> Creating Listener Interaction. Basic research techniques for Radio Program. Writing for Radio Jingles.Documentary sources and how to use them.	10
	4	<b>Scripting for Radio Programs:</b> Program Planning. Broadcasting Guidelines. Scripts for various Radio Program: Radio Interviews, RadioTalk, Discussions, Review Programs, Radio Play, Radio Feature, Radio Documentary, Radio Entertainment Shows and Special Audience Program.	12
		<b>Total Hours</b>	<b>45</b>



<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Rumsey, F. &amp; McCormick, T. <i>Sound and Recording</i>. CRC Press.</li> <li>2. Starkey, Guy. &amp; Crisell, Andrew. <i>Radio Journalism</i>. Sage Publication.</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Coley, S. <i>Music Documentaries for Radio</i>. Routledge.</li> <li>2. Geller, V. <i>Beyond powerful radio: a communicator's guide to the internet age: news, talk, information &amp; personality for broadcasting, podcasting, internet, radio</i>. Amsterdam; Boston: Elsevier/Focal Press.</li> <li>3. Siegel, High. <i>Key Concepts in Radio studies</i>. Sage Publications</li> </ol>

<b>Course: WRITING AND RECORDING FOR RADIO (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: RBT 301 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to learn the practical aspects of radio production along with the radio news compilation and various formats of radio programs.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand writing for radio.</li> <li>2. Understand the basics of sound recording.</li> <li>3. Prepare radio programs with in-studio recording and on-field sound capturing.</li> <li>4. Script all forms of radio programs.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Writing for Radio</b> <ul style="list-style-type: none"> <li>• Thinking audio</li> <li>• Planning and structuring the copy for various audio inputs.</li> <li>• Rewriting the printed and agency copy for broadcasting.</li> <li>• Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox-Pops, Interviews</li> </ul> <b>Scripting for Various Radio Programs</b> 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		
		<b>Total Hours</b>	60
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Rumsey, F. &amp; McCormick, T. <i>Sound and Recording</i>. CRC Press.</li> <li>2. Starkey, Guy. &amp; Crisell, Andrew. <i>Radio Journalism</i>. Sage Publication.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Coley, S. <i>Music Documentaries for Radio</i>. Routledge.</li> <li>2. Geller, V. <i>Beyond powerful radio: a communicator's guide to the internet age: news, talk, information &amp; personality for broadcasting, podcasting, internet, radio</i>. Elsevier/Focal Press.</li> <li>3. Siegel, High. <i>Key Concepts in Radio studies</i>. Sage Publications</li> </ol>		

<b>Course: EDITING TOOLS AND TECHNIQUES FOR RADIO</b>			<b>Semester: VI</b>
<b>Course Code: RBT 302 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To provide students with the knowledge of radio editing tools and techniques.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the basic concept behind audio editing.</li> <li>Understand the aesthetic audio editing techniques and special effects.</li> <li>Learn studio recording and on-field sound recording and editing.</li> <li>Prepare different radio programs, work with the clock-hour format of radio.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Basic concepts of Audio production:</b> Microphones– Designs, Categories and Applications, Digital Studio Mixer, Portable Audio Mixers, recording formats, Understanding sound recording/ Perspective of sound, Sound transfer.	12
	2	<b>Audio Editing Techniques:</b> Editing and post-production, Editing Techniques, Music track composing, Audio special Effects, Final Audio mixing, OB recording equipment, Audio Workstations – Nuendo, Avid Pro tools and others.	12
	3	<b>Studio Recording:</b> 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.	11
	4	<b>Editing Various Radio Formats:</b> Radio Play, Radio Documentary, Radio Feature, Radio Bulletin, Radio News Reels, Radio Talk/ Chat Show, Radio Entertainment Show, Musical Shows and Special Audience Programs.	10
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Reese, D. E., Gross, L. S., &amp; Gross, B. <i>Radio production worktext: studio and equipment</i>. Burlington, Ma: Elsevier Focal Press.</li> <li>Sauls, S., &amp; Stark, C. <i>Audio Production Worktext</i>. Taylor &amp; Francis</li> </ol>		

<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Reese, D. E., Gross, L. S., & Gross, B. <i>Audio production worktext: concepts, techniques, and equipment</i> . Burlington, Ma: Elsevier Focal Press.
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<b>Course: EDITING TOOLS AND TECHNIQUES FOR RADIO (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: RBT 302 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to learn the practical aspects of radio production along with the radio news compilation and various formats of radio programs.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the basic concept behind the audio editing.</li> <li>Edit the radio program.</li> <li>Work on different audio software.</li> <li>Work in radio industry.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Working with various audio editing software:</b> <b>Editing of Various Radio Programs:</b> 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		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Reese, D. E., Gross, L. S., &amp; Gross, B. <i>Radio production worktext: studio and equipment</i>. Burlington, Ma: Elsevier Focal Press.</li> <li>Sauls, S., &amp; Stark, C. <i>Audio Production Worktext</i>. Taylor &amp; Francis</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Reese, D. E., Gross, L. S., & Gross, B. <i>Audio production worktext: concepts, techniques, and equipment</i> . Burlington, Ma: Elsevier Focal Press.		

**MAJOR CORE/ELECTIVE  
TELEVISION (TPP)**

<b>Course: WRITING AND REPORTING FOR TELEVISION</b>			<b>Semester: VI</b>
<b>Course Code: TPP 301 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand writing for television, tv as an audio-visual medium of communication.</li> <li>2. Prepare scripts for TV news and different television programs.</li> <li>3. Develop an understanding about the key roles and responsibilities of a TV reporter and functioning of TV Newsroom.</li> <li>4. Understand the different types of reporting for Television.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Writing for Visuals:</b> 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.	<b>12</b>
	2.	<b>Types of Writing:</b> Writing for different programs, writing for news feature, documentary/talk, sports show, science program, educational program and children program.	<b>10</b>
	3.	<b>Reporting Television News:</b> 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.	<b>15</b>
	4.	<b>Types of Reporting:</b> Different types of reporting, investigative, interpretative,	<b>08</b>

		political reporting, reporting Beat.	
			<b>45</b>
<b>TEXT BOOK</b>	1.	Cushion, H. <i>Television Journalism (Journalism: Key Text)</i> . Sage Publication.	
	2.	White, T. <i>Broadcast news: writing, reporting, and editing</i> . Boston: Elsevier/Focal Press.	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1.	Barnas, F. & White, T. <i>Broadcast News Writing, Reporting, and Producing</i> . CRC Press	
	2.	Boyd, A., Stewart, P. & Alexander, R. <i>Broadcast Journalism</i> . Taylor & Francis.	
	3.	Keller, T. & Hawkins, S. A. <i>Television News</i> . Holcomb Hathaway Pubs.	
	4.	Vasuki Belavadi. <i>Video Production</i> . Oxford University Press.	

<b>Course: WRITING AND REPORTING FOR TELEVISION (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: TPP 301 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Prepare a News Bulletin.</li> <li>2. Develop and write eye-catching headlines for TV news.</li> <li>3. Prepare scripts for different television programs.</li> <li>4. Write scripts for PTC's and voice overs.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	TV script writing for different types of visuals, Headline writing, Prepare News Bulletin, Reporting from location, PTC, Voice over, Exercise of phone-in program		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Cushion, H. <i>Television Journalism (Journalism: Key Text)</i>. Sage Publication.</li> <li>2. White, T. <i>Broadcast news: writing, reporting, and editing</i>. Boston: Elsevier/Focal Press.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Barnas, F. &amp; White, T. <i>Broadcast News Writing, Reporting, and Producing</i>. CRC Press</li> <li>2. Boyd, A., Stewart, P. &amp; Alexander, R. <i>Broadcast Journalism</i>. Taylor &amp; Francis.</li> <li>3. Keller, T. &amp; Hawkins, S. A. <i>Television News</i>. Holcomb Hathaway Pubs.</li> <li>4. Vasuki Belavadi. <i>Video Production</i>. Oxford University Press.</li> </ol>		

<b>Course: EDITING TOOLS AND TECHNIQUES FOR TELEVISION</b>			<b>Semester: VI</b>
<b>Course Code: TPP 302 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To provide students with the basics of editing tools & techniques for television production.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain an understanding of editing techniques.</li> <li>2. Perform non-linear editing on video editing software.</li> <li>3. Demonstrate expertise in online editing and offline editing.</li> <li>4. Develop an understanding about audio and video editing.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Editing basics:</b> 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.	<b>13</b>
	2.	<b>Non-linear editing:</b> 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.	<b>12</b>
	3.	<b>On-line and off-line editing:</b> Difference between on-line and off-line editing, various principles of online editing, editing a recorded program, Video Editing with mobile phone.	<b>10</b>
	4.	<b>Editing audio and video:</b> Editing a news package, editing a voice over, talk show, discussion, documentary, corporate video film, studio interviews, Dubbing, recording voice over.	<b>10</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Billinge, S. <i>The Practical Guide to Documentary Editing</i>. Taylor &amp; Francis.</li> <li>2. Millerson, G., &amp; Owens, J. <i>Television Production</i>. Taylor &amp; Francis.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Butler, J. G. <i>Television</i>. Routledge.</li> <li>2. Iezzi, F. <i>Understanding Television Production</i>. Prentice Hall Direct.</li> <li>3. Wadsworth, C. <i>The Editor's Toolkit</i>. Routledge</li> </ol>		



<b>Course: EDITING TOOLS AND TECHNIQUES FOR TELEVISION (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: TPP 302 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain an understanding about video editing.</li> <li>2. Perform on-line and off-line editing.</li> <li>3. Edit different programs and studio recordings.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	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		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Billinge, S. <i>The Practical Guide to Documentary Editing</i>. Taylor &amp; Francis.</li> <li>2. Millerson, G., &amp; Owens, J. <i>Television Production</i>. Taylor &amp; Francis.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Butler, J. G. <i>Television</i>. Routledge.</li> <li>2. Iezzi, F. <i>Understanding Television Production</i>. Prentice Hall Direct.</li> <li>3. Wadsworth, C. <i>The Editor's Toolkit</i>. Routledge</li> </ol>		

**MAJOR CORE/ELECTIVES**  
**DIGITAL MEDIA (DMT)**

<b>Course: WRITING AND REPORTING FOR DIGITAL MEDIA</b>			<b>Semester: VI</b>
<b>Course Code: DMT 301 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to learn and understand the writing and reporting skills for new media, its different tools, Data journalism and Mobile journalism.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain the knowledge of writing for Digital Media.</li> <li>2. Understand the reporting for digital media.</li> <li>3. Clearly understand the concept and importance of Data Journalism.</li> <li>4. Demonstrate the use of mobile for journalistic purposes.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Writing for Digital Media:</b> 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.	12
	2.	<b>Reporting for Digital Media:</b> Reporting a news story, Sources of News and gathering information for Digital 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.	09
	3.	<b>Data Journalism:</b> 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.	10
	4.	<b>Mobile Journalism:</b> 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	14

		journalistic workflow with mobile devices.	
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1.	Jones, J., & Salter, L. <i>Digital journalism</i> . Los Angeles: Sage.	
	2.	Dewdney, A., & Ride, P. <i>The Digital Media Handbook</i> . Routledge.	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1.	Feigenbaum, A., & Aria Alamalhodaiei. <i>The Data Storytelling Workbook</i> . Routledge	
	2.	Miller, C. H. <i>Digital Storytelling: a creator's guide to interactive entertainment</i> . Taylor and Francis.	
	3.	Nguyen, A. <i>News, Numbers and Public Opinion in a Data-Driven World</i> . Bloomsbury Publishing USA.	
	4.	Reis, R., Katherine Vantyle Macmillin, & Michael Scott Sheerin. <i>Writing &amp; reporting for digital media</i> . Dubuque, Ia: Kendall Hunt Publishing Company.	

<b>Course: WRITING AND REPORTING FOR DIGITAL MEDIA (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: DMT 301 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn and understand the practical writing and reporting skills for new media, its different tools, data journalism and mobile journalism.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain practical knowledge of writing and reporting for New Media.</li> <li>2. Practically use Google Data Studio and Flourish, Data Mining for Data stories.</li> <li>3. Demonstrate published stories and interesting news on mobile platforms on consistent basis.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Writing and reporting for New Media</b> 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. <b>Data Journalism</b> Uses MS Excel, Google Data Studio and Flourish for Data Journalism, Data Mining for Data stories. <b>Mobile Journalism</b> 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 workflow with mobile.		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Jones, J., &amp; Salter, L. <i>Digital journalism</i>. Los Angeles: Sage.</li> <li>2. Dewdney, A., &amp; Ride, P. <i>The Digital Media Handbook</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Feigenbaum, A., &amp; Aria Alamalhodaiei. <i>The Data Storytelling Workbook</i>. Routledge</li> <li>2. Nguyen, A. <i>News, Numbers and Public Opinion in a Data-Driven World</i>. Bloomsbury Publishing USA.</li> <li>3. Miller, C. H. <i>Digital Storytelling: a creator's guide to interactive entertainment</i>. Taylor and Francis.</li> <li>4. Reis, R., Katherine Vantyle Macmillin, &amp; Michael Scott Sheerin. <i>Writing &amp; reporting for digital media</i>. Dubuque, Ia: Kendall Hunt Publishing Company.</li> </ol>		

<b>Course: EDITING TOOLS AND TECHNIQUES FOR DIGITAL MEDIA</b>			<b>Semester: VI</b>
<b>Course Code: DMT 302 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable the students to learn and understand the uses of editing tools and techniques for Digital 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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain knowledge of multi-media and HTML.</li> <li>2. Develop the advanced skills required for website development, Visual Storytelling, Data Journalism and Mobile Journalism.</li> <li>3. Use the different tools required for website development, Visual Storytelling, Data journalism and Mobile Journalism.</li> <li>4. Demonstrate the use of editing tools and techniques for New Media Journalism.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Multimedia and HTML:</b> 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.	10
	2.	<b>Web Designing and Hosting for Digital Media:</b> 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.	11
	3.	<b>Visual Story Telling with Photographs, Video and Audio:</b> 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.	14
	4.	<b>Tools and Techniques for Data and Mobile Journalism:</b> Data Mining, Data Scraping from web, data processing, Flourish: Data Visualization and Storytelling, Google News	10

		Lab, Map mashups, build an interactive map with data, Mobile Journalism: producing, filming, and editing mobile video, basics of editing on video apps.	
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1.	Hahn, O. & Florian Stalph. <i>Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting</i> . Springer International Publishing.	
	2.	Hermida, A., & Mary Lynn Young. <i>Data Journalism and the Regeneration of News</i> . Routledge.	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1.	Carroll, B. <i>Writing and editing for digital media</i> . London: Routledge.	
	2.	Gray, J., Chambers, L. & Bounegru, L. <i>The Data Journalism Handbook</i> . "O'Reilly Media, Inc."	
	3.	Wolsky, T. <i>Final Cut Pro X Beyond the Basics: Advanced Techniques for Editors</i> . Taylor and Francis.	

<b>Course: EDITING TOOLS AND TECHNIQUES FOR DIGITAL MEDIA (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: DMT 302 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to learn and understand the practical uses of editing tools and techniques for Digital 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.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain practical knowledge of multi-media &amp; HTML.</li> <li>2. Develop the advanced practical skills required for website development, Visual Storytelling, Data Journalism and Mobile Journalism.</li> <li>3. Practically use the different tools required for Visual Storytelling</li> <li>4. Demonstrate the practical use of editing tools and techniques for Digital Media and Mobile Journalism.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Multimedia &amp; HTML</b> Practical exposure to HTML and Multimedia use. <b>Web Designing &amp; hosting for New Media</b> Web Site development by using HTML and multimedia techniques. <b>Visual Story telling with Photographs, Video and Audio</b> Using created content in the self-developed website, YouTube channel and in podcasting. <b>Tools and techniques for Data and Mobile Journalism</b> Practice of Data Mining, Data Scraping from web, data processing, creating data stories using Flourish, Creation of Mobile journalism stories.		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Hahn, O. &amp; Florian Stalpl. <i>Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting</i>. Springer International Publishing.</li> <li>2. Hermida, A., &amp; Mary Lynn Young. <i>Data Journalism and the Regeneration of News</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Carroll, B. <i>Writing and editing for digital media</i>. London: Routledge.</li> <li>2. Gray, J., Chambers, L. &amp; Bounegru, L. <i>The Data Journalism Handbook</i>. "O'Reilly Media, Inc."</li> <li>3. Wolsky, T. <i>Final Cut Pro X Beyond the Basics: Advanced Techniques for Editors</i>. Taylor and Francis</li> </ol>		

**MAJOR CORE/ELECTIVES**  
**ADVERTISING AND PUBLIC RELATIONS (APR)**

<b>Course: WRITING FOR ADVERTISING AND PUBLIC RELATIONS</b>			<b>Semester: VI</b>
<b>Course Code: APR 301 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to get acquainted with writing for various disciplines of advertising and public relations.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Demonstrate knowledge on copy writing and prepare different types of ad copies.</li> <li>2. Develop an advertising plan and design creative advertising campaigns for various media.</li> <li>3. Understand PR writing and PR responsibilities.</li> <li>4. Prepare different types of press releases, press notes and handouts.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Copywriting:</b> 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.	<b>10</b>
	2.	<b>Creative Strategy, Planning and Development:</b> 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.	<b>12</b>
	3.	<b>PR Writing: Role and Responsibility:</b> 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.	<b>13</b>
	4.	<b>Writing a Press Release:</b> 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	<b>10</b>



		release, response press release, feature news release, Press Notes and Handouts.	
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1.	Jethwaney, Jaishri N. & Sarkar, N.N. <i>Public Relations Management</i> . Sterling Publishers.	
	2.	Marsh, C., Guth, D., & Bonnie Poovey Short. <i>Strategic writing: multimedia writing for public relations, advertising and more</i> . New York: Routledge.	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1.	Berman, M. <i>The Copywriter's Toolkit</i> . John Wiley & Sons.	
	2.	Krishnamurthy Sriramesh, & Dejan Vercic. <i>The Global Public Relations Handbook</i> . Routledge.	
	3.	Valladares, J. A. <i>The Craft of Copywriting</i> . SAGE Publications Pvt. Limited	

