

MA (Journalism & Mass Communication)
(Two-Year, Semester Based, Full Time Degree Program)
Effective from Academic Session 2024-25

PROGRAM STRUCTURE		
Programme Curriculum	Credits	Course
Maximum Credits on offer in the MA (Journalism & Mass Communication) Program	110	35
Total Number of Major Courses (CORE)	67	23
Total Number of Minor Courses	8	4
Summer Internship Project and Research Project	8	1
Elective Specialization offered in:	10	4
1. Print Media (PMJ)		
2. Radio (RPP)		
3. Television (TPP)		
4. New Media (NMJ)		
5. Advertising and Public Relations (APR)		
6. Graphic Design (GPD)		
7. Video Film Design (VFD)		
Project, Presentation and Viva voce	3	1
Elective Project Work	6	1
Dissertation and Viva Voce	8	1

SEMESTER-I						
S. No.	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 501	Introduction to Communication and Media	4	0	0	4
2	MJM 502	Growth and Development of Mass Media	4	0	0	4
3	MJM 503	Journalism: Concepts and Practices	3	0	2	4
4	MJM 504	Graphic Design	3	0	0	3
5	MJM504P	Graphic Design (Practical)	0	0	4	2
6	MJM 505	Digital Photography	3	0	0	3
7	MJM 505P	Digital Photography (Practical)	0	0	4	2
8	MJM 506P	Computer Applications for Mass Media (Practical)	0	0	4	2
9	MJM 507P	Communication Skills	0	0	2	1
		Total Credits	17	0	16	25
		Total Contact Hours	33			
Lab (1) + Lib (1) + Activity (1) (Co-Curricular & Extra-Curricular like Outdoor Visits, Guest Sessions, Workshops, Club Activities, etc.)			33+3= 36			

SEMESTER-II						
S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 508	Theories and Models of Communication	4	0	0	4
2	MJM 509	Print Journalism: Skills, Concepts and Practices	3	0	0	3
3	MJM 509P	Print Journalism: Skills, Concepts and Practices (Practical)	0	0	2	1
4	MJM 510	Radio Broadcasting: Technology and Practices	3	0	0	3
5	MJM 510P	Radio Broadcasting: Technology and Practices (Practical)	0	0	2	1
6	MJM 511	Television Journalism: Skills, Concept & Practices	3	0	0	3
7	MJM 511P	Television Journalism: Skills, Concept & Practices (Practical)	0	0	2	1
8	MJM 512	New Media Journalism	3	0	0	3
9	MJM 512P	New Media Journalism (Practical)	0	0	4	2
10	MJM 513	Advertising and Public Relations	3	0	0	3
11	MJM 513P	Advertising and Public Relations (Practical)	0	0	4	2
		Total Credits	19	0	14	26
		Total Contact Hours	33			
Lab (1) + Lib (1) + Activity (1) (Co-Curricular & Extra-Curricular like Outdoor Visits, Guest Sessions, Workshops, Club Activities, etc.)			33+3= 36			

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

The students will undergo an internship training of 8 weeks after just completion of Semester II. The internship training will be practice-based on their elective specialization areas such as Print/Television/Radio/New Media/ Advertising and Public Relations. On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester III (MJM 607).

SEMESTER –III

Elective Specialization offered in:

- 1 Radio (RPP)
- 2 Television (TPP)
- 3 New Media (NMJ)
- 4 Advertising and Public Relations (APR)
- 5 Graphic Design (GPD)
- 6 Video Film Design (VFD)

1. ELECTIVE SPECIALIZATION: PRINT MEDIA						
S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 601	Research Methodology	3	0	2	4
2	MJM 602	Development Communication	2	0	2	3
3	MJM 603	Film Studies and Appreciation	3	0	2	4
4	PMJ 604	Reporting and Writing for Print Media	2	0	0	2
5	PMJ 604P	Reporting and Writing for Print Media (Practical)	0	0	6	3
6	PMJ 605	Editing for Print Media	2	0	0	2
7	PMJ 605P	Editing for Print Media (Practical)	0	0	6	3
8	PMJ 606	Print Media Project, Presentation and Viva-Voce	0	0	0	3
9	MJM 607	Summer Internship Report & Viva-Voce	0	0	0	8
		Total Credits	12	0	18	32
		Total Contact Hours	30			
Field Visits (6) for Research Work/Other Activities like attending Guest Sessions, Workshops, Seminars etc.			30+6= 36			

2. ELECTIVE SPECIALIZATION: RADIO						
S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 601	Research Methodology	3	0	2	4
2	MJM 602	Development Communication	2	0	2	3
3	MJM 603	Film Studies and Appreciation	3	0	2	4
4	RPP 604	Writing and Recording for Radio	2	0	0	2
5	RPP 604P	Writing and Recording for Radio (Practical)	0	0	6	3
6	RPP 605	Editing Tools and Techniques for Radio	2	0	0	2
7	RPP 605P	Editing Tools and Techniques for Radio (Practical)	0	0	6	3
8	RPP 606	Radio Project, Presentation and Viva-Voce	0	0	0	3
9	MJM 607	Summer Internship Report & Viva-Voce	0	0	0	8
		Total Credits	12	0	18	32
		Total Contact Hours	30			
Field Visits (6) for Research Work/Other Activities like attending Guest Sessions, Workshops, Seminars etc.			30+6= 36			