<b>Course: WRITING FOR ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: APR 301 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to sharpen the writing skills in the area of advertising and public relations.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Prepare ad copy and design ad campaigns.</li> <li>2. Write interesting headlines, taglines and slogans.</li> <li>3. Write press release, press note, email and memo.</li> <li>4. Prepare house journal and design newsletter by using QuarkXPress, CorelDraw.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<ol style="list-style-type: none"> <li>1. Preparing Ad copy for various media</li> <li>2. Writing headline/ Sub-headline</li> <li>3. Body Copy</li> <li>4. Slogans/ Jingles/ Taglines</li> <li>5. Design an Ad Campaign</li> <li>6. Press Release</li> <li>7. Press Notes</li> <li>8. Handouts</li> <li>9. QuarkXPress</li> <li>10. CorelDraw</li> </ol>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Jethwaney, Jaishri N. &amp; Sarkar, N.N. <i>Public Relations Management</i>. Sterling Publishers.</li> <li>2. Marsh, C., Guth, D., &amp; Bonnie Poovey Short. <i>Strategic writing: multimedia writing for public relations, advertising and more</i>. New York: Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Berman, M. <i>The Copywriter's Toolkit</i>. John Wiley &amp; Sons.</li> <li>2. Krishnamurthy Sriramesh, &amp; Dejan Vercic. <i>The Global Public Relations Handbook</i>. Routledge.</li> <li>3. Valladares, J. A. <i>The Craft of Copywriting</i>. SAGE Publications Pvt. Limited.</li> </ol>		

<b>Course: EDITING TOOLS AND TECHNIQUES FOR ADVERTISING AND PUBLIC RELATIONS</b>			<b>Semester: VI</b>
<b>Course Code: APR 302 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to understand the various tools and techniques of advertising and public relations with their importance.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Identify tools of advertising for various media and use them effectively.</li> <li>2. Understand the process of advertising research.</li> <li>3. Use PR tools for promotional activities and design an effective PR campaign.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Advertising Tools:</b> 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.	<b>15</b>
	2.	<b>Advertising Research:</b> 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.	<b>12</b>
	3.	<b>PR Tools and Campaign Planning:</b> 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.	<b>18</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Jethwaney, Jaishri N. &amp; Sarkar, N.N. <i>Public Relations Management</i>. Sterling Publishers.</li> <li>2. Marsh, C., Guth, D., &amp; Bonnie Poovey Short. <i>Strategic writing: multimedia writing for public relations, advertising and more</i>. Routledge.</li> </ol>		

<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"><li>1. Belch, G. E., Belch, M. A., Kerr, G., &amp; Powell, I. <i>Advertising and promotion: An integrated marketing communications perspective</i>. Sydney: Mcgraw-Hill Australia.</li><li>2. Berman, M. <i>The Copywriter's Toolkit</i>. John Wiley &amp; Sons.</li><li>3. Krishnamurthy Sriramesh, &amp; Dejan Vercic. <i>The Global Public Relations Handbook</i>. Routledge.</li><li>4. Valladares, J. A. <i>The Craft of Copywriting</i>. SAGE Publications</li></ol>
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<b>Course: EDITING TOOLS AND TECHNIQUES FOR ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: APR 302 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students understand the various tools and techniques of advertising and public relations with their importance.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Develop an understanding about the tools of advertising and effectively use them.</li> <li>2. Understand the process of advertising research.</li> <li>3. Design newsletter, house journals and brochure.</li> <li>4. Use designing software such as Adobe Photoshop, QuarkXPress and CorelDraw.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<ol style="list-style-type: none"> <li>1. Analysis of tools of advertising</li> <li>2. Advertising research</li> <li>3. Ad effectiveness studies</li> <li>4. Preparing Newsletter</li> <li>5. Prepare House Journal</li> <li>6. Prepare Brochure for various events</li> <li>7. Prepare Press Kits</li> <li>8. Use of Adobe Photoshop</li> <li>9. QuarkXPress</li> <li>10. CorelDraw</li> </ol>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Belch, G. E., Belch, M. A., Kerr, G., &amp; Powell, I. <i>Advertising and promotion: An integrated marketing communications perspective</i>. Sydney: Mcgraw-Hill Australia.</li> <li>2. Marsh, C., Guth, D., &amp; Bonnie Poovey Short. <i>Strategic writing: multimedia writing for public relations, advertising and more</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Berman, M. <i>The Copywriter's Toolkit</i>. John Wiley &amp; Sons.</li> <li>2. Krishnamurthy Sriramesh, &amp; Dejan Vercic. <i>The Global Public Relations Handbook</i>. Routledge.</li> <li>3. Valladares, J. A. <i>The Craft of Copywriting</i>. SAGE Publications</li> </ol>		

**MAJOR CORE/ELECTIVES**  
**ARTIFICIAL INTELLIGENCE AND GRAPHIC DESIGN (AGD)**

<b>Course: PUBLICATION AND PACKAGING DESIGN</b>			<b>Semester: VI</b>
<b>Course Code: AGD 301 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To introduce to the students the design process and principles associated with publication of different kinds as well as packaging to creatively present a brand in an innovative way.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the basics of publication design.</li> <li>2. Ability to visualize publications using design skills and art skills.</li> <li>3. Understand the process and functions of packaging design.</li> <li>4. Demonstrate the different types of packaging design.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Basics of Publication Design:</b> Layout: Design principles in layout, Free style lay out, Grid design, Formats, Margins, Columns and Gutters, Page depth, Working with Imagery, Borders and rules.	<b>10</b>
	2.	<b>Publication Design Components:</b> Magazine design: Cover page, Visualization, Essentials of page design. Newspaper Design: Front Page, Section Pages, Editorial Pages and Special Editions. Book Design: Effective Grid design for the book, Typography, Margins in page design, Laying out text and images.	<b>13</b>
	3.	<b>Packaging Design:</b> Packaging Design – functions and technical features, Packaging Design process, technical considerations, Materials, Surface graphics, Branding, Typography, Information layout and Hierarchy.	<b>12</b>
	4.	<b>Types of Packaging Design:</b> Anatomy of packages, Structural design, Study of various package designs in the market, Study and analysis of famous packaging portfolios.	<b>10</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Machine Learning and Artificial Intelligence in Healthcare Systems: Tools and Techniques, Shaikh, Tawseef Ayoub and others.</li> <li>2. Ambrose, G., &amp; Harris, P. <i>Packaging the brand: the relationship between</i></li> </ol>		

	<i>packaging design and brand identity</i> . London: Bloomsbury Visual Arts.
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Drew, J. T. &amp; Meyer, S. A. <i>Color management for packaging: a comprehensive guide for graphic designers</i>. Switzerland: Rotovision</li> <li>2. Frost, C. <i>Designing for newspapers and magazines</i>. London: Routledge.</li> <li>3. Marianne Rosner Klimchuk, &amp; Krasovec, S. A. <i>Packaging design: successful product branding from concept to shelf</i>. Hoboken, New Jersey: Wiley.</li> <li>4. Roth, L., &amp; Wybenga, G. L. <i>The Packaging Designer's Book of Patterns</i>. John Wiley &amp; Sons.</li> </ol>

<b>Course: PUBLICATION AND PACKAGING DESIGN (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: AGD 301 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to have practical exposure of the use of designing software in order to become skillful in presenting appropriate design solutions required in the publication and packaging world.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Deploy design tools and software and work with layout and typography.</li> <li>2. Become skillful in making visually appealing layouts for various publications.</li> <li>3. Work in teams to publish their own designs for packaging purpose.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Introduction to Design:</b> Basic Knowledge of Designing. Using tools of Illustrations and Graphics. <b>Layout:</b> Layouts of Books, Daily Newspapers and Magazines. <b>Packaging Design for Various Products:</b> Cartons, Bottles, Tubes, Cans, Rubs and Jars, Multi packs, Clam shells and Blister packs, CDs, Gift packs.		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Ambrose, G., &amp; Harris, P. <i>The Fundamentals of Graphic Design</i>. Bloomsbury Publishing.</li> <li>2. Ambrose, G., &amp; Harris, P. <i>Packaging the brand: the relationship between packaging design and brand identity</i>. London: Bloomsbury Visual Arts.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Drew, J. T. &amp; Meyer, S. A. <i>Color management for packaging: a comprehensive guide for graphic designers</i>. Switzerland: Rotovision</li> <li>2. Frost, C. <i>Designing for newspapers and magazines</i>. London: Routledge.</li> <li>3. Marianne Rosner Klimchuk, &amp; Krasovec, S. A. <i>Packaging design: successful product branding from concept to shelf</i>. Hoboken, New Jersey: Wiley.</li> <li>4. Roth, L., &amp; Wybenga, G. L. <i>The Packaging Designer's Book of Patterns</i>. John Wiley &amp; Sons.</li> </ol>		



<b>Course: INFORMATION AND MOTION DESIGN WITH ARTIFICIAL INTELLIGENCE</b>			<b>Semester: VI</b>
<b>Course Code: AGD 302 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To introduce the history and elements of information design and also understand and learn skills of various aspects of motion design to enable them to creatively express themselves.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the Information Design and relevance of information graphics.</li> <li>2. Demonstrate the elements of information graphics and different types of charts.</li> <li>3. Discover the motion design techniques and their applications.</li> <li>4. Understand Data Visualization with the help of AI.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Information Design:</b> Brief History of Information Design – Important Maps and Charts in History, Relevance of Information Graphics in Society, Various areas of application.	<b>10</b>
	2.	<b>Information Graphics:</b> Elements of Information Graphics – Data, Information, Knowledge, Different kinds of information, analyzing, classifying and organizing information, Quantitative and Qualitative Information, Study of charts – bar chart, line chart, pie chart, organizational chart, timeline chart, flow chart.	<b>12</b>
	3.	<b>Motion Design :</b> Introduction to aftereffects: Basic Video Concepts - Importing Files - Project Panel Overview, New Composition - Placing Footage in the Composition- Film Strip Effect with Multiple Movies-Timeline Panel Overview-Timeline Switches- Time Ruler and Work Area- Composition Panel Overview.	<b>13</b>
	4.	<b>Introduction to AI-assisted Data Visualization</b> Using tools like Power BI, or Flourish with GPT-based plugins, Real-world examples of AI predicting and visualizing trends (e.g., COVID-19 dashboards), Using AI (e.g., ChatGPT Code Interpreter or Excel Copilot) to turn text/numbers into visuals, AI for Data Cleaning and Analysis, RunwayML and Pika Labs (AI video tools)	<b>10</b>

		Total Hours	45
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Multimodal Generative AI, Springer, Akansha Singh and Krishna Kant Singh.</li> <li>2. Krasner, Jon. <i>Motion Graphic Design: Applied History and Aesthetics</i>. Taylor and Francis.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Harris, Robert L. <i>Information Graphics</i>. Oxford University Press.</li> <li>2. Hilton, P. <i>Design in Motion</i>. Bloomsbury Publishing</li> <li>3. Meyer, Chris and Meyer, Trish. (2010) <i>Creating Motion Graphics with After Effects: Essential and Advanced Techniques</i>. Focal Press.</li> <li>4. Taylor, A. <i>Design Essentials for the Motion Media Artist</i>. Taylor &amp; Francis.</li> <li>5. Tufte, E. R. <i>Data Analysis for Politics and Policy</i>. Prentic hall</li> </ol>		

<b>Course: INFORMATION AND MOTION DESIGN WITH ARTIFICIAL INTELLIGENCE (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: AGD 302 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To practically train the students to understand and learn skills to demonstrate information and motion design in various fields.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn practical knowledge of motion design and using tools of animation, Illustrations and Graphics.</li> <li>2. Learn motion design techniques in applied practice and preparing different maps.</li> <li>3. Demonstrate motion design and keyfarming.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<b>Introduction to Design:</b> Basic Knowledge of Information and Motion Design. Using tools of Illustrations and Graphics. Using tools of Animation <b>Maps:</b> Geographical and Non-geographical Maps Statistical Maps Symbols and Typography in Maps Information Graphics in Signage Systems <b>Data Visualization with AI:</b> Using tools like Power BI, or Flourish with GPT-based plugins, Real-world examples of AI predicting and visualizing trends		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Dabner, D., Stewart, S., &amp; Zempel, E. <i>Graphic Design School</i>. John Wiley &amp; Sons.</li> <li>2. Krasner, Jon. <i>Motion Graphic Design: Applied History and Aesthetics</i>. Taylor and Francis.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Multimodal Generative AI, Springer, Akansha Singh and Krishna Kant Singh.</li> <li>2. Hilton, P. <i>Design in Motion</i>. Bloomsbury Publishing</li> <li>3. Meyer, Chris and Meyer, Trish. <i>Creating Motion Graphics with After Effects: Essential and Advanced Techniques</i>. Focal Press.</li> <li>4. Taylor, A. <i>Design Essentials for the Motion Media Artist</i>. Taylor &amp; Francis.</li> <li>5. Tufte, E. R. <i>Data Analysis for Politics and Policy</i>. Prentice Halls</li> </ol>		

**MAJOR CORE/ELECTIVES**  
**VIDEO AND FILM PRODUCTION (VFP)**

<b>Course: CINEMATOGRAPHY AND EDITING TECHNIQUES FOR VIDEO FILM DESIGN</b>			<b>Semester: VI</b>
<b>Course Code: VFP 301 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to understand the importance of cinematography in film making, student will additionally learn to enhance the basic knowledge about lighting and its use and understand various equipment required for various form of lighting, understand the basics of various camera, lenses and digital cinematography.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn the videography, lenses and basic grammar of editing.</li> <li>2. Understand lighting techniques in cinema.</li> <li>3. Learn camera movements.</li> <li>4. Demonstrate film editing techniques and sound recording.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Videography and Lenses:</b> Power of a still picture, shooting a good Still picture, Composition-Framing, Understanding & Use of color, Capturing the Drama, Black and white Photography, Type of Lenses, Power of Lenses, Understanding the shot requirement and usage of a lens, Idea of perspective: Depth Of Field, Depth of focus, Critical understanding of Fixed Lens Vs. Zoom Lens, Focus pulling, 18% grey card, Metering, Color temperature meter. Principle of video recording, Digital Recording Formats, Editing and compression, Digital sampling and storage.	<b>12</b>
	2.	<b>Lighting in Cinema:</b> Lighting techniques, Concept of lighting various plans, Understanding Various types: Tungsten lamps, Cool Lights, HMI, Cyclorama/background lights, Soft Box lights, Use of cutter stand, black cloth and Camera filters, barn doors, use of reflectors, Ratio lighting: 1:2, 1:3, 1:4, Creating various Background patterns and types, Lighting – Situations, Studio lighting for three cameras set up: Talk Show, Game Show.	<b>10</b>
	3.	<b>Camera Movements:</b> Basic grammar of shots, Primary Camera Movement: Pan, Tilt, Zoom, Character Movement, Usage and need of Track and trolley, Crane, Jimmy Jib, Poll Cam, Managing Movements, Single camera	<b>08</b>

		Setup, Multi camera setup, Continuity Exercise, Do's and don'ts of camera movements, Aesthetics and Psychological Impact of Moving Images, Various parts of Motion picture cameras, Moving Image-Motion Picture, Impact of collective moving Images, Motion Picture Dynamics.	
	4.	<b>Film Editing Techniques &amp; Sound:</b> Introduction to video editing. Introduction to video editing software, Editing the image, Sequence of shots, Shots length, deletion, editing suits, equipment in edit suits, capturing video, Sense of direction, Continuity, Synchronizing of video, Conversion from analog to digital signal, Digital broadcasting, Different video file formats. Transitions. Video Compression. Video codecs and containers. Non-linear editing, editing tools: transitions, cut, dissolves, wipe, cut-in/cut-away, fade-in/fade-out, jump cut. Difference between on-line and off-line editing, Various principles of online editing, Editing a recorded program. Basic characteristics of sound. Sound chain and its elements. Microphones, interconnects, and loudspeakers. Synchronizing of audio, editing a voice over, talk show, Dubbing, Recording voice over.	15
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1. Brown, Blain. <i>Motion Picture and Video Lighting</i> . CRC Press. 2. Dancyger, K. <i>Technique of Film and Video Editing</i> , 4th Edition. Focal Press. 3. Elkins, D. E. <i>The Camera Assistant's Manual</i> . Taylor & Francis.		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Brown, Blain. <i>Cinematography: Theory and Practice - Image Making for Cinematographers, Directors and Videographers</i> . Focal Press. 2002. 2. Hart, Douglas. <i>The Camera Assistant</i> . Routledge, Taylor & Francis. 3. Samuelson, David. <i>The Hands-on Manual for Cinematographers by David Samuelson</i> . CRC Press.		

<b>Course: CINEMATOGRAPHY AND EDITING TECHNIQUES FOR VIDEO FILM DESIGN (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: VFP 301 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to learn the practical knowledge of cinematography in film making, student will additionally learn to enhance the knowledge about lighting and its use and understand various equipment required for various form of lighting, understand the basics of various camera, lenses, digital cinematography and film editing.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn the basics of cinematography techniques.</li> <li>2. Demonstrate practical knowledge about different shots and Lighting techniques.</li> <li>3. Learn the use of lenses and different types of editing.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<ol style="list-style-type: none"> <li>1. Screen Direction</li> <li>2. Rule of 180 degree</li> <li>3. Shot Compositions</li> <li>4. Lighting techniques: Day and night effect lighting</li> <li>5. Colour Correction/Colour Grading</li> <li>6. VFX/SFX/GFX</li> <li>7. Aerial shots</li> <li>8. Continuity shots/Continuity Editing</li> <li>9. Non-Linear Editing</li> <li>10. Single and Multi-Camera Set up</li> <li>11. Dialogue and SFX matching</li> <li>12. High Key and Low-Key Lighting</li> <li>13. Use of reflectors/Use of Cutters</li> <li>14. Use of Fixed Lens Vs. Zoom Lens</li> </ol> <p>(Note: Each student must do one exercises in each practical component and submit the same in class records for evaluation during practical evaluation)</p>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Brown, Blain. <i>Motion Picture and Video Lighting</i>. CRC Press.</li> <li>2. Dancyger, K. <i>Technique of Film and Video Editing</i>, 4th Edition. Focal Press.</li> <li>3. Elkins, D. E. <i>The Camera Assistant's Manual</i>. Taylor &amp; Francis.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED</b>	<ol style="list-style-type: none"> <li>1. Brown, Blain. <i>Cinematography: Theory and Practice - Image Making for Cinematographers, Directors and Videographers</i>. Focal Press.</li> <li>2. Francis Rumsey and Tim McCormick. <i>Sound and Recording</i>, Focal</li> </ol>		

<b>READING</b>	<p>Press.</p> <p>3. Hart, Douglas. <i>The Camera Assistant</i>. Routledge, Taylor &amp; Francis.</p> <p>4. Kerner, Marvin M. <i>The Art of the Sound Effects Editor</i>. Focal Press.</p> <p>5. Samuelson, David. <i>The Hands-on Manual for Cinematographers by David Samuelson</i>. CRC Press.</p>
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<b>Course: YOUTUBE AND MOBILE FILMMAKING</b>			<b>Semester: VI</b>
<b>Course Code: VFP 302 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable the students to understand the importance of YouTube and mobile in film making, student will additionally understand the production pipeline of YouTube and mobile filmmaking and understand various equipment required. In addition to this, students will understand the entire workflow in Film/Video making process and gain exposure on various cameras and software used for producing a mobile film.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn the basic grammar &amp; principles of mobile filmmaking.</li> <li>2. Understand conceptual knowledge about MoJo Kit, different production stages and studio and location.</li> <li>3. Lighting arrangements of mobile filmmaking.</li> <li>4. Learn the writing for YouTube and mobile filmmaking.</li> <li>5. Demonstrate creation of YouTube and streaming services.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Language of Mobile Filmmaking:</b> Principle of filmmaking, focus on visual Language: Shots, Movements, Angles, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage, Focus on Sound and Colour: Diegetic and Non-Diegetic Sound. Off Screen Sound. Sync Sound. Ambient Noise, the use of Colour as a stylistic Element, Different genres in mobile filmmaking, Film script & Screen play.	<b>11</b>
	2.	<b>Mobile Film Production &amp; Tools:</b> Stages of Production: pre-production, production and post-production, Fast-paced production environment, recording live events and stage shows with mobile phone, crew members and their role, lighting techniques, Understanding Various types of lighting: Face lighting. Key, fill, back light, High key lighting, Low key lighting, Mojo Kit: Smartphone Video Rigs, Mobile Phone Cage, Tripods, Gimbal, Types of Microphones, LED lights, Chroma Selfie Stick, Voice Recorder, Reflectors. Mobile apps for audio-visual editing.	<b>14</b>
	3.	<b>Writing for Mobile Filmmaking:</b> Writing for mobile filmmaking: concept, treatment, script visualization, storyboard and screenplay, writing for various programs, programming research and effects of mobile,	<b>10</b>



		Writing for YouTube and streaming services, Electronic Field Production (EFP).	
	4.	<b>YouTube and Streaming Services:</b> Creating YouTube channel and its different features, Creating Thumbnails, YouTube Live, Building YouTube Subscribers, YouTube Library, V login, YouTube 360-degree video, Digital Recording Formats, Editing and compression, Digital sampling and storage, technical formats of video, Web Streaming, Video Streaming and its various platforms, Various video standards, Media servers- Streaming - Graphic cards - video games - various mobile devices -narrow casting protocols - personal casting devices.	<b>10</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1. Nikolic, V. <i>Independent Filmmaking and Digital Convergence</i> . Taylor & Francis. 2. Windhausen, F. <i>A Companion to Experimental Cinema</i> . John Wiley & Sons.		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Pepe, P. J., & Zarzynski, J. W. <i>Documentary Filmmaking for Archaeologists</i> . Routledge. 2. Rascaroli, L., Young, G., & Monahan, B. <i>Amateur Filmmaking</i> . Bloomsbury Publishing US. 3. Willoughby, N., Morris, T., & Eagle, W. <i>Making YouTube videos</i> . Wiley.		