3. ELECTIVE SPECIALIZATION: TELEVISION						
S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 601	Research Methodology	3	0	2	4
2	MJM 602	Development Communication	2	0	2	3
3	MJM 603	Film Studies and Appreciation	3	0	2	4
4	TPP 604	Writing and Reporting for Television	2	0	0	2
5	TPP 604P	Writing and Reporting for Television (Practical)	0	0	6	3
6	TPP 605	Editing Tools and Techniques for Television	2	0	0	2
7	TPP 605P	Editing Tools and Techniques for Television (Practical)	0	0	6	3
8	TPP 606	Television Project, Presentation and Viva-Voce	0	0	0	3
9	MJM 607	Summer Internship Report & Viva-Voce	0	0	0	8
		Total Credits	12	0	18	32
		Total Contact Hours	30			
Field Visits (6) for Research Work/Other Activities like attending Guest Sessions, Workshops, Seminars etc.			30+6= 36			

4. ELECTIVE SPECIALIZATION: NEW MEDIA						
S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 601	Research Methodology	3	0	2	4
2	MJM 602	Development Communication	2	0	2	3
3	MJM 603	Film Studies and Appreciation	3	0	2	4
4	NMJ 604	Writing and Reporting for New Media	2	0	0	2
5	NMJ 604P	Writing and Reporting for New Media (Practical)	0	0	6	3
6	NMJ 605	Editing Tools and Techniques for New Media	2	0	0	2
7	NMJ 605P	Editing Tools and Techniques for New Media (Practical)	0	0	6	3

8	NMJ 606	New Media Project, Presentation and Viva-Voce	0	0	0	3
9	MJM 607	Summer Internship Report & Viva-Voce	0	0	0	8
		Total Credits	12	0	18	32
		Total Contact Hours	30			
Field Visits (6) for Research Work/Other Activities like attending Guest Sessions, Workshops, Seminars etc.			30+6= 36			

5. ELECTIVE SPECIALIZATION: ADVERTISING AND PUBLIC RELATIONS						
S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 601	Research Methodology	3	0	2	4
2	MJM 602	Development Communication	2	0	2	3
3	MJM 603	Film Studies and Appreciation	3	0	2	4
4	APR 604	Writing for Advertising and Public Relations	2	0	0	2
5	APR 604P	Writing for Advertising and Public Relations (Practical)	0	0	6	3
6	APR 605	Editing Tools and Techniques for Advertising and Public Relations	2	0	0	2
7	APR 605P	Editing Tools and Techniques for Advertising and Public Relations (Practical)	0	0	6	3
8	APR 606	Advertising and Public Relations Project, Presentation and Viva-Voce	0	0	0	3
9	MJM 607	Summer Internship Report & Viva-Voce	0	0	0	8
		Total Credits	12	0	18	32
		Total Contact Hours	30			
Field Visits (6) for Research Work/Other Activities like attending Guest Sessions, Workshops, Seminars etc.			30+6= 36			

6. ELECTIVE SPECIALIZATION: GRAPHIC DESIGN						
S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 601	Research Methodology	3	0	2	4
2	MJM 602	Development Communication	2	0	2	3
3	MJM 603	Film Studies and Appreciation	3	0	2	4
4	GPD 604	Publication and Packaging	2	0	0	2
5	GPD 604P	Publication and Packaging (Practical)	0	0	6	3
6	GPD 605	Information and Motion design	2	0	0	2
7	GPD 605P	Information and Motion design (Practical)	0	0	6	3
8	GPD 606	Graphic Design Project, Presentation and Viva-Voce	0	0	0	3
9	MJM 607	Summer Internship Report & Viva-Voce	0	0	0	8
		Total Credits	12	0	18	32
		Total Contact Hours	30			
Field Visits (6) for Research Work/Other Activities like attending Guest Sessions, Workshops, Seminars etc.			30+6= 36			

7. ELECTIVE SPECIALIZATION: VIDEO FILM DESIGN						
S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 601	Research Methodology	3	0	2	4
2	MJM 602	Development Communication	2	0	2	3
3	MJM 603	Film Studies and Appreciation	3	0	2	4
4	VFD 604	Cinematography and Editing Technique for Video Film	2	0	0	2
5	VFD 604P	Cinematography and Editing Technique for Video Film (Practical)	0	0	6	3
6	VFD 605	YouTube and Mobile Filmmaking	2	0	0	2
7	VFD 605P	YouTube and Mobile Filmmaking (Practical)	0	0	6	3
8	VFD 606	VFD Project, Presentation and Viva-Voce	0	0	0	3
9	MJM 607	Summer Internship Report & Viva-Voce	0	0	0	8
		Total Credits	12	0	18	32

		Total Contact Hours	30	
Field Visits (6) for Research Work/Other Activities like attending Guest Sessions, Workshops, Seminars etc.			30+6= 36	