<b>Course: YOUTUBE AND MOBILE FILMMAKING (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: VFP 302 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to understand the importance of YouTube and mobile in film making, student will additionally understand the production pipeline of YouTube and mobile filmmaking and understand use of various equipment required. In addition to this, students will understand the entire workflow in Film/Video making process practically and gain exposure on various cameras and software used for producing a mobile film.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn practical knowledge of shots, movements, angles and mobile filmmaking.</li> <li>2. Understanding the creation of YouTube and mobile filmmaking.</li> <li>3. Learn the use of YouTube technology and streaming.</li> <li>4. Demonstrate mobile camera features and apps used for editing.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	Composing Shots, Movements, Angles, Use of different accessories in mobile filmmaking/Mojo Kit Producing 3 shot, 6 shot and 10 Shot Exercise, Corporate Filmmaking with Multiple Characters/locations Single Multiple Location Fiction/Non-Fiction Short Filmmaking, To gain exposure on mobile camera features and apps used for editing Creating YouTube Channel and finding subscribers, Exercise on YouTube Live/YouTube Streaming/ YouTube 360-degree video		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Nikolic, V. <i>Independent Filmmaking and Digital Convergence</i>. Taylor &amp; Francis.</li> <li>2. Windhausen, F. <i>A Companion to Experimental Cinema</i>. John Wiley &amp; Sons.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Pepe, P. J., &amp; Zarzynski, J. W. <i>Documentary Filmmaking for Archaeologists</i>. Routledge.</li> <li>2. Rascaroli, L., Young, G., &amp; Monahan, B. <i>Amateur Filmmaking</i>. Bloomsbury Publishing US.</li> <li>3. Willoughby, N., Morris, T., &amp; Eagle, W. <i>Making YouTube videos</i>. Wiley.</li> </ol>		

**MAJOR CORE/ELECTIVES  
ANIMATION FILM DESIGN (AFD)**

<b>Course: PRE-PRODUCTION AND POST-PRODUCTION DESIGN FOR ANIMATION</b>			<b>Semester: VI</b>
<b>Course Code: AFD 301 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable the students to understand the pearlier and contemporary animation, student will additionally learn the terms used in pre-production and postproduction of animation films and their applicability.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Inculcate Idea Creation, evolving a Storyline, Scriptwriting for Animation.</li> <li>2. Understand Evolution of 2D &amp; 3D Character Design.</li> <li>3. Learn different techniques to make animation films.</li> <li>4. Understand the basics of composition and different forms of animation layout.</li> <li>5. Learn creation of animation through watching important &amp; relevant animated film and analyzing the case studies.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Conceptualization, Ideation and Scripting:</b> Idea Creation, evolving a Storyline, Scriptwriting for Animation Understanding the basics of the preproduction process, Animation appreciation and construction of the story, Emphasizing the look and appeal of a character, personality, psychology, context within an environment.	<b>08</b>
	2.	<b>Character Design:</b> Evolution of 2D Character Design, Evolution of 3D Character Design, Animation Style, Guidelines for Character Design, Shape, Proportion, Head Heights, Model Sheets, Color Models	<b>06</b>
	3.	<b>Animation Overview:</b> Script, Storyboard, Soundtrack, Track Breakdown, Designs, Animatic, Layouts, Dope Sheets and Production folders, Pencil Tests, Pose Tests, Clean-up, Ink and Paint, Backgrounds, Checking, Final Shoot/Composite, Final Edit and Dub, Tools, Light box, Peg Holes and Peg, Bars, Field Sizes, Guides and Limitations, TV CutOff, Safe Titling	<b>12</b>
	4.	<b>Layout:</b> Background study, Animation layout: layout from storyboards, Correcting storyboards, Background layout with respect to the	<b>10</b>

		narrative. Focus on lighting and composition, Classical layout techniques: Concepts of layering, overlay, underlay, Understanding of basic Animatics 2D layout, 3D layout, Exposure sheet, Foreground/Background, Compatibility, Concept and Environment Design.	
	5.	<b>Case study:</b> Characters from The Mahabharata, Action Analysis: Understanding animation from the masters. Tracing and retiming the key frames and in-betweens of existing sequences, Live Action: Charles Chaplin, Animation: Disney classical animation (e.g., Bare necessities), Understanding of poses, exaggeration, and line of action for a character.	<b>09</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Bacher, H. Dream Worlds: Production Design for Animation. Taylor &amp; Francis.</li> <li>2. Beauchamp, R. Designing Sound for Animation. Taylor &amp; Francis.</li> <li>3. Rall, H. Animation. CRC Press.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Musburger, R. B. Animation Production. CRC Press.</li> <li>2. Michelangelo Manrique. Blender for animation and film-based production. Boca Raton: Crc Press, Taylor &amp; Francis Group.</li> </ol>		

<b>Course: PRE-PRODUCTION AND POST-PRODUCTION DESIGN FOR ANIMATION (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: AFD 301 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	This course intends to provide basic knowledge of pre-production and postproduction for animation.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Develop Idea Creation, Storyline and Scriptwriting for Animation.</li> <li>2. Understand 2D &amp; 3D Character Design.</li> <li>3. Learn preparing of story board, layout &amp; budgeting process for Animation Film.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	Idea Creation, Script writing for Animation Film Screen Play Character Design (Expression, Attitude Pose and Turnaround) Story Board, Layouts & Backgrounds Budgeting process for Animation Film		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Bacher, H. <i>Dream Worlds: Production Design for Animation</i>. Taylor &amp; Francis.</li> <li>2. Beauchamp, R. <i>Designing Sound for Animation</i>. Taylor &amp; Francis.</li> <li>3. Rall, H. <i>Animation</i>. CRC Press.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Musburger, R. B. <i>Animation Production</i>. CRC Press.</li> <li>2. Michelangelo Manrique. <i>Blender for animation and film-based production</i>. Taylor &amp; Francis Group.</li> </ol>		

<b>Course: 2D AND 3D FILM PRODUCTION</b>			<b>Semester: VI</b>
<b>Course Code: AFD 302 C</b>	<b>L T P</b>	<b>3 0 0</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable the students to develop the skill & knowledge in 2D and 3D Modelling and texturing. It aims to provide in-depth experience of 2D and 3D modelling practices and applications.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Creating motion using keyframes.</li> <li>2. Demonstrate principles of text in animation.</li> <li>3. Construct 2D models with animation capabilities and use them to compose 2D scenes.</li> <li>4. Construct 3D models with animation capabilities and use them to compose 3D scenes.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Computer Basics for Animation:</b> Reviews the unrest of processing, working frameworks, History of Gui's (graphical User Interfaces), Design techniques, Communication and connectivity, Secondary storage (optical Storage), Printers & printing, Object linking & Embedding, Navigating the web, Intro to file system, Control panel, Accessories & print.	<b>10</b>
	2.	<b>Basic Principles of Text in Animation:</b> Starting Adobe Animate CC and Opening a File, Understanding Document types, getting to know the workspace, working with the Library Panel, Understanding the Timeline, Organizing Layers in a Timeline, Using the Properties Panel, Using the Tools Panel, Undoing Steps in Animate, previewing your movie, Modifying the content and Stage, Saving your movie.	<b>10</b>
	3.	<b>Computer Based 2 D Animation:</b> Overview of Flash, Introduction to the flash interface, Setting stage dimensions, working with panels, panel layouts, Introduction to drawing and drawing tools in Flash .Panels - description, modifying, Saving & deleting a panel, Layers & views, Shaping objects – Overview of shapes, Drawing & modifying Shapes, Bitmap Images & Sounds, Object selection, working with objects & transforming Objects, Animation - Principles, Frame by frame animation, Tweening, masks, Building a movie- Symbol, Libraries,	<b>12</b>

		Structure & Exporting Movie	
	4.	<b>Introduction to 3 D Animation &amp; Modeling:</b> Introduction & Context for 3 D Studio Max, Exploring the Max Interface, Controlling & Configuring the view ports, Working with files, Importing & exporting, Creating & editing primitive objects, Selecting objects & setting object properties, Transforming objects, Pivoting, aligning & snapping, Cloning objects & Creating object arrays, Grouping & Linking objects, Accessing sub objects and using modeling helpers, Introduction to modifier & using modifier stack, Drawing & editing 2 D Spines & shapes, Modeling with polygon & Patch, Using the Graphic Modeling & Painting with objects.	<b>13</b>
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1. Beane, A. 3D Animation Essentials. John Wiley & Sons 2. Kuperberg, M. Guide to Computer Animation. CRC Press. 3. Roberts, S. Character Animation Fundamentals. Taylor & Francis.		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Blain, J. M. Blender 2D Animation. CRC Press. 2. Roberts, S. Character Animation: 2D Skills for Better 3D. Taylor & Francis.		

<b>Course: 2D AND 3D FILM PRODUCTION (PRACTICAL)</b>			<b>Semester: VI</b>
<b>Course Code: AFD 302 (P) C</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to develop the skill & knowledge in 2D and 3D Modelling and texturing. It aims to provide in-depth experience of 2D and 3D modelling practices and applications.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Demonstrate knowledge of cartoon character sketch and shade</li> <li>2. Create 3 D logo.</li> <li>3. Construct 2D models with animation capabilities and use them to compose 2D scenes.</li> <li>4. Construct 3D models with animation capabilities and use them to compose 3D scenes.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals</b>		
	<ol style="list-style-type: none"> <li>1. Cartoon character sketch and shade</li> <li>2. 3D Logo</li> <li>3. Vector Background</li> <li>4. Vector Portrait</li> <li>5. Create Matt Paintings and Create Digital paintings.</li> <li>6. Colour Enhancement in Images</li> <li>7. Vector Portrait</li> <li>8. Create a 10 second 2D animation.</li> <li>9. Create a 10 second 3D animation.</li> <li>10. Create an infographic with Adobe Illustrator elements imported.</li> <li>11. Export animation to HTML5.</li> </ol>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Beane, A. 3D Animation Essentials. John Wiley &amp; Sons</li> <li>2. Kuperberg, M. Guide to Computer Animation. CRC Press.</li> <li>3. Roberts, S. Character Animation Fundamentals. Taylor &amp; Francis.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Blain, J. M. Blender 2D Animation. CRC Press.</li> <li>2. Roberts, S. Character Animation: 2D Skills for Better 3D. Taylor &amp; Francis.</li> </ol>		



**MINOR /ELECTIVE  
PRINT MEDIA (PMT)**

<b>Course: PRINT MEDIA IN INDIA</b>			<b>Semester: VI</b>
<b>Course Code: PMT301M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To provide an insight into the evolution and history of print media, Indian press and freedom movement, important personalities and newspapers, and role of print media in society.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the development of press and print media in India.</li> <li>2. Analyse the role of press in the freedom movement of India.</li> <li>3. Familiar with the important personalities in Indian journalism.</li> <li>4. Understand the role of print media in society and prominent Indian newspapers and magazines.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Print Media in India:</b> Print Media: Meaning and its importance, different types of print media, Invention of printing press and paper, Beginning of printing in India. early origins of newspapers in India, Historical development of important newspapers and magazines in English, Newspaper as a medium of communication.	<b>08</b>
	2.	<b>Indian Press and Freedom Movement:</b> The Indian press and freedom movement. Mahatma Gandhi and his journalism. social, political and economic issues before Independence and the Indian press, Birth of Indian language press and contribution of Raja Ram Mohan Roy, Birth of the Indian news agencies.	<b>08</b>
	3.	<b>Important Personalities in Indian Journalism:</b> James Augusts Hicky, Ganapathy D. Subramania Iyer, Sardar Dyal Singh Majithia, Lala Jagat Narayan, Raja Ram Mohan Roy, Pt. Jugal Kishore Shukla, Bal Gangadhar Tilak, Pt. Mahamana Madan Mohan Malviya, Ganesh Shankar Vidyarthi.	<b>08</b>
	4.	<b>Print Media and Society:</b> A brief overview of important newspapers and magazines: The Times of India, Hindustan Times, The Hindu, The Indian Express, The Tribune, India Today, Outlook, Frontline, Role of print media in society, Social, political and economic issues and the role of the press regarding issues like reservation,	<b>06</b>

		privatization, globalization, modernization etc.	
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	1. Natrajan, J. <i>History of Indian Journalism</i> . Publications Division Ministry of Information & Broadcasting.		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Sinha, A. <i>Community Newspapers in India</i> . Taylor & Francis. 2. Surbhi Dahiya. <i>Indian Media Giants</i> . Oxford University Press.		

<b>Course: PRINT MEDIA PRODUCTION</b>			<b>Semester: VI</b>
<b>Course Code: PMT302M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To provide an understanding of the print media, elements of production, planning, art and design, printing process, printing techniques and overall print production.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn about print media, its different types and the evolution of printing press.</li> <li>2. Demonstrate knowledge of the fundamental requirements and elements of production.</li> <li>3. Better understanding on planning for print, art and design of a newspaper.</li> <li>4. Exhibit an understanding of the stages of print production and printing technology.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Printing Press:</b> Print Media: Meaning and importance, Different types of print media, Printing technology: An overview, Printing press: growth and development, Brief history of printing press in India.	<b>08</b>
	2.	<b>Important Elements of Production:</b> Paper and its different types, Ink & its different types, Composing, Imposing, Plate making process in offset printing, Printing and its different types, Page making techniques: layout, use of graphics and photographs.	<b>08</b>
	3.	<b>Art and Design:</b> Production of a Newspaper, planning for print: size, anatomy, grid, design, Format, typography, copy, pictures, advertisements, plotting text: headlines, editing pictures, captions, Page-making: Front page, Editorial page, Supplements.	<b>08</b>
	4.	<b>Print Production and Technology:</b> Printing Processes: Traditional vs modern, Stages of print production: Pre-Press, Press (Printing), Post- Press, Different software for print production, Modern printing technology: Emerging Trends, Digital technology in print media, Impact of digital in print media.	<b>06</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Frost, C. <i>Designing for newspapers and magazines</i>. Routledge.</li> <li>2. Narendra Nath Sarkar. <i>Art and print production</i>. New Delhi: Oxford University Press.</li> </ol>		

<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Helmut Kipphan. <i>Handbook of Print Media: Technologies and Production Methods</i> . Berlin: Springer
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**MINOR/ELECTIVE  
RADIO (RBT)**

<b>Course: WEB RADIO</b>			<b>Semester: VI</b>
<b>Course Code: RBT301M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to prepare their different radio programs for radio stations.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the concept and importance of Web Radio.</li> <li>2. Understand the digital broadcasting.</li> <li>3. Learn the evolution of technology assisting the mediums of web radio.</li> <li>4. Demonstrate basic working of the web radio they see around them.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Web Radio:</b> Convergence of digitalized media technologies, Divergence of media uses, need for and importance of web radio, Radio's relationship with the music industry, forms of audio on the Internet, Streaming, Downloading and shopping for music online, Bringing radio to the Web, Radio as an interactive medium, Vertical versus horizontal radio communication, DAB.	<b>10</b>
	2.	<b>Digital Audio:</b> Concepts of Sound, The Signal Path: Analog and Acoustic Signal, Digital Signal Path, Digital Audio Workstation, Recording of digital audio	<b>06</b>
	3.	<b>Digital Broadcasting:</b> Introduction, History of Broadcasting, The Broadcasting Industry, Production in the Digital Era, Channels in the Digital Era, Audiences in the Digital Era, Rethinking Digital Broadcasting and New Media	<b>06</b>
	4.	<b>Radio Production:</b> Basic concepts of Audio production, Microphones, Digital Studio Mixer, Portable Audio Mixers, Writing for Web Radio, Sound effects and their uses in radio program production, Audio Postproduction	<b>08</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Goddard, G. <i>DAB Digital Radio: Licensed to Fail</i>. Radio Books.</li> <li>2. McLeish, R., &amp; Link, J. <i>Radio Production</i>. CRC Press.</li> <li>3. Priestman, C. <i>Web Radio: Radio Production for Internet Streaming</i>, Taylor &amp;</li> </ol>		

	Francis
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"><li>1. John Allen Hendricks, &amp; Mims, B. <i>The Radio Station</i>. Routledge.</li><li>2. Keith, M. C. <i>The Radio Station</i>. Taylor &amp; Francis.</li><li>3. Sayed Mohammad Amir. <i>A Career in Radio</i>. Taylor &amp; Francis.</li></ol>