SEMESTER –IV						
S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 608	Media Laws and Ethics	3	0	2	4
2	MJM 609	Communication Research (Area of Specialization)	2	0	4	4
3	MJM 610	Media, Culture and Society	3	0	2	4
4	MJM 611P	Social Responsibility Project	0	0	2	1
Elective Project Work -Specialization (Choose anyone)						
5	MJM 612P-E1	Print Media	0	0	12	6
	MJM 612P-E2	Television				
	MJM 612P-E3	Radio				
	MJM 612P-E4	New Media				
	MJM 612P-E5	Advertising and Public Relations				
	MJM 612P-E6	Graphic Design				
	MJM 612P-E7	Video Film Design				
6	MJM 613	Dissertation & Viva-Voce	0	0	0	8
		Total Credits	8	0	22	27
		Total Contact Hours	30			
Field Visits (6) for Research Work/Other Activities like attending Guest Sessions, Workshops, Seminars etc.			30+6= 36			

**PROGRAM SYLLABI
SEMESTER - I**

Course: INTRODUCTION TO COMMUNICATION AND MEDIA			Semester: I
Course Code: MJM 501	L T P	4 0 0	Credits: 4

OBJECTIVE	To introduce the students to the different forms and mediums of communication, with a view to enable them to become efficient communicators.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Acquire knowledge about the concept, definition, nature, scope, elements and characteristics of communication. 2. Learn about the different forms of human and organizational communication. 3. Identify and understand the significance of different means of Mass Communication. 4. Become familiar with the new trends in Mass Communication. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Communication Communication: definition, nature, function and scope, Elements and process, Seven C's of communication, Effective communication, Characteristics and types of audiences, Barriers in communication.	15
	2.	Different Forms of Communication 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.	15
	3.	Introduction to Media Media: Meaning and its types, Print Media and its characteristics, Radio as a medium of communication and its characteristics, Television as a medium of communication and its characteristics, Films as a mass medium, New Media as a medium of communication and its characteristics, Spoken and visual communication.	15
	4	New Trends in 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.	15
		Total Hours	60

TEXT BOOK	<ul style="list-style-type: none"> • Fiske, J. <i>Introduction to Communication Studies</i>. New Delhi: Routledge • McQuail, D. <i>Mass Communication Theory</i>. New Delhi: Sage Publications
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Baran, S.J., & Davis, D.K. <i>Mass Communication Theory</i>. New Delhi: Thomson • Pandey, U.M. <i>Perspectives on Mass Communication Theory</i>. Kokata: Variety Books • Vivian, J. <i>The Media of Mass Communication</i>. Toronto: Pearson Publication

Course: GROWTH AND DEVELOPMENT OF MASS MEDIA			Semester: I
Course Code: MJM 502	L T P	4 0 0	Credits: 4

OBJECTIVE	To enable the students to appreciate the development of media in Indian context, media before and after independence. Students will additionally learn to analyse the lesser known forms of media and their applicability, emergence of radio, arrival of television and different forms of cinema.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Appreciate language, early print media and its role in independence, the rich history of Uttarakhand with respect to its folklore and publications. 2. Critically analyse the use of cultural anthropology in the understanding of people, media in Indian context, tangible and intangible cultural heritage. 3. Learn the evolution of technology assisting the mediums of radio, TV and cinema. 4. Demonstrate basic working of the media they see around them. 5. Learn about the growth and development of Cinema. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Early Communication System and Indian Press 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.	People, Culture and Forms of Traditional Media Folk media in India: theatre, dance, art, tales, fairs and festivals, Bureau of Outreach and Communication, Cultural Heritage of India, Tangible and Intangible Cultural Heritage, Centre for Cultural Resources and Training (CCRT) and its Zonal Cultural Centres, Socio-cultural Anthropology, Linguistic Anthropology, relevance of traditional media in the modern age, regional diversity: content form, evolution and future.	12
	3.	Growth and Development of Radio 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.	12
	4.	Growth and Development of Television Development of television as a medium of communication:	12

		historical perspective of television in India, satellite and cable television in India and Internet Protocol Television (IPTV), Non-Linear Television, On Demand Television.	
	5.	Growth and Development of Cinema 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
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> Natarajan, J. <i>History of Indian Journalism</i>. New Delhi: Jain Book Depot Smith, G.N. <i>The History of Cinema</i>. New York: Oxford University Press] 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Aggarwal, V.B & Gupta, V.S <i>Handbook of Journalism and Mass Communication</i>. New Delhi: Concept Publishing Company. Mehta, N. <i>Television in India: Satellites, Politics and Cultural Change</i>. London: Routledge Jeffrey, R. <i>India's Newspaper Revolution: Capitalism, Politics and the Indian-language Press</i>. Oxford: Oxford University Press 		

Course: JOURNALISM: CONCEPTS AND PRACTICES			Semester: I
Course Code: MJM 503	L T P	3 0 2	Credits: 4

OBJECTIVE	This course seeks to introduce students to the basics of news and journalism, its principles and different areas of Journalism. The curriculum broadly covers the concept, types, functions and techniques of journalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the basics of journalism. 2. Inculcate the knowledge of idealistic principles of journalism. 3. Understand the different types of journalism. 4. Define and distinguish news, different types of journalistic practices, basic concepts and sources. 5. Enhance understanding of the journalistic freedom, ethics and restrictions. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Journalism Definition and meaning, Objectives and role of journalism, Future of journalism, Challenges into journalism, Journalism as a profession, Qualities of a good journalist.	10
	2.	Principles of Journalism Principles of journalism: truth and accuracy, balance, objectivity and fairness, humanity and accountability.	10
	3.	Types of Journalism Interpretative and Investigative Journalism, Advocacy Journalism, Citizen Journalism, Grey Journalism and Yellow Journalism, Green Journalism, Data Journalism.	10
	4.	News 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.	10
	5.	Journalism and Ethics Journalism and freedom, Journalism and democracy, Journalism and reasonable restrictions, Journalism and ethics, Journalism and language.	05
	6.	Suggested Practical: Students will be guided to make a file on the relevant themes.	30
		Total Hours	75
TEXT BOOK	• Harcup, T. <i>Journalism: Principles and Practice</i> . New Delhi: Sage Publication		

	<ul style="list-style-type: none"> Mencher, Melvin. <i>News Reporting and Writing</i>. McGraw-Hill Education.
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Aggarwal, Vir Bala. <i>Essentials of Practical Journalism</i>. New Delhi: Concept Publishing Company. Cottle, S. <i>Media Organization and Production</i>. New Delhi: Sage Publication Harrower, T. <i>Inside Reporting</i>. New Delhi: McGraw Hill Kamath, M.V. <i>The Journalist's Handbook</i>. New Delhi: Vikas Publication Manning, P. <i>News and News Sources: A Critical Introduction</i>. New Delhi: Sage Publication

Course: GRAPHIC DESIGN			Semester: I
Course Code: MJM 504	L T P	3 0 0	Credits: 3

OBJECTIVE	To enable the students to creatively visual 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.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Gain knowledge about the concept of art, design & visualization. 2. Discover principles of design, typography and point system. 3. Learn about the transition of the process of Typesetting and DTP. 4. Familiarise oneself with different types of printing and papers. 5. Recognise the importance and role of colour in design and graphics.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Design Concept of art and design: visual art and design, construction drawing, representational drawing and simplification drawing, Elements of design and graphics, Visualization: convergence and divergence, Conceptualization: functions and significance, Fundamentals of creativity: logic, style, value, tools, illustrations and graphics.	10
	2.	Graphics Designing and Typography Basic elements and principles of graphics, Design layout and production, Calligraphy and typography, Typeface: families and kinds, Principles of good typography: spacing, measurement and point system.	09
	3.	Typesetting and DTP Typesetting: manual, mechanical, lino, ludlow and digital, Desktop Publishing (DTP), Use of computer software, Character generation, Use of multimedia.	08
	4.	Printing Letter Press Printing of offset Printing. Types of papers, Magazine layout, Pagination, Designing and printing of cover pages, Safety measures in printing press, Designing the layouts of daily newspapers and magazines.	10
	5.	Colour Printing Colour theory: colour schemes and colour treatment, Colour combinations: colour scanning, colour separation, colour correction, colour positive and colour negatives.	08
		Total Hours	45

TEXT BOOK	<ul style="list-style-type: none"> • Mukherjee, D. P. <i>Fundamentals of Computer Graphics and Multimedia</i>. New Delhi: Pearson Education • Sarkar, N. N. <i>Art and Print Production</i>. Oxford: Oxford University Press
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Bringhurst, R. <i>The Elements of Typographic Style</i>. Canada: Hartley & Marks Inc. • Lupton, E., & Philips, J. C. <i>Graphic Design: The New Basics</i>. Princeton Architectural Press • Shaughnessy, A., & Beirut, M. <i>Graphic Design: A User's Manual</i>. London: Laurence King Publishing Ltd. • Coburn, Foster D. <i>Corel Draw</i>. New Delhi: McGraw Hill

Course: GRAPHIC DESIGN (PRACTICAL)			Semester: I
Course Code: MJM 504P	L T P	0 0 4	Credits: 2

OBJECTIVE	To enable the students to have practical exposure of the use of designing software, to enable students to plan, organise and present appropriate design solutions using a variety of software, techniques for varied media applications.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Deploy design tools and software and work with fonts and placement. 2. Become skillful in making visually appealing layouts for various publications. 3. Work in teams to publish their own logos and posters. 		
COURSE DETAILS	Suggested Practicals:		
	1	Introduction to Design Basic Knowledge of Designing. Using tools of Illustrations and Graphics. Layout Layouts of daily Newspapers, Tabloids and Magazines. Designing for Various Media Logo designing. Designing of Visiting Cards. Designing of Posters. Designing of Magazine Covers.	60
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Mukherjee, D. P. <i>Fundamentals of Computer Graphics and Multimedia</i>. New Delhi: Pearson Education • Sarkar, N. N. <i>Art and Print Production</i>. Oxford: Oxford University Press 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Coburn, Foster D. <i>Corel Draw</i>. New Delhi: McGraw Hill • Lupton, E., & Philips, J. C. (2008) <i>Graphic Design: The New Basics</i>. Princeton Architectural Press • Parthasarathy, G K. <i>Computer Aided Communication</i>. New Delhi: Authors Press. • Shaughnessy, A., & Beirut, M. <i>Graphic Design: A User's Manual</i>. London: Laurence King Publishing Ltd. 		