<b>Course: GROWTH AND DEVELOPMENT OF RADIO</b>			<b>Semester: VI</b>
<b>Course Code: RBT302M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	This course intends to provide basic knowledge of historical growth and development of radio.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the evolution and importance of radio.</li> <li>2. Critically analyze the development and use of broadcasting in India</li> <li>3. Learn the organizational structure and functions of different radio broadcasting setup.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Evolution of Broadcasting:</b> Invention of Radio, Evolution and Growth of Broadcasting, Radio Beginnings in World, Beginnings in India: The First Phase, The Second Phase: Birth of All India Radio, The second world war and expansion of air, Airwaves – Public or Private Property	<b>08</b>
	2.	<b>Expansion since Independence:</b> Vividh Bharati, Radio Rural Forums, Transistor Revolution, Pre-Independence and Post-Independence broadcasting, public service broadcasting policy, Broadcasting code and limitations, Roles of AIR and private broadcasters, Commercial broadcasting policy, Community Radio policy, Commercial radio, Web radio	<b>10</b>
	3.	<b>Contemporary Broadcasting:</b> FM Broadcasting: Organization and structure, Various functionaries and their roles, Planning and organizing the content, Music clock, Positioning the channel, Broadcast laws and ethics for music broadcasting FM technology and software, Management of FM radio stations, Community Radio: Role of Community Radio in Empowerment, Community Radio, Culture and Society, Community Radio and Contemporary Issues, Management of Community Radio stations, Commercial Radio: Management, Web Radio: Broadcasting, Management	<b>12</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Goddard, G. <i>DAB Digital Radio: Licensed to Fail</i>. Radio Books.</li> <li>2. McLeish, R., &amp; Link, J. <i>Radio Production</i>. CRC Press.</li> <li>3. Raghunath, P. <i>Community radio policies in South Asia: a deliberative policy ecology approach</i>. Palgrave Macmillan</li> </ol>		

<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"><li>1. John Allen Hendricks, &amp; Mims, B. <i>The Radio Station</i>. Routledge.</li><li>2. Keith, M. C. <i>The Radio Station</i>. Taylor &amp; Francis.</li><li>3. Sayed Mohammad Amir. <i>A Career in Radio</i>. Taylor &amp; Francis.</li></ol>
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**MINOR/ELECTIVE  
TELEVISION (TPP)**

<b>Course: TELEVISION: PROGRAMME AND DEVELOPMENT</b>			<b>Semester: VI</b>
<b>Course Code: TPP301M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to understand the importance of television medium and to provide basic knowledge of historical growth and development of television and its contribution in the globalized world.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Discuss the development of Television Broadcasting in India and identify important milestones.</li> <li>2. Learn the evolution of technology i.e. Satellite, DTH, IPTV assisting the medium of television.</li> <li>3. Understand the changing trends in Television.</li> <li>4. Demonstrate contents of television media.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Growth and Development of Television:</b> Television: Growth and Development, Early days of Doordarshan, SITE and Kheda Project, Prasar Bharati, Joshi, Verghese & Chanda Committees, Advent of colour television in India, Privatization of TV, Regulatory Mechanism, Growth of cable Television and private TV channels in India, Ownership of Television News and Entertainment Channels in India, Digitalization of Television.	<b>08</b>
	2.	<b>Science and Technology in Television:</b> Broadcasting technologies- terrestrial, satellite and webcasting. Display technologies – CRT, LCD, LED, Plasma Screen, 3D TV. Television standards: NTSC, PAL, SECAM and HDTV. Distribution technologies – cable television, DTH, optical fiber, IPTV	<b>08</b>
	3.	<b>Changing Trends in Television:</b> Television aesthetic, TV as a major means of Entertainment, Growth of Private TV channels, need for extensive programming, major channels and media houses, Audience viewership performance, writing for various Television programs, Prime Time Television, Live Television, Over The Top, Digital TV, Electronic News Gathering (ENG) and Electronic Field Production (EFP), Non Linear Television, On	<b>08</b>

		Demand Television.	
	4.	<b>Television Content:</b> Programming research and effects of Television, Nature of drama in television: Various shows, formats and genres, telecast patterns, Creating Drama for TRPs: Building the story, herd culture existing in current times, breaking the barriers, , Differentiation of infotainment, edutainment, entertainment, lifestyle genres: Differentiation of genres, Specialty of different genres, popularity of genres.	<b>06</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	1. Gopal Saksena. <i>Television in India</i> . Vikas Publishing House Private. 2. Kumar, Keval J. <i>Mass Communication in India</i> . Mumbai: Jaico Publication. 3. Rani, N. U. <i>Educational Television In India</i> . Discovery Publishing House. 4. Rao, S. <i>Television for Rural Development</i> . Concept Publishing Company.		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Paddy Scannell. <i>Radio, television, and modern life: a phenomenological approach</i> . Blackwell Publishing. 2. Singh, DevVrat. <i>Indian Television – Content, Issues and Debate</i> . New Delhi: Har-Anand Publications. 3. Spigel, L., & Olsson, J. <i>Television after TV: essays on a medium in transition</i> . Durham: Duke University Press.		

<b>Course: ANCHORING FOR TELEVISION</b>			<b>Semester: VI</b>
<b>Course Code: TPP302M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to learn the concepts of newsroom practices and anchoring skills required for television journalist and anchors.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Demonstrate anchoring and news reading skills for various TV programs.</li> <li>2. Efficiently conduct interviews and moderate various TV discussions.</li> <li>3. Record voice over programs for various TV formats.</li> <li>4. Understand the different technical aspects of newsroom practices and anchoring skills.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Anchoring and Presentation:</b> Qualities of an anchor, Anchoring vs TP reading, using teleprompter in studio, Anchoring techniques: live shows & recorded programs, anchoring according to program formats, 7Ps in News Presentation: Posture, Projection, Pace, Pitch, Pause, Pronunciation and Personality, Discussing Eminent Anchors of the Industry.	<b>08</b>
	2.	<b>Art of Interviewing:</b> Learning Interviewing skills, Types of TV interviews, Relevance of research, Art of listening, Interviewing for various beats: Politics, sports, business, crime, court.	<b>06</b>
	3.	<b>News reading &amp; Voice Over:</b> News reading and presentation, Pronunciation practice, reading news through teleprompter, Voice modulation, Vocal exercises, Making of voice over: rhythm of speech, breathing, resonance, VO for TV commercials/corporate videos/ radio commercials/ TV Documentaries.	<b>08</b>
	4.	<b>Dressing Sense and Producing programing:</b> TV dress code for men and women, what to wear, make up, Anchoring basics tips and techniques, how to better your anchoring skills, anchoring with two or more anchors, reading news bulletin, studio discussions, Talk shows with audience participation, Anchors role in debates and panel discussions inside studio and outside.	<b>08</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	1. Reardon, N., & Flynn, T. On Camera. Taylor & Francis.		

	2. Richa Jain Kalra. (n.d.). The ABC of News Anchoring. Pearson Education India.
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Hemmingway, Emma, <i>Into the Newsroom: Exploring the Digital Production of Regional Television</i></li> <li>2. Morris, D. <i>Peoplewatching: the Desmond Morris Guide to Body Language</i>. London: Vintage Digital.</li> <li>3. Morris, Desmond, <i>People Watching the Desmond Morris guide to Body Language</i>, Vintage Books News, Routledge</li> <li>4. Reardon, N. On camera presentation: how to report, anchor &amp; interview. Amsterdam; Boston: Focal Press.</li> </ol>

**MINOR/ELECTIVES**  
**DIGITAL MEDIA (DMT)**

<b>Course: EVOLUTION OF DIGITAL MEDIA</b>			<b>Semester: VI</b>
<b>Course Code: DMT301M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable student to understand the development and impact of digital media, digital culture and issues associated with digital media.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Develop a comprehensive understanding about growth and development of digital media.</li> <li>2. Comprehend the characteristics of digital media.</li> <li>3. Understand the role of social media and digital entertainment technologies.</li> <li>4. Exhibit an understanding about various issues with digital media.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to the Internet:</b> Origin, growth and history of ARPANET and the Internet, Brief History of Internet Applications- email, messenger, chat and VOIP, Introduction to Newsroom, Gopher, Internet Gaming, Information Superhighway, Use of Hyperlinking, cyber space, Digital Divide and Post National Web, Role of ICT in Mass media.	<b>08</b>
	2.	<b>Digital Media:</b> Introduction and Definition of Digital Media, characteristics of Digital Media, Timeline of digital media technology, Internet and Information Revolution, Digital media and globalization, Web 2.0, Characteristics of Web 2.0, Blogs, mobile applications, Microblogs, wikis, Chatbot, ebooks, epub, online education platforms, Media Convergence, Personal Digital Assistants- PDAs.	<b>08</b>
	3.	<b>Social media and Digital Entertainment:</b> Evolution of social media and social network, role, functions, Social Networking websites and video streaming platforms- YouTube, Orkut, Facebook, Twitter, LinkedIn, Flickr, Instagram, WhatsApp, Sound Cloud, Tumblr etc. Changing paradigms of News after emergence of social media, hashtags, digital entertainment culture, OTT, AR, VR, MR, immersive technologies.	<b>08</b>

	4.	<b>Issues with Digital Media:</b> Cybercrime and security issues on the Internet, cyber warfare, Cyber laws, cyber ethics- social, political and legal issues related to ICT, Fake news, misinformation, disinformation and malinformation, social media driven controversies, online privacy issues	<b>06</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Balbi, G., &amp; Paolo Magaudda. <i>A History of Digital Media</i>. Routledge.</li> <li>Dewdney, A., &amp; Ride, P. <i>The Digital Media Handbook</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>Gali Einav. <i>The New World of Transitioned Media: Digital Realignment and Industry Transformation</i>. Springer International Publishing.</li> <li>W Russell Neuman. <i>Media, technology, and society: theories of media evolution</i>. Digital Culture Books/University of Michigan Press</li> </ol>		

<b>Course: CONTEMPORARY TRENDS IN DIGITAL MEDIA</b>			<b>Semester: VI</b>
<b>Course Code: DMT302M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to understand the latest trends in Digital Media, to help them develop an understanding of the role of digital media in rapid transformation of information dissemination and to understand the influence of contemporary trends in changing the media industry.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand Digital Media Journalism.</li> <li>2. Demonstrate skills of Mobile Journalism and Data Journalism.</li> <li>3. Display an understanding of latest trends in Digital Media Technology and their application in the media industry.</li> <li>4. Understand the use of digital media for social change.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Digital Media Journalism:</b> Digital media Journalism- Introduction and Characteristics - Hyper textuality, multimediality and Interactivity, content generation for digital media, Tweet Deck, Crowd Tangle, Writing for the web, open source Journalism, Online Editing and Publishing, Merits and Demerits of web journalism, cloud technology for media, citizen journalism.	<b>08</b>
	2.	<b>Mobile Journalism and Data Journalism:</b> Mobile Journalism- definition and objectives, Skills required for mobile journalism, Basic MoJo Kit, Live Broadcasting and streaming through mobile devices, Applications for recording, editing and posting stories. Data Journalism- Definition and use in the current scenario, Importance of data journalism, understanding and finding data sources, Storytelling through data, use of infographics, data visualization.	<b>08</b>
	3.	<b>Trends in Digital Media Technology:</b> Live Streaming using Facebook, Twitter and Instagram Live, Big Data Analytics in Media, Artificial Intelligence in Media Industry, Augmented Reality, Virtual Reality, Mixed Reality and storytelling in Journalism, Glass Journalism – Google Glass, Immersive Storytelling and Journalism, Google Lens, Online gaming, Internet of Things- IoT, microblogs, crowdsourcing, crowdfunding, MOOCS, CMS, LMS.	<b>08</b>

	4.	<b>Digital Media for Social Change:</b> Digital Media and Democracy, Digital Media and citizen participation, media in motion- mobile devices, location-based services, social media and networking, Social Media Activism- social media for societal change, UGC, Online communities and channels, Digital society.	<b>06</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. A, S., &amp; Franklin, B. <i>The Routledge handbook of developments in digital journalism studies</i>. Routledge.</li> <li>2. Grueskin, B., Seave, A., &amp; Graves, L. <i>The story so far: what we know about the business of digital journalism</i>. Columbia University Press.</li> <li>3. Steen Steensen, &amp; Ahva, L. <i>Theories of journalism in a digital age</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Weber, L., &amp; Lisa Leslie Henderson. <i>The Digital Marketer</i>. John Wiley &amp; Sons.</li> <li>2. Sharma, R. S. <i>Understanding the Interactive Digital Media Marketplace: Frameworks, Platforms, Communities and Issues</i>. IGI Global.</li> </ol>		



**MINOR/ELECTIVES**  
**ADVERTISING AND PUBLIC RELATIONS (APR)**

<b>Course: INTERNET ADVERTISING AND PUBLIC RELATIONS</b>			<b>Semester: VI</b>
<b>Course Code: APR301M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn about the concepts and practices of Internet advertising and public relations for different media and use tools of mass communication to develop audience-specific informational and promotional messages.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the concept, characteristics and scope of internet advertising.</li> <li>2. Gain familiarity with digital tools and their creative applications for internet advertising.</li> <li>3. Understand the different types of public relations and tools of PR.</li> <li>4. Demonstrate the planning and use of PR tools effectively during crisis.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Internet Advertising</b> Internet Advertising: Definition, Concept and Scope, The changing advertising landscape, history and characteristics of Internet Advertising, Careers in Internet Advertising, Types of Internet advertising, trends in Internet Advertising.	<b>08</b>
	2.	<b>Content Strategy for Internet Advertising:</b> Generating Ideas, Creating and copywriting for multiple platforms, Facebook – the Origin, Facebook Advertising, how does Facebook advertising work, Creating Facebook Ad campaign, Creating content strategy for Instagram, Influencer marketing and Instagram Ads, LinkedIn for personal branding. Advertising for LinkedIn, Creating compelling YouTube advertising.	<b>08</b>
	3.	<b>Introduction to Public Relations:</b> Introduction to Public Relations, Growth and development of PR in India, Importance, Tools of PR, Publicity, Propaganda, Public opinion, Lobbying, PR as a management function, Internal and external public, Difference between PR and Advertising	<b>06</b>
	4.	<b>Public Relations and Crisis Management:</b> Stages of PR Planning process, Crisis Management. Concept and practices, Proactive and Reactive PR, Study of	<b>08</b>

		Symmetrical and Asymmetrical models in handling crises, Code of ethics for PR, PRSI – (Public Relations Society of India).	
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. David Meerman Scott. <i>The new rules of marketing &amp; PR: how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly</i>. John Wiley &amp; Sons, Inc.</li> <li>2. Edward, G., &amp; Belch, M. A. <i>Advertising and promotion: an integrated marketing communications perspective</i>. McGraw-Hill.</li> <li>3. Phillips, D., &amp; Institute of Public Relations. <i>Online public relations</i>. London: Kogan Page.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Aronson, M., Spetner, D., &amp; Ames, C. <i>The Public Relations Writer's Handbook</i>. John Wiley &amp; Sons.</li> <li>2. Bourne, C. <i>Public Relations and the Digital</i>. Springer Nature.</li> <li>3. Sheldrake, P. <i>The Business of Influence</i>. John Wiley &amp; Sons.</li> </ol>		

<b>Course: ADVERTISING AND PUBLIC RELATIONS ETHICS</b>			<b>Semester: VI</b>
<b>Course Code: APR302M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to understand and analyze the laws of specific policies and regulations related to Advertising and Public Relations and to develop in students a sound understanding of media ethics.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of key advertising laws in India.</li> <li>2. Demonstrate an understanding of key advertising laws pertaining to the consumer.</li> <li>3. Apply the knowledge of laws and ethics pertaining to the advertising industry.</li> <li>4. Demonstrate an understanding of laws and ethics in relation to the PR industry.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Advertising Laws:</b> The Drugs and Cosmetic Act, 1940, The Drugs and Magical Remedies Act, 1954, the Lotteries (Regulation) Act, 1998 and the Prize Competitions Act, 1955. Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992, Cigarettes and other Tobacco Products Act, 2003, The Food Safety & Standards Act, 2006.	<b>12</b>
	2.	<b>Advertising Ethics for Society and Consumer:</b> Emblems and Names (Prevention of Improper Use) Act, 1950, Young Persons (Harmful Publications) Act, 1956, Standards of Weight & Measures Act, 1976, Indecent Representation of Women (Prohibition) Act, 1986, Consumer Protection Act 1986, Companies Act, 2013, Consumer Protection Act 2019, Laws related to intellectual property rights.	<b>10</b>
	3.	<b>Public Relations and Ethics:</b> Ethical aspects of Public Relations, PRSI – (Public Relations Society of India), Law of Defamation, Invasion of Privacy, Intellectual Property Rights, Code of ethics for PR, Emerging trends/issues, Relevance of Ethics in PR.	<b>08</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. DiStaso, M. W., &amp; Denise Seveck Bortree. <i>Ethical Practice of Social Media in Public Relations</i>. Routledge.</li> <li>2. Duffy, M., &amp; Thorson, E. <i>Persuasion ethics today</i>. Routledge Taylor &amp; Francis Group.</li> </ol>		

	3. Thomas Harvey Bivins. <i>Mixed media: moral distinctions in journalism, advertising, and public relations</i> . Mahwah, N.J.: L. Erlbaum Associates.
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Fawkes, J. <i>Public Relations Ethics and Professionalism</i> . Routledge. 2. Seib, P. M., & Fitzpatrick, K. <i>Public Relations Ethics</i> . Wadsworth Publishing Company.

**MINOR/ELECTIVES**  
**ARTIFICIAL INTELLIGENCE AND GRAPHIC DESIGN (AGD)**

<b>Course: ART AND ILLUSTRATION</b>			<b>Semester: VI</b>
<b>Course Code: AGD301M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to have a basic idea of art. The students will also gain an understanding of Indian and Western Art. By acquiring the ability to understand perspective and simple drawings, they will demonstrate their thoughts through comic strip making and human figurines.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the meaning and application of art and design.</li> <li>2. Critically analyze art forms and western art movement and criticism.</li> <li>3. Draw basic illustrations and importance.</li> <li>4. Demonstrate clearly sketching and drawing.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Concept of Art and Illustration:</b> Introduction to Art and Illustration. Art – Meaning and Uses. Design – Definition and its applications. Illustrations – Types and Scope. Difference Between Art and Design. The 7 Types of Art. Chronology of Indian Art from 4000 BC to 1900 AD, Foundational and Aesthetic Concepts of Indian Classical Arts, Foundational Concepts of Western Art.	<b>08</b>
	2.	<b>Western Art Movements and Criticism:</b> Early Renaissance Period - Baroque Art, Romanticism. Art Academies and Modernism. Impressionism. Symbolism. Dada. Surrealism. Cubism and its influence. Abstract Art. Pop-Art. Minimalism. Conceptual Art. Art in Public Sphere. Art as Social Protest. Qualities of Art - Aesthetic, Literal, Formal and Expressive. Art Criticism, Interpretation of Art - Description, Analysis and Judgement.	<b>08</b>
	3.	<b>Illustration:</b> Line Weights. Line Style. Brushstrokes. Form and Space. Gestalt's Law of Closure. Rule of Thirds. Figure and Ground. Negative Space. Symmetry. Margins and Grids. Layout. Proportion. Perspective. Vanishing Point. Linear Perspective, Two Point Perspective. Three Point Perspective.	<b>08</b>
	4.	<b>Sketching and Drawing:</b> s. Grid – Parabola, Hyperbola, Ellipse, Diagonal. Circle –	<b>06</b>

		Quadrant, Sector. Cube, Human Face, Human Stick Figures, Drawing Comic Emotions, Drawing 4-box Cartoon Strips.	
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	1. Multimodal Generative AI, Springer, Akansha Singh and Krishna Kant Singh. 2. Rafiq Elmansy. <i>Illustrator Foundations</i> . Taylor & Francis.		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. Glaser, M. <i>Art is work: graphic design, interiors, objects and illustration</i> . London: Duckworth 2. Zeegen, L. <i>What is illustration: essential design handbooks</i> . Switzerland: Rotovision.		

<b>Course: VISUAL IDENTITY AND GRAPHIC DESIGN USING AI</b>			<b>Semester: VI</b>
<b>Course Code: AGD302M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to appreciate iconic visual identities. They will learn to create a visual look, tone and identity of a brand. Students will design and launch new brands and reposition established brands with strategic problem solving.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand product and brand identities through iconic brands.</li> <li>2. Use graphic design for brand names, tagline and typography.</li> <li>3. Understand trademark basics and design management.</li> <li>4. Use fonts and color confidently for achieving design objectives.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Visual Identity:</b> Introduction to Visual Identity, Applications of Graphic Design in Creating Visual Identity, Role of graphic design and AI-enhanced visual tools in advertising Brand – Concept and Meaning, Design Principles with AI-assisted layout and visual structure analysis, Composition and visual hierarchy using AI layout generators, Primary Functions of a Brand – Navigation, Reassurance and Engagement.	<b>08</b>
	2.	<b>Graphic Design for Brands:</b> Brand Names – Founder, Metaphor, Descriptive, Acronym. Taglines – Imperative, Descriptive, Superlative, Provocative, Specific to Business. Brand Ideals and Principles. Typology of Brandmarks: Wordmark, Letterforms, Pictorial Marks, Abstract Marks, Emblems, Character Trademarks. Experience of Brands - Physical Experience Vs Digital Experience.	<b>08</b>
	3.	<b>Design Management and Trademark:</b> Trademark Basics – Registered Trademark, Trademark, Service Mark. Licensing and Registration of Trademark. Design Management, Characteristics and Challenges of Internal Design Teams, Market Research, Usability Testing, Evolution of Brand Logos, Brand Brief, Naming the Brand, Re-Branding.	<b>08</b>
	4.	<b>Using Creative Briefs:</b> Sequence of Cognition: Shape, Color, Form. Creative Strategy – vision, perception, message. Creative Brief. Look – scale, proportion. Feel – emotional, experiential. Font. Kerning. Negative Space. Font on White, Font on Black. Color as Emotion, Color on White, Color on Black. Color Inversion of	<b>06</b>

		Wordmark and Logo.	
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Multimodal Generative AI, Springer, Akansha Singh and Krishna Kant Singh</li> <li>2. Slade-Brooking, C. <i>Creating a Brand Identity: A guide for designers</i>. London: Laurence King Publishing.</li> <li>3. Wheeler, A. <i>Designing Brand Identity</i>. Wiley-Blackwell.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Pat Matson Knapp. <i>Designing Corporate Identity: Graphic Design as a Business Strategy</i>. Rockport</li> <li>2. Raposo, D. <i>Communicating Visually</i>. Cambridge Scholars Publishing.</li> </ol>		



**MINOR /ELECTIVES  
VIDEO AND FILM  
PRODUCTION(VFP)**

<b>Course: AESTHETICS FOR FILMMAKING</b>			<b>Semester: VI</b>
<b>Course Code: VFP301M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To introduce the elements of cinema, its narrative techniques and cinema movements. It will also equip students to analyse and understand the art of narrative cinema as an art, a text, a technology, a commercial product, a psychological experience and a social practice.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand basic aspects of film language.</li> <li>2. Explain the significance of different aesthetic elements and film making techniques.</li> <li>3. Understand and analyze the film movements.</li> <li>4. Learn film criticism and film review.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Film Language:</b> Basic Aspects of film language: Shot, scene, sequence. Time and space. Mise-en-scene. Montage. Sound. Cinematography.	<b>08</b>
	2.	<b>Filmmaking Techniques:</b> Film production: pre-production, production and post-production, Budgeting, Scripting and screenplay, Film formats, Role and functions of film crew.	<b>06</b>
	3.	<b>Film Movements:</b> Soviet Constructivism. Montage theory. German Expressionism. Italian Neorealism. French New Wave. New Latin American Cinema. Indian New Wave.	<b>08</b>
	4.	<b>Film Appreciation:</b> 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.	<b>08</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Douglass, J. S. &amp; Harnden, G. P. <i>The Art of Technique</i>. Pearson.</li> <li>2. McNamara, M. J., &amp; Sheldon, K. <i>Amateur Movie Making</i>. Indiana University Press.</li> <li>3. Yacavone, D. <i>Film Worlds A Philosophical Aesthetics of Cinema</i>. Columbia</li> </ol>		

	University Press.
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"><li>1. Michael Peter Bolus. <i>Aesthetics and the Cinematic Narrative</i>. Anthem Press.</li><li>2. Sipos, T. M. <i>Horror film aesthetics: creating the visual language of fear</i>. London, England: McFarland &amp; Company.</li></ol>

<b>Course: WORLD CINEMA</b>			<b>Semester: VI</b>
<b>Course Code: VFP302M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	This course examines "world cinema" as a concept, as a critical discourse, and above all as the practices of diverse cinematic traditions of the world.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the history of world cinema and contributions of major Directors.</li> <li>2. Explain the Film movements and their significance.</li> <li>3. Learn different film theories.</li> <li>4. Learn about fiction and non-fiction film and historical background of world documentary.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>History of World Cinema:</b> Overview of early cinema. Silent Cinema: Primitive and Pioneers, Films from 1895 – 1910. Narrative Cinema and Institutional Mode of Representation: D. W. Griffith. Hollywood Studio Era: till 1950s. Major Directors.	<b>08</b>
	2.	<b>Film Movements:</b> Soviet Constructivism. German Expressionism. Italian Neorealism. French New Wave. New Latin American Cinema. Japanese Cinema. Indian New Wave.	<b>08</b>
	3.	<b>Film Theories:</b> Realism. Montage Theory. Semiotics. Auteur Theory. Feminist Theory. Parallel cinema, Commercial cinema, Third Cinema and Non-Fiction Cinema.	<b>06</b>
	4.	<b>Fiction and Nonfiction Film:</b> Major differences between Fiction and Nonfiction Cinema. Different Types of Documentary Films. History of World Documentary. Independent Documentary Makers.	<b>08</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Nataša Durovicová, &amp; Newman, K. E. <i>World Cinemas, Transnational Perspectives</i>. Routledge.</li> <li>2. Nowell-Smith, G. <i>The Oxford history of world cinema</i>. Oxford University Press.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Aitken, I. <i>Film and Reform</i>. Routledge.</li> <li>2. Bordwell, D. &amp; Carroll, N. <i>Post-Theory: Reconstructing Film Studies</i>. University of Wisconsin Press.</li> <li>3. Carroll, N., &amp; Choi, J. <i>Philosophy of Film and Motion Pictures: An Anthology</i>.</li> </ol>		

	<p>Hoboken: Wiley.</p> <ol style="list-style-type: none"><li>4. Elsaesser, T., &amp; Malte Hagener. <i>Film Theory</i>. Routledge.</li><li>5. Nowell-Smith, G. <i>The History of Cinema: A very short introduction</i>. Oxford: Oxford University Press.</li><li>6. Richard Meran Barsam. <i>Nonfiction Film: A Critical History</i>. Bloomington Indiana Univ. Press.</li></ol>
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**MINOR/ELECTIVES**  
**ANIMATION FILM DESIGN (AFD)**

<b>Course: VISUAL TECHNIQUES FOR ANIMATION</b>			<b>Semester: VI</b>
<b>Course Code: AFD301M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	This course is intended to provide the basics of visual techniques for animation. It will enable the students to create solid base in animation fundamentals and enrich them the required skill set for a career in the expanding industry of entertainment.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the basics of animation.</li> <li>2. Learn the application of technology assisting animation.</li> <li>3. Demonstrate different types of animation techniques.</li> <li>4. Learn the professional skills required for visual techniques.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction:</b> Animation, Conventional and Computer-assisted Animation, Traditional animation, 2D animation, 3D animation, Typography Animation, Clay animation, Sand Animation, Flip book Animation, Stop-motion animation, General Computer Animation	<b>06</b>
	2.	<b>Applications of animation in real world:</b> Advertising, Film-Special Effects, 3D- Cartoons, Scientific Visualization, Architecture, Flight Simulation, Game Development	<b>06</b>
	3.	<b>Types of Animation Techniques:</b> Traditional animation, 2D animation, 3D animation, Typography Animation, Clay animation, Sand Animation, Flip book Animation, Stop-motion animation, General Computer Animation, 3D Production Pipeline, Animation Languages, Physically Based Modeling, Introduction to various 3D modelling, orthographic and perspective view, Poly editing techniques-Extruding, Bridging, Adding polygon to mesh, Split polygon faces, edge loops, Mirror copying a mesh, Creasing and hardening edges on mesh, Sculpt a polygon mesh Poly Normal, Edge & bevel, Separating & combining geometry, NURBS.	<b>08</b>
	4.	<b>Visual Techniques:</b> Framing, Flocking and Emergent Behavior, Autonomous Behavior, Articulated Figure Animation, Character Animation, Facial Animation, Motion Capture, Introduction to texturing, Unfolding/Unwrapping UV mesh, Smoothing and relaxing a	<b>10</b>

		mesh interactively, fixing problem areas, Applying textures, Introduction to Maya Hyper shade, Texturing, Materials, Normal mapping, baking maps. Dynamics of Animation, Plants and Trees, Water, Fluids, Gases, Particles and Natural Phenomenon, Motion Blur, 3D Lighting, Setting Your Light Parameters, Simulating Light and Color In 3D, designing 3D Lighting, 3D rendering and environment effect: Rendering Tools, Choosing Your Render Settings, Network Rendering, Robotics for animation, postproduction and compositing Understanding Video Post, Choosing Image Filters, Editing Video Clips, Compositing Video Clips, VFX, Graphics Hardware.	
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Briggs, C. <i>Animating Short Stories: Narrative Techniques and Visual Design</i>. London: Bloomsbury Publishing.</li> <li>2. Roberts, S. <i>Character Animation in 3D: Use Traditional Drawing Techniques to Produce Stunning CGI animation</i>. Amsterdam: Focal.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Isaac Victor Kerlow. <i>The Art of 3D Computer Animation and Effects</i>. John Wiley &amp; Sons.</li> <li>2. Katatikarn, J., &amp; Tanzillo, M. <i>Lighting for Animation</i>. CRC Press.</li> <li>3. Taylor, R. <i>The Encyclopedia of Animation Techniques</i>. Oxford: Butterworth-Heinemann.</li> </ol>		

<b>Course: INTRODUCTION TO VR AND AR</b>			<b>Semester: VI</b>
<b>Course Code: AFD302M</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students to understand the concept of Augmented reality, Virtual reality and Mixed reality. It will also make the students understand the application of AR, VR and MR in Digital Entertainment.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the basics of virtual reality, augmented reality and mixed reality.</li> <li>2. Gain knowledge of 3D Modelling and virtual reality.</li> <li>3. Learn the technology and features of AR and MR.</li> <li>4. Demonstrate basic functioning and multiple models of Input and Output Interface in VR.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Virtual Reality:</b> Introduction, Fundamental Concept and Components of Virtual Reality. Computer graphics, Real time computer graphics, Flight Simulation, Virtual environment requirement, Benefits of virtual reality, Historical development of VR.	<b>06</b>
	2.	<b>Scientific Changed in 3D Virtual Reality:</b> Introduction, The Virtual world space, Positioning the virtual observer, the perspective projection, Human vision, Stereo perspective projection, 3D clipping, Colour theory, Simple 3D modelling, Illumination models, Reflection models, Shading algorithms, Radiosity, Hidden Surface Removal, Realism, Stereographic image.	<b>08</b>
	3.	<b>Augmented and Mixed Reality:</b> Taxonomy, technology and features of augmented reality, difference between AR and VR, Challenges with AR, AR systems and functionality, Augmented reality methods, Visualization techniques for augmented reality, Wireless displays in educational augmented reality applications, Mobile projection interfaces, Marker- less tracking for augmented reality, enhancing interactivity in AR environments, Evaluating AR systems.	<b>08</b>
	4.	<b>Multiple Models of Input and Output Interface in Virtual Reality:</b> Human factors: Introduction, the eye, the ear, the somatic senses. VR Hardware: Introduction, sensor hardware, Head-coupled displays, Acoustic hardware, Integrated VR systems. VR	<b>08</b>

		Software: Introduction, Modeling virtual world, Physical simulation, VR toolkits Introduction to VRML, Input -- Tracker, Sensor, Digital Glove, Movement Capture, Video-based Input, 3D Menus & 3DScanner etc. Output – Visual /Auditory / Haptic Devices.	
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Borivoje Furht. <i>Handbook of augmented reality</i>. New York: Springer.</li> <li>2. Ralf Dörner, Broll, W., Grimm, P., &amp; Jung, B. <i>Virtual and Augmented reality (VR/AR): Foundations and Methods of Extended Realities (XR)</i>. Switzerland: Springer.</li> <li>3. Jitendra Kumar Verma, &amp; Paul, S. <i>Advances in Augmented Reality and Virtual Reality</i>. Springer Nature.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. B Arnaldi, Pascal Guitton, &amp; Moreau, G. <i>Virtual Reality and Augmented Reality: Myths and Realities</i>. London: Wiley-Iste.</li> <li>2. Hackl, C., &amp; Wolfe, S. G. <i>Marketing new realities an introduction to virtual reality &amp; augmented reality marketing, branding, &amp; communications</i>. Wroclaw Amazon Fulfilment.</li> </ol>		



**SEMESTER - VII**

<b>Course: COMMUNICATION RESEARCH</b>			<b>Semester: VII</b>
<b>Course Code: BJM 401</b>	<b>L T P</b>	<b>2 0 2</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To enable students to learn basic concepts of communication research methods, various kinds of research, objectives of doing research, research process, research designs, methods, sampling, report writing and relevant research skills.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain conceptual knowledge of research, elements of research and different types of research with their importance.</li> <li>2. Clearly identify and formulate the research problems and research objectives.</li> <li>3. Understand research methods for exploring the specific research problem.</li> <li>4. Understand the importance of data analysis for finding results of the specific research problem.</li> <li>5. Demonstrate the report writing structure and prepare a good research report.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Communication Research:</b> Definition, Importance and need of communication research, Elements of research, Types of research: basic and applied, Selection and formulation of research problems, Hypothesis.	<b>10</b>
	2.	<b>Research Methodology:</b> Introduction to research designs, Survey Method: concept, utility, planning, organizing and conducting surveys, public opinion surveys, Readership and audience surveys, Content analysis, Sampling: meaning, types and importance.	<b>10</b>
	3.	<b>Data Collection:</b> Data: definition, concept and meaning, Sources of Data: primary and secondary sources, Tools of data collection: questionnaire, schedule, interview. Processing and analysis of data, Data analysis techniques, Coding and tabulation, Statistical and Non-statistical methods.	<b>10</b>
	4.	<b>Suggested Practical:</b> Designing a Research: Report writing, Steps, Elements and Importance, References & Bibliography	<b>30</b>
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Arthur Asa Berger. <i>Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches</i>. Thousand Oaks: Sage Publications.</li> <li>2. Brennen, B. S. <i>Qualitative Research Methods for Media Studies</i>. Milton: Taylor</li> </ol>		

	<p>&amp; Francis Group.</p> <p>3. Hansen, A., &amp; Machin, D. <i>Media and Communication Research Methods</i>. Bloomsbury Publishing.</p>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<p>1. Anderson, J. A. <i>Media Research Methods</i>. SAGE Publications.</p> <p>2. Bertrand, I., &amp; Hughes, P. <i>Media Research Methods: Audiences, Institutions, Texts</i>. London: Palgrave.</p> <p>3. Gunter, B. <i>Media Research Methods: Measuring Audiences, Reactions and Impact</i>. London: Sage.</p> <p>4. Máire Messenger Davies, Mosdell, N., &amp; Ebooks Corporation. <i>Practical research methods for media and cultural studies: making people count</i>. Edinburgh: Edinburgh University Press.</p>

<b>Course: COMMUNICATION FOR DEVELOPMENT</b>			<b>Semester: VII</b>
<b>Course Code: BJM 403</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students in understanding the process of development and the role of communication involved in achieving the development goals.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the concept of development communication.</li> <li>2. Examine the role of development journalism for expanding development.</li> <li>3. Understand the communication approaches and barriers of development.</li> <li>4. Develop critical thinking and analytical understanding on the philosophy of Development Communication.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Development Communication:</b> Development Communication: Definition, Concept and importance. Development indicators, Approaches to development, Difference between developed and developing countries, Dilemmas of development policy and development planning.	<b>07</b>
	2.	<b>Development Journalism:</b> 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 for development journalism, Folk media and Community radio for local development. Development reporting: roles and responsibilities of a development reporter, Specialized skills required in development reporting.	<b>08</b>
	3.	<b>Communication Approaches to Development:</b> Meaning and Concept, Social and Cultural Change, Socio-Cultural and Economic Barriers to development, Communication approaches to development, Use of media and interpersonal communication.	<b>07</b>
	4.	<b>Development Paradigms and Communication Model:</b> Role of Communication in Development, The dominant paradigm and modernisation model of development communication, Diffusion of Innovation, The opposing paradigm and Dependency/Structuralist Model, The emerging paradigm or participatory model of development communication.	<b>08</b>

		Total Hours	30
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Melkote, Srinivas R. <i>Communication in Third World Countries</i>. Sage Publications.</li> <li>2. Prasad, K. <i>Communication for Development: Reinventing Theory and Action</i>. B.R. Publishing Corporation.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. McPhail, Thomas L. <i>Development Communication: Reframing the Role of Media</i>. Wiley Blackwell.</li> <li>2. Mody, Bella. <i>International and Development Communication</i>. Sage Publication.</li> <li>3. Narula, Uma. <i>Development Communication: Theory and Practice</i>, Har Anand Publications.</li> <li>4. Raghavan, G.N.S. <i>Development and Communication in India</i>, Gian Publishing</li> <li>5. Ravindran, N. et.al. <i>Perspectives in Development Communication</i>, Sage Publications.</li> <li>6. Schramm, Wilbur. <i>Mass Media and National Development</i>. Stanford University Press.</li> </ol>		