Course: DIGITAL PHOTOGRAPHY			Semester: I
Course Code: MJM 505	L T P	3 0 0	Credits: 3

OBJECTIVE	To enable the students to master photographic practices and be adept in use of professional cameras, to equip themselves with technical and creative aspects of digital photography and photojournalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the visual forms and their aesthetic functions, and basic design principles, with attention to such areas as design, colour and lighting. 2. Get familiar the equipment and it's functions, settings and all the accessories. 3. Become well versed with concepts of exposure, manipulating settings and image editing. 4. Learn the specialisations of photography. 5. Understand the industrial and commercial applications of photographic techniques. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Photography Photography: origin, necessity, role and significance, Digital photography: elements and principles, Visual language and meaning, Importance of composition in photography, Subject selection, Lighting techniques: three-point lighting.	10
	2.	Photographic Equipment Camera types, Formats, Lenses: types and functions, Film: types and functions, Camera accessories.	07
	3.	Exposure and Compositions Shots, Focus, Exposure triangle: shutter speed, aperture, ISO, Selection of subject, Photo editing procedure, Pictures for newspapers and magazines, Developing photographer's manual, Image manipulation and digital imagery.	10
	4.	Types of Photography Portrait, Wildlife, Landscape, Fashion, Event, Product and Documentary photography.	08
	5.	News Photography News value of pictures, Photo essays, Photo features, Qualities essential for photojournalist, Picture magazine, Cutline and caption.	10
		Total Hours	45

TEXT BOOK	<ul style="list-style-type: none"> • Sontag, S. <i>On Photography</i>. New Delhi: Penguin Books • Thiagarajan, S. <i>The New Practical Photography</i>. New Delhi: S. Chan
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Kenneth, K. <i>Photojournalism: The Professionals Approach</i>. New Delhi: Penguin • Langford, M., Anna F., & Smith, R.S. <i>Basic Photography</i>. New Delhi: Routledge • Taylor, D., Hallett, T., Lowe, P., & Sanders, P. <i>Digital Photography Complete Course</i>. London: Penguin

Course: DIGITAL PHOTOGRAPHY (PRACTICAL)			Semester: I
Course Code: MJM 505P	L T P	0 0 4	Credit: 2

OBJECTIVE	To enable the students to learn the practical aspects of digital photography and use of professional cameras, master photographic practices and be adept in use of professional cameras, to equip themselves with technical and creative aspects of digital photography and photojournalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Use lighting to their advantage and select subjects to work with. 2. Handle equipment and accessories, set up a scene and select lens. 3. Become well versed with concepts of exposure, manipulating settings and image editing 4. Learn the specialisations of photography. 5. Understand news photography, create and publish captioned images online, in newspapers and local magazines. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Introduction to Photography Importance of composition in photography, Subject selection, Lighting techniques: three-point lighting.	12
	2.	Photographic Equipment Camera types, Formats, Lenses: types and functions, Film: types and functions, Camera accessories.	12
	3.	Exposure and Compositions Shots, Focus, Exposure triangle: shutter speed, aperture, ISO, Selection of subject, Photo editing procedure, Pictures for newspapers and magazines, Developing photographers manual, Image manipulation and digital imagery.	12
	4.	Types of Photography Portrait, Wildlife, Landscape, Fashion, Event, Product and Documentary photography.	12
	5.	News Photography News value of pictures, Photo essays, Photo features, Picture magazine, Cutline and caption.	12
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Sontag, S. <i>On Photography</i>. New Delhi: Penguin Books • Thiagarajan, S. <i>The New Practical Photography</i>, New Delhi: S. Chand 		

REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Kenneth, K. <i>Photojournalism: The Professionals Approach</i>. New Delhi: Penguin • Langford, M., Anna F., & Smith, R.S. <i>Basic Photography</i>. New Delhi: Routledge • Taylor,D., Hallett,T., Lowe,P., & Sanders, P. <i>Digital Photography Complete Course</i>. London: Penguin
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Course: COMPUTER APPLICATIONS FOR MASS MEDIA (PRACTICAL)			Semester: I
Course Code: MJM 506P	L T P	0 0 4	Credits: 2