<b>Course: DATA JOURNALISM</b>			<b>Semester: VII</b>
<b>Course Code: BJM 404</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn basic knowledge of the emerging concepts of Data Journalism, working with spreadsheet and basic knowledge about the data driven stories.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Explain the basic concept of data journalism.</li> <li>2. Search data for stories from different data sources.</li> <li>3. Find story ideas hidden in complex statistics.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Data Journalism:</b> Data Journalism: Meaning, Definition and Concepts, Uses of data in Journalism, importance of data, some examples, Data Journalism in Different perspectives, Data journalism in the newsroom and Data team, Basic steps in working with data, Data laws.	<b>10</b>
	2.	<b>Data for Stories:</b> Finding data to support stories and data sources, turn numbers into stories: Examples, News Story behind the data, Setting up Data Newswire, Strategic searching - tips and tricks, Google power searching, Newsroom math and statistics.	<b>10</b>
	3.	<b>Telling Stories with Visualization and Spreadsheets:</b> Principles of data visualization, Choosing the best graphic forms, the art of insight, Introduction to spreadsheet, Basics: inputting numbers and text, simple calculations, simple formulae, ordering and filtering, simple graphics, Advanced pivot tables, Working with spreadsheets, Working with Google Data Studio, Creation of Data Stories	<b>10</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Hermida and Young. <i>Data Journalism and the Regeneration of News</i>. Routledge.</li> <li>2. Vora, S. <i>The Power of Data Storytelling</i>. Sage Publication</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Anderson, C. W. <i>Apostles of Certainty: Data journalism and the Politics of Doubt</i>. Oxford University Press.</li> <li>2. Bradshaw, P., &amp; Al, E. <i>Investigative journalism</i>. Routledge.</li> <li>3. Hahn, O., &amp; Florian Stalpl. <i>Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting</i>. Switzerland:</li> </ol>		

	Palgrave Macmillan.
	4. Tong, J. <i>Data for Journalism: Between Transparency and Accountability</i> . Taylor & Francis.
<b>Course: DATA JOURNALISM (PRACTICAL)</b>	
<b>Semester: VII</b>	
<b>Course Code: BJM 404P</b>	<b>L T P</b>
<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn basic knowledge of the emerging concepts of Data Journalism, working with spreadsheet, basic knowledge about the data driven stories.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Search data for stories from different data sources.</li> <li>2. Practically find the story ideas hidden in the complex statistics</li> <li>3. Create stories with data visualization with the use of spreadsheets and Google data studio.</li> </ol>		
<b>COURSE DETAILS</b>	<p style="text-align: center;"><b>Suggested Practicals:</b></p> <p><b>Finding the Data Source and Searching of Data</b> Finding data to support stories and data sources, Examples, Setting up Data Newswire, Strategic searching - tips and tricks, Google power searching.</p> <p><b>Newsroom Math and Statistics &amp; MS Excel for Data Journalism</b> Newsroom math and statistics, Introduction to scraping on MS Excel, Sorting and filtering data in Excel, Making new variables with functions, Summarizing data with pivot tables, Correction of bad formatting, Misspellings, Invalid values and duplicates, Advanced cleaning techniques.</p> <p><b>Working with Spreadsheet and Google Data Studio</b> Working with spreadsheets and working with Google Data Studio for Creation of Data Stories, Data Presentation, Develop data based news Stories.</p>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Vora, S. <i>The Power of Data Storytelling</i>. Sage Publication</li> <li>2. Hermida and Young. <i>Data Journalism and the Regeneration of News</i>. Routledge</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Tong, J. <i>Data for Journalism: Between Transparency and Accountability</i>. Taylor &amp; Francis.</li> <li>2. Bradshaw, P., &amp; Al, E. <i>Investigative journalism</i>. Routledge.</li> <li>3. Anderson, C. W. <i>Apostles of Certainty: Data journalism and the Politics of Doubt</i>. Oxford University Press.</li> <li>4. Hahn, O., &amp; Florian Staliph. <i>Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting</i>. Switzerland: Palgrave Macmillan.</li> <li>5. Nguyen, An, <i>News, Numbers and Public Opinion in a Data-Driven World</i>, Bloomsbury Academic</li> </ol>		



<b>Course: FILM APPRECIATION</b>			<b>Semester: VII</b>
<b>Course Code: BJM 405</b>	<b>L T P</b>	<b>1 0 2</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn and understand the basic concept, nature, process of film making with historical knowledge of the growth and development of film.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the evolution of Cinema in context of global cinema.</li> <li>2. Get familiar with Indian cinema and the prominent auteurs.</li> <li>3. Familiarise with the changing dynamics of film making.</li> <li>4. Understand the film making techniques.</li> <li>5. Explore film narration styles and critically reflecting over cinema.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>History of World &amp; Indian Cinema:</b> 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. Genres of Indian Cinema, Pioneers of Indian Cinema: Dada Saheb Phalke, Satyajit Ray, Ritwik Ghatak. Talkies, Colour films, Production houses, Cinema in the fifties and sixties, Rise of multiplexes, Crossover cinema.	<b>05</b>
	2.	<b>Dynamics of Cinema:</b> Recent technological innovations in cinema, Innovative methods of ideation and film making using platform of social networking websites, Distribution and exhibition of films, Film Censor Board.	<b>05</b>
	3.	<b>Film Appreciation:</b> 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.	<b>05</b>
	4.	<b>Suggested Practicals:</b> <b>(Film Screening)</b> Rear Window by Alfred Hitchcock (Language of Cinema) Battleship Potempkin by Sergei Eisenstein (Language of Cinema) Man with a Movie Camera by Dziga Vertov, Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism) Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir) Pathar Panchali by Satyajit Ray The hour of the Furnaces by Fernando Solanas	<b>30</b>



		Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave) Pyaasa by Guru Dutt	
		<b>Total Hours</b>	<b>45</b>
<b>TEXT BOOK</b>	1.	Nelmes, J. <i>Introduction to film studies</i> . London: Routledge.	
	2.	Pramaggiora, M., & Wallis, T. <i>Film A Critical Introduction</i> . Proquest.	
	3.	Rajinder Kumar Dudrah. <i>Global Bollywood: culture, diaspora and border crossings in popular Hindi cinema</i> . London: Routledge.	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1.	Hayward, S. <i>Cinema studies: The key concepts</i> . Routledge.	
	2.	Hayward, S. <i>Film Ecology</i> . Routledge.	

<b>Course: MEDIA, CULTURE AND SOCIETY</b>			<b>Semester: VII</b>
<b>Course Code: BJM 406</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn the role of media in shaping culture and society. Course help students to understand influence of media in cultural, social, and political discourse of society.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand key concepts and terms in media, society and culture.</li> <li>2. Gain theoretical knowledge of media, culture and society.</li> <li>3. Understand mediation of representation in democratic society.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Understanding Society and Culture:</b> Meaning and Concept of Media, culture and society, Tradition vs Modernity, Culture as communication and vice-versa, Mass Culture, Popular Culture, Folk Culture, Media and Culture, Culture industries, Folk Media as a form of Mass Culture	<b>10</b>
	2.	<b>Theorizing Media, Culture and Society:</b> Frankfurt School, Birmingham school, Chicago school, Political Economy, Ideology and Hegemony, Critique of culture industry. Modernity, post-modernity	<b>12</b>
	3.	<b>Representation:</b> Media as Texts, Signs and Codes in Media, Discourse Analysis, Class, caste and gender issues in Media, Media, Power and Control, Media, Identity and Culture	<b>8</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Arthur Asa Berger. <i>Essentials of Mass Communication Theory</i>. Sage Publication</li> <li>2. Carey, J. W. <i>Communication as Culture</i>. Routledge</li> <li>3. Williams, Raymond. <i>Television: Technology and Cultural Form</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Herman, Edward S. and Chomsky, Noam. <i>Manufacturing Consent: The Political Economy of the Mass Media</i>. Pantheon Books.</li> <li>2. O'Connor, Alan. <i>Critical Media Studies: Institutions, Politics, and Culture: Raymond Williams</i>. Rowman &amp; Littlefield Publishing Group</li> <li>3. Storey, John. <i>Cultural Theory and Popular Culture: An Introduction</i>. Routledge</li> </ol>		

<b>Course: PROPOSAL WRITING</b>			<b>Semester: VII</b>
<b>Course Code: BJM 407</b>	<b>L T P</b>	<b>1 0 4</b>	<b>Credits: 3</b>

<b>OBJECTIVE</b>	To develop skills in understanding and learning the basics of writing proposal/synopsis and to integrate theoretical knowledge with practical skills that will help students to undertake research.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>Understand the purpose of writing proposal/synopsis.</li> <li>State the format of a proposal/ synopsis with proper method.</li> <li>Formulate a proposal/ synopsis for a selected problem.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Proposal/ Synopsis:</b> Problem Identification/ Title, Introduction / Rationale of the study, Statement of the Problem, Literature review, Objectives of the study, Research Questions/Hypotheses, Definition of Terms, Delimitations.	<b>08</b>
	2.	<b>Methodology:</b> Method, Sample, Tools and Techniques of Data Collection, Time Schedule, Educational Implications of the Study, Budgetary Provisions.	<b>07</b>
	3.	<b>Suggested Practicals:</b> Design a Research Proposal, Chapterisation, Conclusion, References, Appendices.	<b>60</b>
		<b>Total Hours</b>	<b>75</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>Arthur Asa Berger. <i>Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches</i>. Thousand Oaks: Sage Publications.</li> <li>Brennen, B. S. <i>Qualitative Research Methods for Media Studies</i>. Milton: Taylor &amp; Francis Group.</li> <li>Hansen, A., &amp; Machin, D. <i>Media and Communication Research Methods</i>. Bloomsbury Publishing.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>Anderson, J. A. <i>Media Research Methods</i>. SAGE Publications.</li> <li>Bertrand, I., &amp; Hughes, P. <i>Media Research Methods: Audiences, Institutions, Texts</i>. London: Palgrave.</li> <li>Gunter, B. <i>Media Research Methods: Measuring Audiences, Reactions and Impact</i>. London: Sage.</li> <li>Máire Messenger Davies, Mosdell, N., &amp; Ebooks Corporation. <i>Practical research methods for media and cultural studies: making people count</i>. Edinburgh: Edinburgh</li> </ol>		

	University Press.
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**Elective (Specialization)**  
**PRINT MEDIA (PMT)**

<b>Course: SPECIALIZED REPORTING: PROCESSES AND TECHNIQUES</b>			<b>Semester: VII</b>
<b>Course Code: PMT402SE</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To impart theoretical knowledge about specialized reporting. The students will understand the technique of information gathering, processing, and reporting specialized news.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the meaning, objectives, and importance of specialized reporting.</li> <li>2. Efficiently cover political, legal, and crime beat and learn to become a specialized reporter.</li> <li>3. Write special report in science, environment, and finance.</li> <li>4. Understand specialized reporting in field of conflict, health, and sports.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Specialized Reporting:</b> Specialized reporting: meaning, objectives & importance, Sources of information, Writing techniques, Specialized reporter & qualities.	<b>10</b>
	2.	<b>Specialized Reporting-I</b> Political reporting: Political parties and politics, Legislative (Covering Assembly and Parliament), Sources of information, Writing techniques, Qualities of good political reporter, Challenges in political reporting. Crime reporting: Sources of information and related laws, Writing techniques, Qualities of good crime reporters, Challenges in crime reporting. Legal reporting: concept of legal reporting, Sources of information, Writing techniques, Court reporting, Precautions & Journalistic defences, Qualities of good legal reporters.	<b>16</b>
	3.	<b>Specialized Reporting-II</b> Science & Technology: Contemporary developments in Science & Technology, Sources of information, Writing techniques, Formats of science reporting, Qualities of science reporters, Challenges in Science & Technology reporting. Reporting environment: Basics and Evolution of environmental reporting, Special features of environmental reporting, Sources of information, Writing techniques, Major themes in environmental	<b>18</b>

		reporting, Qualities of environmental reporters. Finance/Business Reporting: Overview of finance/business reporting, Sources of information, Writing techniques, Forms of business reporting, Business Reporting and markets, Avenues of investment, Qualities of good finance/business reporter.	
	4.	<b>Specialized Reporting-III</b> Sports reporting: Style in sports reporting, Sources of information, Writing techniques, Qualities of good sports reporter. Reporting Health: Basics of health reporting, Different types of health reporting, Sources of information, Writing techniques, Challenges, Qualities of health reporter. Reporting Conflict: Media and Conflict, Sources of information, Writing techniques, conflict sensitive reporting, Armed and social conflict, Community and human right.	<b>16</b>
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	1. 2.	Turner, B., & Orange, R. <i>Specialist Journalism</i> . Routledge. Garrison, B. <i>Advanced Reporting</i> . Routledge.	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. 2. 3.	Joseph, A., & Sharma, K. <i>Whose news?: the media and women's issues</i> . New Delhi :Sage Publications. Tumber, H., & Silvio Waisbord. <i>The Routledge Companion to Media and Human Rights</i> . Taylor And Francis. Kuhn, R., & Neveu, E. <i>Political Journalism</i> . Routledge.	

<b>Course: SPECIALIZED REPORTING: PROCESSES AND TECHNIQUES (PRACTICAL)</b>			<b>Semester: VII</b>
<b>Course Code: PMT402(P)SE</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To provide students with hands-on-skills in reporting and writing and to familiarize students with different types of specialized reporting.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Write the report from different news sources, meetings, Interviews, documents, press release, and press conferences.</li> <li>2. Write special report in the area of politics, crime, and law.</li> <li>3. Develop special report in Science &amp; Technology, environment, economy, finance, sports, and conflict.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Specialized Reporting</b> Specialized reporting: Exploration of sources of news and information, writing techniques, Reporting based on press releases, press Conferences, Interviews, field assignments.	<b>20</b>
	2.	<b>Specialized Reporting-I</b> Political reporting: Political parties and politics, Legislative (Covering Assembly and Parliament). Crime reporting, Legal reporting.	<b>20</b>
	3.	<b>Specialized Reporting-II</b> Science & Technology, Environment, Business and Finance, Sports, Conflict reporting.	<b>20</b>
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Turner, B., &amp; Orange, R. <i>Specialist Journalism</i>. Routledge.</li> <li>2. Garrison, B. <i>Advanced Reporting</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Joseph, A., &amp; Sharma, K. <i>Whose news?: the media and women's issues</i>. New Delhi: Sage Publications.</li> <li>2. Kuhn, R., &amp; Neveu, E. <i>Political Journalism</i>. Routledge.</li> <li>3. Tumber, H., &amp; Silvio Waisbord. <i>The Routledge Companion to Media and Human Rights</i>. Taylor And Francis.</li> </ol>		

**Elective (Specialization)**  
**RADIO (RBT)**

<b>Course: DIGITAL AUDIO BROADCASTING AND PRODUCTION</b>			<b>Semester: VII</b>
<b>Course Code: RBT 402SE</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To enable students to learn different aspects of audio technology, recording, editing, mixing, and broadcasting. Students will gain practical skills and knowledge necessary for working in the field of digital audio production and broadcasting.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the concept of digital audio broadcasting.</li> <li>2. Gain the knowledge of audio recording technique.</li> <li>3. Explore sound editing and designing techniques.</li> <li>4. Understand the creation, functions and promotion of podcast.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Digital Audio Broadcasting:</b> Overview of digital audio broadcasting (DAB) technology, Comparison of analog and digital audio broadcasting, Introduction to DAB standards and protocols, Basics of audio signal processing, Noise reduction techniques, Introduction to audio effect.	15
	2.	<b>Audio Recording Techniques:</b> Introduction to Digital Audio Workstations (DAWs), Recording environments and acoustics, Signal Chains and their different components: Microphones, interconnect, mixing consoles, monitoring systems. Microphone types, basic design and placement techniques.	15
	3.	<b>Audio Editing, Mixing and Sound Designing Techniques:</b> Introduction to audio editing software, Techniques for editing and manipulating audio recordings, Introduction to mixing consoles and their functions, Basic principles of audio mixing, audio effects processing, Creative sound design techniques, Using effects plugins and processors, Foley and sound effects recording.	15
	4.	<b>Podcasting:</b> Introduction to podcasting, functions & importance, Podcast planning and content creation, Recording and editing podcasts, Podcast distribution and promotion, Using online platforms for live audio broadcasting, Content regulations and standards.	15

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		<b>Total Hours</b>	<b>60</b>
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<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Pohlmann, K. C. <i>Principles of Digital Audio</i>. New York: McGraw-Hill.</li> <li>2. Wolfgang Hoeg, &amp; Lauterbach, T. <i>Digital Audio Broadcasting: Principles and Applications of DAB</i>. John Wiley And Sons.</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Coley, S. <i>Music Documentaries for Radio</i>. Routledge.</li> <li>2. Geller, V. <i>Beyond Powerful Radio: A Communicator's Guide to the Internet Age: News, Talk, information &amp; personality for broadcasting, podcasting, internet, radio</i>. Elsevier/Focal Press.</li> <li>3. Pierson, J., &amp; Bauwens, J. <i>Digital Broadcasting</i>. Bloomsbury Publishing.</li> </ol>

<b>Course: DIGITAL AUDIO BROADCASTING AND PRODUCTION (PRACTICAL)</b>			<b>Semester: VII</b>
<b>Course Code: RBT 402(P)SE</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn different aspects of audio technology, recording, editing, mixing, and broadcasting. Students will gain practical skills and knowledge necessary for working in the field of digital audio production and broadcasting.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Create its own platform of podcasting.</li> <li>2. Gain the knowledge of all techniques related to audio recording and sound designing.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals:</b>		
	<b>Audio Recording Techniques</b> Understanding Digital Audio Workstations (DAWs), Recording environments and acoustics, Different components of audio recording: Microphones, interconnect, mixing consoles, monitoring systems. Microphone types.		
	<b>Podcasting</b> Podcast planning and content creation, Writing, Recording and editing podcasts, Podcast distribution and promotion, Using online platforms for live audio broadcasting, Content regulations and standards.		
	<b>Audio Editing, Mixing and Sound Designing Techniques</b> Introduction to audio editing software, Techniques for editing and manipulating audio recordings, Introduction to mixing consoles and their functions, Basic principles of audio mixing, audio effects processing, Creative sound design techniques, Using effects plugins and processors, Foley and sound effects recording.		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Pohlmann, K. C. <i>Principles of Digital Audio</i>. New York: McGraw-Hill.</li> <li>2. Wolfgang Hoeg, &amp; Lauterbach, T. <i>Digital Audio Broadcasting: Principles and Applications of DAB</i>. John Wiley And Sons.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Coley, S. <i>Music Documentaries for Radio</i>. Routledge.</li> <li>2. Geller, V. <i>Beyond Powerful Radio: A Communicator's Guide to the Internet Age: News, Talk, information &amp; personality for broadcasting, podcasting, internet, radio</i>. Elsevier/Focal Press.</li> <li>3. Pierson, J., &amp; Bauwens, J. <i>Digital Broadcasting</i>. Bloomsbury Publishing.</li> </ol>		

**Elective (Specialization)**  
**TELEVISION (TPP)**

<b>Course: DIGITAL TELEVISION BROADCASTING</b>			<b>Semester: VII</b>
<b>Course Code: TPP 402 SE</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To enable students to learn about the technical aspects of digital TV, including signal transmission, encoding, decoding, and distribution and also examine the impact of digital TV on the media landscape, including programming trends, audience measurement, and regulatory issues.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the concept of digitalization of television.</li> <li>2. Exhibit knowledge of different Tv broadcasting formats.</li> <li>3. Understand production processes and techniques for creating digital TV content.</li> <li>4. Understand distribution process of digital content and emerging trends.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Digitalization of Television:</b> Overview of digital TV technology, Evolution from analog to digital TV, Transmission systems (terrestrial, cable, satellite), Digital TV standards (ATSC, DVB, ISDB).	<b>15</b>
	2.	<b>Different Broadcasting Formats of Television:</b> Satellite broadcasting, Over-the-air transmission and terrestrial networks, Cable TV and IPTV systems, Conditional access systems (CAS).	<b>15</b>
	3.	<b>Digital TV Program Production:</b> Camera techniques and shooting for digital TV, Editing and post-production workflows, Graphics and visual effects for TV, Content regulations and censorship, Media ownership and competition, digital TV program formats and genres, Scriptwriting for digital television, Producing and directing digital TV content	<b>15</b>
	4.	<b>Digital TV Distribution and Platforms and Future Trends in Digital Television:</b> Cable, satellite, and terrestrial broadcasting, Over-the-top (OTT) streaming services, multi-platform distribution strategies, Ultra HD (4K) and high dynamic range (HDR) TV, Virtual Reality (VR) and Augmented Reality (AR) in TV, Convergence with internet and mobile platforms.	<b>15</b>

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		<b>Total Hours</b>	<b>60</b>
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<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. McKinney, J., &amp; Sharpe, R. <i>Digital Television Production: A Handbook</i>. CRC Press.</li> <li>2. Smith, W. D. <i>Digital Television Fundamentals</i>. McGraw-Hill Education.</li> </ol>
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Digirolamo, M. <i>Digital Television: Technology and Standards</i> (3rd ed.). Focal Press.</li> <li>2. Pizzi, J. <i>Digital Television: Technology and Standards</i>. Cambridge University Press.</li> </ol>

<b>Course: DIGITAL TELEVISION BROADCASTING (PRACTICAL)</b>			<b>Semester: VII</b>
<b>Course Code: TPP 402 (P) SE</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn about the technical aspects of digital TV, including signal transmission, encoding, decoding, and distribution and also examine the impact of digital TV on the media landscape, including programming trends, audience measurement, and regulatory issues.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Demonstrate proficiency in digital TV production techniques.</li> <li>2. Develop an effective advertising campaign for a digital TV channel or streaming service.</li> <li>3. Analyze and critically evaluate digital TV programs or channels.</li> <li>4. Apply digital TV production techniques.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals:</b>		
	<ol style="list-style-type: none"> <li>1. Create a digital TV program, including concept development, scriptwriting, shooting, editing, and post- production.</li> <li>2. Develop an advertising campaign for a digital TV channel or streaming service, targeting a specific audience.</li> <li>3. Select and analyze digital TV programs or channels, focusing on their content, target audience, and production techniques.</li> <li>4. Prepare documentary, talk show, or any other format that showcases their understanding of digital TV production.</li> </ol>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. McKinney, J., &amp; Sharpe, R. <i>Digital Television Production: A Handbook</i>. CRC Press.</li> <li>2. Smith, W. D. <i>Digital Television Fundamentals</i>. McGraw-Hill Education.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Digirolamo, M. <i>Digital Television: Technology and Standards</i> (3rd ed.). Focal Press.</li> <li>2. Pizzi, J. <i>Digital Television: Technology and Standards</i>. Cambridge University Press.</li> </ol>		

**Elective (Specialization)**  
**DIGITAL MEDIA (DMT)**

<b>Course: DIGITAL CONTENT CREATION AND MANAGEMENT</b>			<b>Semester: VII</b>
<b>Course Code: DMT 402 SE</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To enable students to learn digital content creation and its process and also to acquaint themselves with tools and techniques for content management.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Learn multimedia applications and multimedia journalism.</li> <li>2. Understand and develop online story construction.</li> <li>3. Learn about editing contents and uploading on the Web.</li> <li>4. Exhibit an understanding of tools &amp; techniques of online journalism.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Multimedia Journalism:</b> Multimedia Journalism, Elements of Digital Multimedia: Text, Graphics, Audio, Video & Animation combination into News, Content Generation, Basics of Visuals: Elements, Composition and Principles, Dos & Don'ts during traditional journalism versus the multimedia journalism, E-Journals, E-Zines, Online Magazines, Webzine Conferences, Webinars, Video Conferencing.	15
	2.	<b>Online Story Construction:</b> Basics of online story writing, Story idea development and updates, composing a Succession of Stories, Sustaining Readership, Turning Interviews, archival tapes and other recorded material into Sound, Oral and Visual Stories, using animation, special effects, Feature Writing for Online Media, Digital Content and Intellectual Property: Paid & Unpaid Digital Contents (News, Advertisements, etc.), Writing for Twitter, Facebook and Blog etc. & tips, tools, and best practices of storytelling.	15
	3.	<b>Editing Content for Searchers and Scanners:</b> Elements of News: Focus, Accuracy, Attribution, Balance, Fairness, Brevity, Clarity, Readability, Human Interest, Fact Checking, Objectivity, on track, Observation, etc., Searchers and Scanners, Rewriting & Reconstruction of News, Photo & Video Editing, Multimedia Authoring, Timeline creation for digital news, Editing and uploading content on Web, Production to Video Editing with Adobe Premiere & Video Stream Services.	18

	4.	<b>Tools and Techniques for Online Journalism:</b> Tools of Online Content: Mapping, Timeline, Infographics, Podcasts, Explainer videos, etc. <b>Digital Creation and Management Process:</b> Meaning, Organisation, Creation, Storage Workflow, Editing, Publishing Renewal / Archives.	12
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	1.	Jay Daniel Thompson, & Weldon, J. <i>Content Production for Digital Media</i> . Springer Nature.	
	2.	Rice, J. F., & McKernan, B. <i>Creating Digital Content</i> . McGraw Hill Professional.	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1.	Agata Krowinska, Backhaus, C., Becker, B., & Bosser, F. <i>Digital Content Marketing</i> . Taylor & Francis.	
	2.	Drotner, K., & Schröder, K. <i>Digital content creation: perceptions, practices, &amp; perspectives</i> . New York: Peter Lang.	
	3.	Joan Van Tassel, & Poe-Howfield, L. <i>Managing Electronic Media: Making, Marketing, and Moving Digital Content</i> . Amsterdam: Focal Press.	



<b>Course: DIGITAL CONTENT CREATION AND MANAGEMENT (PRACTICAL)</b>			<b>Semester: VII</b>
<b>Course Code: DMT 402(P)SE</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to gain hands-on skills in using digital content creation and its process and also to acquaint themselves with tools and techniques for content management.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Use various sound basics.</li> <li>2. Understand different types of content creations.</li> <li>3. Learn about developing podcasts.</li> <li>4. Learn online content management.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals:</b>		
	Sound Basics: Frequency, Pitch, Intensity of Sound, Timbre, Tone Color, Digital Audio basics, Analog & Digital Signals, Sampling Rate, Bit depth, Channels, Bit rate, Digital Audio file formats, Audio Streaming Server & its use, Saving sound files & podcast on Web, Tips for writing for Audio, Tools and Techniques for Voice Over, Podcasting: Formats, Planning, Scripting, Recording a Show, Podcast Production Process, Terms and Tools of Podcast, Basics of Visuals, TV Journalism v/s Online Video Journalism, Basic Video Editing, Adobe Premiere Video Editing Techniques, Importing and Capturing Footage, Sequence and Clip Management, Timeline & Video & Audio Tracks, Using Multiple Sequences, Apps for Multimedia Journalists, Compression techniques for Audio and Video, Virtual Communities, Creating Titles and Graphics		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Jay Daniel Thompson, &amp; Weldon, J. <i>Content Production for Digital Media</i>. Springer Nature.</li> <li>2. Rice, J. F., &amp; McKernan, B. <i>Creating Digital Content</i>. McGraw Hill Professional.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Agata Krowinska, Backhaus, C., Becker, B., &amp; Bosser, F. <i>Digital Content Marketing</i>. Taylor &amp; Francis.</li> <li>2. Drotner, K., &amp; Schröder, K. <i>Digital content creation: perceptions, practices, &amp; perspectives</i>. New York: Peter Lang.</li> <li>3. Joan Van Tassel, &amp; Poe-Howfield, L. <i>Managing Electronic Media: Making, Marketing, and Moving Digital Content</i>. Amsterdam: Focal Press.</li> </ol>		

**Elective (Specialization)**  
**ADVERTISING AND PUBLIC RELATIONS**

<b>Course: ADVERTISING DESIGN AND PUBLIC RELATIONS</b>			<b>Semester: VII</b>
<b>Course Code: APR 402 SE</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To enable students to learn and understand the different aspects of advertising design and public relations.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Demonstrate knowledge of basics of advertising design.</li> <li>2. Prepare visual and written copy for advertising designs.</li> <li>3. Understand the concept of public relations.</li> <li>4. Use PR tools for effective communication.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Advertising Design:</b> Introduction to advertising design principles and concepts, Design for Advertising: Process, Message Strategy, Creation and Production of Message, Selection of Media, Budget, Ideation and visualization of Ad campaigns, Layout design, Typography, Tools of campaign design.	<b>15</b>
	2.	<b>Creative Strategy, Planning and Design:</b> Elements and principles of design, Color theory and its application in advertising, Effective use of typography in advertising design, incorporating branding elements in an ad copy, Copywriting, Types of Copywriting, crafting headlines and taglines, Writing Copy for different media.	<b>15</b>
	3.	<b>Introduction to Public Relations:</b> Introduction to Public Relations, Growth and Development of PR, Importance, Publicity, Propaganda, Public Opinion, Lobbying, PR as a management function, Internal and External Public, Difference between PR and Advertising, PRSI	<b>15</b>
	4.	<b>Public Relations Tools and Crisis Management:</b> Importance of PR, Media selection for reaching out to various publics, Media Relations: Organizing Press Conferences/Meets, Press Release, Briefs, Newsletters, Brochures, House Journals, Importance of Media relations with Management, Building and maintaining relationships with journalists and media outlets, Media pitching techniques and strategies, Crisis Management: Concept and Practices, Proactive and Reactive PR, Symmetrical and Asymmetrical models in handling crisis,	<b>15</b>

		Total Hours	60
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Dimarco, J. <i>Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations</i>. John Wiley &amp; Sons, Inc.</li> <li>2. Landa, R. <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i>. John Wiley &amp; Sons.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Blakeman, R. Advertising Campaign Design. Routledge.</li> <li>2. Hand, D., &amp; Middleditch, S. Design for Media. Routledge.</li> <li>3. Jones, G. L. Public Relations for the Design Professional. McGraw-Hill Companies.</li> </ol>		

<b>Course: ADVERTISING DESIGN AND PUBLIC RELATIONS (PRACTICAL)</b>			<b>Semester: VII</b>
<b>Course Code: APR 402(P)SE</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to learn and understand the practical aspects of advertising design and public relations.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Design an advertising campaign.</li> <li>2. Identify various styles and advertising production techniques used for various mediums.</li> <li>3. Design and create PR campaign for public through various tools.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals:</b>		
	<b>Advertising Design</b> Preparing ad copy for various media, using imagery and graphics effectively, design ad campaign, ideating and visualization of ad campaigns, Layout design, Typography of advertising for various media. <b>Advertising Copywriting</b> Copywriting, Types of Copywriting, crafting headlines and taglines, Writing copy for different media, storyboard. <b>Communication with the Public</b> Media relations: press conferences, press conferences and PR tools etc., Organizing Press Conferences/Meets, Press Release, Briefs, Newsletters, Brochures, House Journals, Crisis Management techniques, case studies in crisis management.		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Dimarco, J. <i>Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations</i>. John Wiley &amp; Sons, Inc.</li> <li>2. Landa, R. <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i>. John Wiley &amp; Sons.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Blakeman, R. <i>Advertising Campaign Design</i>. Routledge.</li> <li>2. Hand, D., &amp; Middleditch, S. <i>Design for Media</i>. Routledge.</li> <li>3. Jones, G. L. <i>Public Relations for the Design Professional</i>. McGraw-Hill Companies.</li> </ol>		

**Elective (Specialization)**  
**ARTIFICIAL INTELLIGENCE & GRAPHIC DESIGN (AGD)**

<b>Course: ARTIFICIAL INTELLIGENCE AND PRODUCT GRAPHIC DESIGN</b>			<b>Semester: VII</b>
<b>Course Code: AGD 402SE</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To enable students to learn different techniques of advertising and product graphic design. Students will gain practical knowledge necessary for working in the field of visual designs for advertising campaigns and product promotions.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand techniques of advertising and product graphic design with AI.</li> <li>2. Gain knowledge of color theory and its application in creating visually appealing designs.</li> <li>3. Understand the importance of branding and its role in advertising campaigns.</li> <li>4. Explore various strategies and influence design decisions and the role of AI in it.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Advertising and Product Graphic Design:</b> Introduction to advertising and product promotion, Role of graphic design in advertising, Design Principles with AI-assisted layout and visual structure analysis, Composition and visual hierarchy using AI layout generators, Design Principles, Composition and visual hierarchy, Balance, contrast, and emphasis, Proximity and alignment, Use of space and negative space, Typography- Typeface selection and pairing, Typography hierarchy and readability, Expressive typography.	15
	2.	<b>Color Theory and Effective Layout Design:</b> Understanding color psychology, Color harmony and schemes, Color contrast and impact, Effective use of color in advertising through AI behavioral analysis, Effective use of color in advertising, Layout Design for Advertisements, Grid systems and structure, Visual flow and storytelling, Designing for different advertising formats (print, web, mobile), Branding and Advertising.	15
	3.	<b>Brand Identity and Logo Design:</b> Brand identity and logo design, Brand consistency in advertising, creating brand recognition through design, Ensuring brand consistency in advertising through AI asset management tools, Marketing Strategies and Design, Advertising strategies and messaging, Designing for different marketing channels	15

		(social media, print media, outdoor, etc.)	
	4.	<b>Design Thinking and Problem Solving:</b> Design Thinking Process, understanding user needs and preferences, Ideation and concept development, Prototyping and iteration, Hands-on Projects and Assignments, creating print advertisements, Designing digital banner ads, Developing promotional materials for a product launch, Designing packaging graphics, Portfolio Development, Understanding user needs and preferences via AI behavioral data analysis, Ideation and concept development with generative AI for rapid ideation	<b>15</b>
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	1. 2. 3.	Blakeman, R. <i>Advertising Design by Medium</i> . Routledge. Dabner, D., Stewart, S., & Vickress, A. <i>Graphic design school: the principles and practice of graphic design</i> . John Wiley. Hand, D., & Middleditch, S. <i>Design for Media</i> . Routledge.	
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. 2.	Ambrose, G., & Harris, P. <i>Packaging the brand: the relationship between packaging design and brand identity</i> . London: Bloomsbury Visual Arts. Drew, J. T. & Meyer, S. A. <i>Color management for packaging: a comprehensive guide for graphic designers</i> . Switzerland: Rotovision.	

<b>Course: ARTIFICIAL INTELLIGENCE AND PRODUCT GRAPHIC DESIGN (PRACTICAL)</b>			<b>Semester: VII</b>
<b>Course Code: AGD402(P)SE</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students practical learning of advertising and product graphic design. Students will gain practical skills and knowledge necessary for working in the field visual designs for advertising campaigns and product promotions.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Apply design thinking and problem-solving skills to create innovative and impactful advertising and product graphic designs.</li> <li>2. Create and design their own advertising and product promotional graphic design.</li> <li>3. Build their own portfolio of graphic design for advertising and product promotion.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals:</b>		
	Ideation and concept development for advertising and product graphic design using Artificial Intelligence, Prototyping and iteration, Hands-on Projects and Assignments: Creating print advertisements, Designing digital banner ads, Developing promotional materials for a product launch, Designing packaging graphics, Portfolio Development: Selecting and curating design work for a portfolio Presenting and showcasing design projects effectively, Incorporating feedback and improving design skills.		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Multimodal Generative AI, Springer, Akansha Singh and Krishna Kant Singh</li> <li>2. Blakeman, R. <i>Advertising Design by Medium</i>. Routledge.</li> <li>3. Dabner, D., Stewart, S., &amp; Vickress, A. <i>Graphic design school: the principles and practice of graphic design</i>. John Wiley.</li> <li>4. Hand, D., &amp; Middleditch, S. <i>Design for Media</i>. Routledge.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Ambrose, G., &amp; Harris, P. <i>Packaging the brand: the relationship between packaging design and brand identity</i>. London: Bloomsbury Visual Arts.</li> <li>2. Drew, J. T. &amp; Meyer, S. A. <i>Color management for packaging: a comprehensive guide for graphic designers</i>. Switzerland: Rotovision</li> </ol>		

**Elective (Specialization)**  
**VIDEO AND FILM PRODUCTION (VFP)**

<b>Course: DOCUMENTARY AND SHORT FILM MAKING</b>			<b>Semester: VII</b>
<b>Course Code: VFP402SE</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To provide students comprehensive introduction to the art and craft of documentary and short film making. It will develop a deep understanding of storytelling, visual aesthetics, and technical skills required in documentary and short film production.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the nature and purpose of documentaries and short films.</li> <li>2. Generate compelling story ideas for documentaries and short films.</li> <li>3. Demonstrate effective use of camera and lighting equipment for documentary and short film production.</li> <li>4. Utilize editing software and techniques specific to documentary and short film editing.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Documentary and Short Films:</b> Documentary: meaning and importance, Understanding the nature and purpose of documentaries and short films, Key differences between documentary film and fiction filmmaking, Exploring various documentary and short film genres and styles, Docudrama.	<b>15</b>
	2.	<b>Concept Development and Research:</b> Identifying compelling story ideas for documentaries and short films, constructing ideas/narrative towards impactful storytelling, developing a treatment or script outline, writing concept, story, and screenplay, writing narration and voice over, Good Storytelling, Conducting research and interviews for factual accuracy, Interview techniques.	<b>15</b>
	3.	<b>Production and Filming Techniques:</b> Effective use of camera and lighting equipment, Directing, and capturing scenes for documentary and short films, working with the crew and managing production logistics, Series of photographs to tell a non-fiction story, short interviews.	<b>15</b>
	4.	<b>Post-production and Editing:</b> Principles of film editing and storytelling in post-production, editing software and techniques for documentary and short films, Adding music, sound effects, visual effects, and graphics in the editing process.	<b>15</b>