OBJECTIVE	To enable the students to learn and understand the practical working of a computer, its components and various applications such as MS word, PowerPoint, Spreadsheet and Internet required in the field of Mass Communication.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 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. Demonstrate the use of computers in the field of Mass Communication. 5. Acquire the basic knowledge of Internet and New Media. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Introduction to Computer Applications of computer, Functions of input-output device, Computer languages, Computer hardware and software, Open sources: uses and applications.	12
	2.	Word Processing 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.	12
	3.	Spreadsheet Opening a blank or new workbook, General organisation, Highlights and main functions: Home, Insert, Page Layout, Formulas and Highlights, Main functions: Data, Review and View, Customizing the Quick Access Toolbar, Creating and using Templates, Working with data: Entering, Editing, Copy, Cut, Paste, Paste Special, Formatting Data and Using the Right Mouse Click Saving, Page Setup and Printing, Using Headers and Footers, Manipulating data using Data Names and Ranges, Filters and Sort and Validation lists, Data from External Sources, Using and Formatting Tables, Basic formulas and use of functions, Data analysis using Charts and Graph.	12
	4.	Presentation Creating a basic presentation, Building blocks of a presentation; Working with Text, Working with Themes and Styles, Working with Charts, Graphs and Tables, Working with	12

		Media Clips and Animation, Working with Macros and Customizing PowerPoint, Troubleshooting, Packaging and Publishing your Presentation.	
	5	Internet and New Media web browsing, Searching the web, Internet: basics of sending and receiving e-mail, and specific mail programs, Blogging, Twitter, Facebook, YouTube, LinkedIn.	12
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Mukherjee, D.P. <i>Fundamentals of Computer Graphics and Multimedia</i>. New Delhi: PHI Learning • Rajaram, V. <i>Fundamentals of Computer</i>. New Delhi: Pearson Education 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Balagurusamy, E. <i>Fundamentals of Computers</i>. New Delhi: TMH • Parthasarathy, G.K. <i>Computer Aided Communication</i>. New Delhi: Authors Press 		

Course: COMMUNICATION SKILLS			Semester: I
Course Code: MJM 507P	L T P	0 0 2	Credits: 1

OBJECTIVE	To enable students to show competence in oral and nonverbal communication and to learn appropriate communication skills for application in daily life across settings, in order to build and maintain healthy and effective relationships in the workspace as well as in personal life.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Develop and exhibit an accurate sense of self. 2. Create and respond effectively to different types of communication skills. 3. Learn appropriate presentations and communication skills.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Communication Skills: reading, writing, listening, speaking Effective Communication Non-verbal communication Interpersonal communication Communication within a group Presentations Email communication Technology-mediated communication	30
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> Rao,N. and Other's. Communication Skills. HPH Publication Dutt & Rajeevan. A Course in Communication Skills. Foundation Book 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Aggsarwal,S. Essential Communication Skills. Ane. Jain, Bhatia & Sheikh. Professional Communication Skills. S. Chand. 		

SEMESTER - II

Course: THEORIES AND MODELS OF COMMUNICATION			Semester: II
Course Code: MJM 508	L T P	4 0 0	Credits: 4

OBJECTIVE	To familiarize the students with the theories and models of communication, with a view to enable them to become efficient communicators, to find themselves at par with globally accepted norms of communication and critically analyze the gist of events happening around them with applied communication theories.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Learn about the concept, characteristics and types of Mass Communication. 2. Become familiar with the early communication theorists, their leanings and objectives. 3. Exhibit in-depth understanding of the constructs of fundamental, pragmatic, critical and liberal schools of thought & observations of communication theorists. 4. Understand and implement the models of communication in daily communication process. 		
COURSE DETAILS	Module No	Topic	Hours
	1.	Fundamentals of Mass Communication Mass Communication: concept and definition, Characteristics of mass communication, Different form of communication: Intra-personal communication, Inter-personal communication, Public communication, Group communication and Mass communication.	15
	2.	Theories of Communication Personal Influence Theory: Two-Step Theory, and Multi-step Theory, Sociological Theories of Mass Communication: Cultivation Theory, Agenda Setting Theory, The Use and Gratification Theory, Dependency Theory and Normative Theory.	15
	3.	Theories of Mass Media Theories of Mass Media: Authoritarian, Libertarian Theory or Free Press Theory, Communist Media Theory, Social Responsibility theory, Development media Theory & Democratic Participant Media Theory.	15
	4.	Models of Communication SMR model, SMCR model, Shannon and Weaver model, Harold Lasswell model, Newcomb ABX model, Gerbner's model, Westley and MacLean's model, De Fleur model,	15

		HUB model, Osgood model and Wilbur Schramm model, Helical Model.	
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> Fiske, J. <i>Introduction to Communication Studies</i>. New Delhi: Routledge McQuail, D <i>Mass Communication Theory</i>. New Delhi: Sage Publications 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Baran, S.J., & Davis, D.K. <i>Mass Communication Theory</i>. New Delhi: Thomson Berger, A.A. <i>Essentials of Mass Communication Theory</i>. New Delhi: Sage Publication McQuail, D. & Deuze, M. <i>Media & Mass Communication Theory</i>. New Delhi: Sage Publications Vivian, J. <i>The Media of Mass Communication</i>. Toronto: Pearson Publication 		

Course: PRINT JOURNALISM: SKILLS, CONCEPTS AND PRACTICES			Semester: II
Course Code: MJM 509	L T P	3 0 0	Credits: 3