		Total Hours	60
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Aufderheide, P. <i>Documentary Film: A Very Short Introduction</i>. Oxford University Press</li> <li>2. Rabiger, M., &amp; Hermann, C. <i>Directing the Documentary</i>. Taylor &amp; Francis Group.</li> <li>3. Thurlow, C., &amp; Thurlow, M. <i>Making Short Films: The Complete Guide from Script to Screen</i>. Bloomsbury Publishing.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Irving, D. K., &amp; Rea, P. W. <i>Producing and Directing the Short Film and Video</i>. CRC Press.</li> <li>2. Sheila Curran Bernard. <i>Documentary Storytelling</i>. Taylor &amp; Francis.</li> <li>3. Wilma de Jong, Knudsen, E., &amp; Rothwell, J. <i>Creative Documentary</i>. Routledge.</li> </ol>		

<b>Course: DOCUMENTARY AND SHORT FILM MAKING (PRACTICAL)</b>			<b>Semester: VII</b>
<b>Course Code: VFP402(P)SE</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To provide students comprehensive introduction to the art and craft of documentary and short film making. It will develop a deep understanding of storytelling, visual aesthetics, and technical skills required in documentary and short film production.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Generate compelling story ideas for documentaries and short films.</li> <li>2. Demonstrate effective use of camera and lighting equipment for documentary and short film production.</li> <li>3. Understand the significance of documentaries and short films through screening of documentaries and short films.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals:</b>		
	<ol style="list-style-type: none"> <li>1. Documentary screening and evaluation.</li> <li>2. Demonstrate effective use of camera and lighting equipment for documentary and short film production.</li> <li>3. Develop a proposal and treatment for a documentary film.</li> <li>4. Plan and execute a short film scene, focusing on cinematography and lighting techniques.</li> <li>5. Students will organize a documentary/short film screening event and analyze the significance of the selected documentaries.</li> </ol>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Aufderheide, P. <i>Documentary Film: A Very Short Introduction</i>. Oxford University Press</li> <li>2. Rabiger, M., &amp; Hermann, C. <i>Directing the Documentary</i>. Taylor &amp; Francis Group.</li> <li>3. Thurlow, C., &amp; Thurlow, M. <i>Making Short Films: The Complete Guide from Script to Screen</i>. Bloomsbury Publishing.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Irving, D. K., &amp; Rea, P. W. <i>Producing and Directing the Short Film and Video</i>. CRC Press.</li> <li>2. Sheila Curran Bernard. <i>Documentary Storytelling</i>. Taylor &amp; Francis.</li> <li>3. Wilma de Jong, Knudsen, E., &amp; Rothwell, J. <i>Creative Documentary</i>. Routledge.</li> </ol>		

**Elective (Specialization)**  
**ANIMATION FILM DESIGN (AFD)**

<b>Course: CHARACTER AND ENVIRONMENT DESIGN</b>			<b>Semester: VII</b>
<b>Course Code: AFD402SE</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To enable students to understand the principles and importance of character and environment design in visual storytelling and media.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Demonstrate clearly the meaning, principles, and importance of character and environment design in visual storytelling and media.</li> <li>2. Understand 3D Modelling.</li> <li>3. Apply knowledge of human anatomy, proportions, and variations to design well-balanced and believable characters.</li> <li>4. Explore and experiment with various visual styles.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Character Design and Environment Design:</b> Definition and Importance of Character Design, Principles of character design, Importance of Character Development in Storytelling, of Role of Character Design in Visual Storytelling, Historical Overview of Character Design in Art and Media, Elements of a Well-Designed Character, Character Design Process and Workflow, Environment Design: Importance of Environment Design, Role of Environment Design in Visual Storytelling, Historical Overview of Environment Design in Art and Media, Elements of a Well-Designed Environment, Environment Design Process and Workflow, Incorporating storytelling elements within environments.	18
	2	<b>3D Modelling:</b> Understanding 3D Modelling, different types of 3D Modelling techniques: Polygonal, NURBS, Surfaces, Sculpting, and Clay Modelling Organic Forms: (Characters and Creatures), NON-Organic modelling: (Hard Surface, Props and Architecture).	12
	3	<b>3D Texturing &amp; Rigging:</b> Understanding UV Mapping and Unwrapping, Texture Mapping Techniques: Diffuse, Specular, Normal, and Displacement, Advanced Material Creation and Shader Networks, Creating Realistic Materials and Textures, Texture Baking, and Optimization for Real-time Rendering, Understanding the Rigging Pipeline and Workflow, Rigging Tools and Techniques,	15

		IK (Inverse Kinematics) and FK (Forward Kinematics) Rigging, Constraints and Controllers in Rigging, Rigging for Animation: Controls and Character Performance.	
	4	<b>Lighting and Rendering:</b> Understanding 3D Lighting, Rendering and uses, Overview of Different Lighting Techniques, 3D Animation Pipeline: Lighting and Rendering, Introduction to Photorealistic Rendering, Global Illumination and Indirect Lighting, Introduction to Photometric Lights, HDRI Lighting and Image-Based Lighting, Render Settings and Output Formats, Render Elements and Compositing, Introduction to Physical Cameras, Using Environment Effects for Atmospheric Lighting, Optimizing Render Settings for Time and Quality.	<b>15</b>
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. A. Harder, J. <i>Creative Character Design for Games and Animation</i>. CRC Press.</li> <li>2. Bacher, H. <i>Dream Worlds: Production Design for Animation</i>. Taylor &amp; Francis.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Briar Lee Mitchell. <i>Game Design Essentials</i>. John Wiley &amp; Sons.</li> <li>2. White, T., &amp; Disney, R. <i>Animation from Pencils to Pixels: Classical Techniques for Digital Animators</i>. Taylor &amp; Francis Group.</li> </ol>		

<b>Course: CHARACTER AND ENVIRONMENT DESIGN (PRACTICAL)</b>			<b>Semester: VII</b>
<b>Course Code: AFD402(P)SE</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students to understand the principles and importance of character and environment design in visual storytelling and media.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Create unique and memorable characters.</li> <li>2. Design characters for game.</li> <li>3. Design different types of environments like indoor, outdoor, historical and realistic environments, etc.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals:</b>		
	<ol style="list-style-type: none"> <li>1. Creating Unique and Memorable Characters</li> <li>2. Designing Characters for Games</li> <li>3. Designing Indoor Environments</li> <li>4. Designing Outdoor Environments</li> <li>5. Designing Fantasy and Sci-Fi Environments</li> <li>6. Designing Historical and Realistic Environments</li> </ol>		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. A. Harder, J. <i>Creative Character Design for Games and Animation</i>. CRC Press.</li> <li>2. Bacher, H. <i>Dream Worlds: Production Design for Animation</i>. Taylor &amp; Francis.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. White, T., &amp; Disney, R. <i>Animation from Pencils to Pixels: Classical Techniques for Digital Animators</i>. Taylor &amp; Francis Group.</li> <li>2. Briar Lee Mitchell. <i>Game Design Essentials</i>. John Wiley &amp; Sons.</li> </ol>		

**SEMESTER - VIII**

<b>Course: MEDIA MANAGEMENT AND ENTRENEURSHIP</b>			<b>Semester: VIII</b>
<b>Course Code: BJM408</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To introduce students knowledge and skills necessary to thrive into the dynamic and rapidly evolving media industry, it's management and entrepreneurship skills.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Acquire knowledge about essential concepts and principles of media management and entrepreneurship.</li> <li>2. Understand the structural transformation happening in the media industry.</li> <li>3. Analyse, evaluate the media ecosystem and the upcoming challenges of media business.</li> <li>4. Gain the ability to discern distinct entrepreneurship traits.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Understanding Media Management and Entrepreneurship:</b> Introduction to media management and entrepreneurship. Principles of management and media organization. Hierarchy, functions and organization structure. Media organization as manufacturer. Media as industry and as profession. Media as business and social institution.	15
	2.	<b>Corporate Media Houses Structure and Functions:</b> Corporate media in Society. Evolution of Media Industry and corporate houses. Key stakeholders and their roles. Media industry landscape, trends and challenges. Public broadcast houses (Prasar Bharti, DD, AIR PIB, DAVP). Ownership patterns of Mass Media in India (Private Ltd.& Public Ltd.).	15
	3.	<b>Media as Business and Strategies:</b> Print media business and its ownership pattern. Radio production management and business. Television industry: Public and Private News Channel System, Studio management and business, challenges and transition. New media business and digital market. Content Creation, distribution, marketing and promotion in media. Media Planning with respect to business economics (cost, revenue, market condition). Revenue generation and monetization	15
	4.	<b>Media Entrepreneurship:</b> Scope of media entrepreneurship. Successful media entrepreneurs. Case Studies of Successful media startups.	15

		Media Convergence and its impact on entrepreneurship. Generating media business ideas. identifying market gaps and target audiences. conducting market research and feasibility analysis. Business models in media entrepreneurship, Managing change and innovation in the media industry.	
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	1. Albarran, A. B., Mierzejewska B., & Jung, J. <i>Handbook of media management and economics</i> . Routledge. 2. Kumar, Keval J. <i>Mass Communication in India</i> , Jaico Publication. 3. Khandekar, Vanita K. <i>The Indian Media Business</i> , Sage Publications. 4. Ninan, Sevanti. <i>Headlines from the Heartland</i> . Sage Publications.		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	1. A Report of Telecom Regulatory Authority of India <i>Consultation paper on Issues relating to Media Ownership</i> . Mahanagar Doorsanchar Bhavan. 2. Rohn, U., & Evens, T. <i>Media Management Matters</i> . Routledge. 3. Ann Hollifield, Jan LeBlanc Wicks, Sylvie, G., & Lowrey, W. <i>Media Management</i> . Routledge. 4. C. Ann Hollifield, Jan LeBlanc Wicks, Sylvie, G., & Lowrey, W. <i>Media Management</i> . Routledge.		

**SEMESTER – VIII**

<b>Course: NEW MEDIA TECHNOLOGY</b>			<b>Semester: VIII</b>
<b>Course Code: BJM 409</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To enable the students with the knowledge and skills required to effectively navigate and utilize advanced technologies in the field of media.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand advanced media technologies and their significance in the media industry.</li> <li>2. Explore emerging media technologies and their potential for future media innovation.</li> <li>3. Use advanced media technologies in media production, distribution, and consumption.</li> <li>4. Understand ethical considerations and responsibilities associated with advanced media technology and its monetization process.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1	<b>Introduction to Advanced Media Technology:</b> Overview of advanced media technology, Impact of advanced media technologies in the media industry, Convergence of media and technology, Current trends, and developments in media technology.	12
	2	<b>Interactive and Immersive Media Technologies:</b> Virtual reality (VR) and Augmented reality (AR) in media production, Difference between AR and VR. Benefits and dangers of augmented reality, Types of Virtual Reality: Immersive, Non-immersive, Collaborative, web based, 360-degree video production and storytelling, Interactive media platforms and immersive media, Role of artificial intelligence in VR storytelling Social and ethical implications of virtual reality, Future of AR and VR.	15
	3	<b>Media Production and Audio Technologies:</b> Advanced cameras and equipment for professional media production, High definition (HD), 4K, and beyond: Understanding resolution and image quality, Advanced video editing software and techniques, Mobile media production and consumption, Color grading and visual effects in post-production, Introduction to non-linear editing systems and collaborative editing workflows, Advanced audio recording and editing techniques, Audio processing and mixing for media	18



		production.	
	4	<b>Monetization, Challenges and Future Trends:</b> Digital Advertising Landscape, Subscription Models and Paywalls, Sponsored Content and Native Advertising, Monetization Strategies for social media, Challenges in Media Monetization, Crowdfunding and patronage models in media, Ethical Consideration in Advanced Media Technology, Privacy and data protection in media, Exploring the future of media technology and its societal implications.	<b>15</b>
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Bucher, John. <i>Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives</i>. Routledge.</li> <li>2. V. Abernathy, Muse Penelope &amp; Sciarrino, JoAnn. <i>The Strategic Digital Media Entrepreneur</i>, John Wiley &amp; Sons.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Connock, Alex, <i>Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age</i>, Routledge.</li> <li>2. Daniela, Linda. <i>New Perspectives on Virtual and Augmented Reality</i>, Routledge.</li> </ol>		

<b>Course: NEW MEDIA TECHNOLOGY (PRACTCAL)</b>			<b>Semester: VIII</b>
<b>Course Code: BJM 409P</b>	<b>L T P</b>	<b>0 0 4</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable the students with the knowledge and skills required to effectively navigate and utilize advanced technologies in the field of media.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand advanced media technologies and their significance in the media industry.</li> <li>2. Explore emerging media technologies and their potential for future media innovation.</li> <li>3. Use advanced media technologies in media production, distribution, and consumption.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Suggested Practicals:</b>		
	Hands-on experience with advanced cameras and equipment for capturing high-resolution media content Exercises based on utilizing advanced tools for content creation and distribution. Immersive storytelling techniques and best practices for VR and AR content creation. Exercises based on designing and implementing monetization strategies for digital media. Creation of immersive media projects using 360-degree video, VR, or AR technologies.		
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Bucher, John. <i>Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives</i>. Routledge.</li> <li>2. V. Abernathy, Muse Penelope &amp; Sciarrino, JoAnn. <i>The Strategic Digital Media Entrepreneur</i>, John Wiley &amp; Sons.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Connock, Alex, <i>Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age</i>, Routledge.</li> <li>2. Daniela, Linda. <i>New Perspectives on Virtual and Augmented Reality</i>, Routledge.</li> </ol>		

<b>Course: MEDIA, GENDER AND HUMAN RIGHTS</b>			<b>Semester: VIII</b>
<b>Course Code: BJM 410</b>	<b>L T P</b>	<b>4 0 0</b>	<b>Credits: 4</b>

<b>OBJECTIVE</b>	To examine media roles in relation to gender & human rights and also enable students to understand media-constructed images of femininities and masculinities from a multidisciplinary perspective.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Gain sound knowledge of gender, and human rights.</li> <li>2. Develop understanding of the role of the media in constructing gender and sexuality.</li> <li>3. Develop a critical approach to analyse the role of media in promoting and protecting human rights.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Basics concept of Gender and Human rights:</b> Concept, scope and need of Human Rights, UN declaration of Human Rights, Understanding gender & sex, Gender's issues in India, Historic status of women in society and culture, Gender & Human Rights in Indian Constitution and International laws.	20
	2.	<b>Gender and the Media:</b> Social construction of gender & role of media, Gender: Image & Representations in the News Media, Gender & Advertising: Constructing beauty, Feminism and consumption, Masculinities in Advertising, Gender Representations: past & present, Bodies and objectification, The Commercialization of Masculinities. News, Gender & journalism, Objectification of women in the media.	20
	3.	<b>Human Rights and the Media:</b> Communication, expression & human rights, History of Media & Human rights, Human rights and press laws. Role of media in protecting human rights and freedom, Media & social movements, Media & political conflict.	20
		<b>Total Hours</b>	<b>60</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Poulami Roychowdhury. <i>Capable women, Incapable states: Negotiating Violence and Rights in India</i>. Oxford University Press.</li> <li>2. Shastri Indo-Canadian Institute. <i>Women and law in India: An omnibus</i>. Oxford University Press.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED</b>	<ol style="list-style-type: none"> <li>1. Agnes, F. Law and Gender Inequality: <i>The Politics of Women's Rights in India</i>. Oxford University Press</li> <li>2. Aimee Vega Montiel, &amp; Gallagher, M. <i>The Handbook of Gender</i>,</li> </ol>		

<b>READING</b>	<i>Communication, and Human Rights</i> . John Wiley & Sons. 3. Tumber, H., & Silvio Waisbord. <i>The Routledge Companion to Media and Human Rights</i> . Taylor And Francis
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<b>Course: SPORTS JOURNALISM</b>			<b>Semester: VIII</b>
<b>Course Code: BJM 411</b>	<b>L T P</b>	<b>2 0 0</b>	<b>Credits: 2</b>

<b>OBJECTIVE</b>	To enable students in understanding the process of development and the role of communication involved in achieving the development goals.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the concept of Sports Journalism.</li> <li>2. Examine the role of development journalism for expanding development.</li> <li>3. Understand the communication approaches and barriers of development.</li> <li>4. Develop critical thinking and analytical understanding on the philosophy of Development Communication.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Module No.</b>	<b>Topic</b>	<b>Hours</b>
	1.	<b>Introduction to Sports Journalism:</b> Organisation of Sports Department and Sports Journalist, Sports Editor, Media Markets	<b>07</b>
	2.	<b>Impact of Sports Journalism:</b> Media influence on Sport, Sport's influence on the media, the first sports page, sports Writers, Sports in Radio, Television, Newspaper, Digital Media, Globalisation and Sports.	<b>08</b>
	3.	<b>Journalism Ethics and Sports:</b> Media Ownership and control (in context of Sports), conflicts of interest, Bias and boosterism, perks and benefits, privacy, Favouritism and neutrality, Access to sports event.	<b>07</b>
	4.	<b>Sports Coverage:</b> Sports coverage in Print, Television, Radio and Digital Media, Case studies in sports coverage.	<b>08</b>
		<b>Total Hours</b>	<b>30</b>
<b>TEXT BOOK</b>	<ol style="list-style-type: none"> <li>1. Andrews, P. <i>Sports Journalism: A Practical Guide</i>. Sage Publications Ltd.</li> <li>2. Boyle, R. <i>Sports journalism: Context and Issues</i>. Sage.</li> </ol>		
<b>REFERENCE BOOK/ SUGGESTED READING</b>	<ol style="list-style-type: none"> <li>1. Lambert, C. M. <i>Digital Sports Journalism</i>. Routledge.</li> </ol>		

<b>Course: DISSERTATION, SEMINAR AND VIVA-VOCE</b>			<b>Semester: VIII</b>
<b>Course Code: BJM 412</b>	<b>L T P</b>	<b>0 12 0</b>	<b>Credits: 12</b>
<b>OBJECTIVE</b>	To equip students to develop deep understanding of the chosen specialization. Students will develop special skills in their respective areas of specialization.		
<b>COURSE OUTCOMES</b>	<b>After completing this course, students will be able to:</b> <ol style="list-style-type: none"> <li>1. Familiarize with the steps involved in identifying and selecting a good research design, method, and instruments to use in a study.</li> <li>2. Conduct a piece of original research project.</li> <li>3. Develop rational and logical mind and competency to solve the complex problems in various fields of media research.</li> <li>4. Develop a practice-based project to equip with skills for the media industry.</li> </ol>		
<b>COURSE DETAILS</b>	<b>Syllabus</b>		
	Every student will be assigned a research project under the supervision of a faculty member. A Dissertation/ Practice-Based Project has to be submitted, which will be followed by a Presentation and Viva-Voce.		