OBJECTIVE	To familiarize the students with the areas of reporting and editing for print. The curriculum broadly covers the techniques of reporting and editing as required in the field of print journalism to make the student aware of techniques of gathering and compiling news.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the basics of print media, its different forms and importance. 2. Strengthen the knowledge of reporting and dealing with the sources of news. 3. Have the competencies of news writing and preparing suitable leads for different news items. 4. Create and use effective headlines to increase the value of news items. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Print Media Print Media: Definition and Meaning, Different forms of print media: newspapers, tabloid, newsletter, magazine and other publications, Importance of print media.	11
	2.	News gathering process Types of reporting: objective, interpretative and investigative, Role and importance of Sources, Cultivating, Verifying and Dealing with sources of News, Confidentiality of News Sources.	12
	3.	Introduction to News Writing Characteristics of print media, Basic Differences between print media and electronic media Print media in digital age News writing: Lead: meaning and purposes, Types of lead, News body.	12
	4.	Headline Writing Headline: Definition and Meaning, Principles of headline writing, types of headlines and functions and techniques of headline writing, Letter to Editor, Preparing and writing Press Release.	10
		Total Hours	45
TEXT BOOK	<ul style="list-style-type: none"> • Harcup, T. <i>Journalism: Principles and Practice</i>. New Delhi: Sage Publication • Mencher, Melvin. <i>News Reporting and Writing</i>. McGraw-Hill Education 		
REFERENCE BOOK/ SUGGESTED	<ul style="list-style-type: none"> • Cottle, S. <i>Media Organization and Production</i>. New Delhi: Sage Publication • Harrower, T. <i>Inside Reporting</i>. New Delhi: McGraw Hill 		

READING	<ul style="list-style-type: none"> • Manning, P. <i>News and News Sources: A Critical Introduction</i>. New Delhi: Sage Publication • Nandi, Charles. <i>Print Media and Photojournalism</i>. New Delhi: Reference Press. • Sarkar,N.N. <i>Art and Print Production</i>. New Delhi: Oxford
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Course: PRINT JOURNALISM: SKILLS, CONCEPTS AND PRACTICES (PRACTICAL)			Semester: II
Course Code: MJM 509P	L T P	0 0 2	Credit: 1

OBJECTIVE	To familiarize the students with the areas of reporting and editing for print media, and techniques of reporting and editing as required in the field of print journalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 4. Strengthen the skill of news writing. 5. Acquire competence in the headline and lead writing. 6. Demonstrate knowledge about different parts of Newspapers and preparation of Press Release. 7. Have the competence of using the software for Layout and Designing.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Writing of components of news Headline Writing Lead Writing News body Verifying and Dealing with Sources of News Exposure of different parts of Broadsheet Newspapers, Tabloid, Newsletter, Magazine Letter to Editor Preparing and writing Press Release	15
	2.	Letter to Editor Hindi/ English Typing, Software Training for Layout and Designing	15
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> Harcup, T. <i>Journalism: Principles and Practice</i>. New Delhi: Sage Publication Mencher, Melvin. <i>News Reporting and Writing</i>. McGraw-Hill Education 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Cottle, S. <i>Media Organization and Production</i>. New Delhi: Sage Publication Harrower, T. <i>Inside Reporting</i>. New Delhi: McGraw Hill Manning, P. <i>News and News Sources: A Critical Introduction</i>. New Delhi: Sage Publication Nandi, Charles) <i>Print Media and Photojournalism</i>. New Delhi: Reference Press. Sarkar, N.N. <i>Art and Print Production</i>. New Delhi: Oxford 		

Course: RADIO BROADCASTING: TECHNOLOGY AND PRACTICES			Semester: II
Course Code: MJM 510	LTP	3 0 0	Credits: 3

OBJECTIVE	To familiarize the students with the basics of radio production along with the management of radio stations. The students will learn different aspects of radio news compilation and various formats of radio programs along with the latest trends in radio broadcasting.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the radio as a Mass Communication Medium. 2. Understand the basics of sound recording, AM & FM broadcasting. 3. Prepare a news bulletin and write a radio programme in the required format. 4. Learn the nuances of sound effects, to develop their own effects library. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Understanding the medium Invention and development; strengths and weaknesses of the medium, Basics of sound recording and editing, Importance and scope of radio, New trends in Radio.	11
	2.	AM and FM broadcasting Commercial radio: Concept and Programming, Community radio: Concept and Programming, Radio Program Formats, Presentation skills: general awareness, presence of mind; clarity, diction, pronunciation.	12
	3.	Writing for radio Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals; writing radio news: rewriting news to suit brevity and clarity in radio news, editing news.	12
	4.	Sound Effects Sound effects and their uses in radio program production, Teasers, Promos and Voice dispatch.	10
		Total Hours	45
TEXT BOOK	<ul style="list-style-type: none"> Block, M. Durso, J. <i>Writing News for TV and Radio</i>. New Delhi: Sage Boyd, A. <i>Broadcast Journalism: Techniques of Radio & Television News</i>. Focal Press. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Ahern, S. <i>Making Radio and Podcasts</i>. London: Taylor & Francis Bakshi, R.A. <i>Let's talk on AIR: Conversation with Radio Presenters</i>. New Delhi: Penguin Neelamalar, M. <i>Radio Programme Production</i>. Delhi: PHI 		

	<ul style="list-style-type: none">• Starkey & Crisell. <i>Radio Journalism</i>. New Delhi: Sage• Priestman, C. <i>Web Radio: Radio Production for Internet Streaming</i>. New York: Focal Press
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Course: RADIO BROADCASTING: TECHNOLOGY AND PRACTICES (PRACTICAL)			Semester: II
Course Code: MJM 510P	LTP	0 0 2	Credit: 1

OBJECTIVE	To enable the students to learn the practical aspects of radio production along with the various formats of radio programs, to enable the students to prepare thematic radio programmes ready for broadcast and social sharing.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the basics of sound recording and use of creativity in radio. 2. Understand the working of microphones and use of software. 3. Edit vocal and effects tracks, to synthesize a complete radio programme. 4. Speak in the radio voice clearly and emphatically. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Identifying and Working with Microphones Audio Mixers and other audio equipments Basics of recording and sound editing Training on Flow, Modulation and Pronunciation	30
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> Block, M. Durso, J. <i>Writing News for TV and Radio</i>. New Delhi: Sage Boyd, A. <i>Broadcast Journalism: Techniques of Radio & Television News</i>. Focal Press. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Ahern, S. <i>Making Radio and Podcasts</i>. London: Taylor & Francis Bakshi, R.A. <i>Let's talk on AIR: Conversation with Radio Presenters</i>. New Delhi: Penguin Neelamalar, M. <i>Radio Programme Production</i>. Delhi: PHI Starkey & Crisell. <i>Radio Journalism</i>. New Delhi: Sage Priestman, C. <i>Web Radio: Radio Production for Internet Streaming</i>. New York: Focal Press 		

Course: TELEVISION JOURNALISM: SKILLS, CONCEPT AND PRACTICES			Semester: II
Course Code: MJM 511	L T P	3 0 0	Credits: 3

OBJECTIVE	To enable the students to gain in-depth knowledge concepts in visual communication, know handling of the professional video camera, learn basics of video production and assignment of roles & responsibilities, setup of the studio floor, set design, visualizing news, learn scripts and reporting and be able to present news as an anchor in various tv shows.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Explain the rules of visual composition. 2. Understand the settings of the camera and its movement. 3. Perform in various roles as television crew. 4. Write news and be able to present news as an anchor. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Visual Communication Communicating with still and moving pictures, Parts of video camera and their functions, video shooting with professional TV camera, Camera support system, camera mounting techniques, Color balance, Basic camera shots, angle and movement.	11
	2	Basics of TV Production Stages of production: pre-production, production and post-production, Production personnel: role and responsibilities, TV lighting: in-field, types of lights, studio lighting, three-point lighting, Formats of studio TV programs: studio interview, studio discussions, Types of editing.	12
	3	Reporting and Writing for Television Television reporting: visualizing news, research, investigation, qualities of a good script, Electronic News Gathering (ENG), Electronic Field Production (EFP), interview techniques, PTC (Piece-to-camera) and VO (Voice-over), Sequencing and writing news packages.	11
	4	Television News Presentation Television Anchoring: voice broadcast skills, enunciation, flow, modulation, facing the camera, eye contact, make up and dresses, use of teleprompter, live studio interviews, field interviews, moderating TV studio discussions and anchoring chat shows.	11
		Total Hours	45

TEXT BOOK	<ul style="list-style-type: none"> • De Fossard & Riber. <i>Writing and Producing for Television Films</i>. New Delhi: Sage • Cushion, H. <i>Television Journalism (Journalism: Key Text)</i>. Sage Publication.
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Belavadi, V, <i>Video production</i>. New Delhi Oxford University Press • Lewis, B. <i>Technique of Television Announcing</i>. New Delhi. Focal Press • Lezzi, Frank. <i>Understanding Television Production</i>. New Delhi. Pearson Education • Zettl, H. <i>Handbook of Television Production</i>. New Delhi: Cengage

Course: TELEVISION JOURNALISM: SKILLS, CONCEPT AND PRACTICES (PRACTICAL)			Semester: II
Course Code: MJM 511P	L T P	0 0 2	Credit: 1

OBJECTIVE	To enable the students to gain hands-on skills in using a professional video camera, setting up lights, writing their own scripts after conducting production meetings, report any news from a field location, writing and editing sound bytes, headlines, promos and record voiceover and piece to camera.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Use a professional video camera. 2. Understand the settings of the camera and its movement. 3. Perform in various roles as television crew. 4. Write news, edit scripts and be able to present news as an anchor. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Understanding the camera parts and functions Camera handling and practice of different camera movements Types of lighting, three-point lighting News writing for various events Writing Production script Reporting skills for television Editing news script Editing sound byte Writing for headlines, promos, teaser Voice over, PTC	30
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • De Fossard & Riber. <i>Writing and Producing for Television Films</i>. New Delhi: Sage • Cushion, H. <i>Television Journalism (Journalism: Key Text)</i>. Sage Publication. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Belavadi, V, <i>Video production</i>. New Delhi Oxford University Press • Lewis, B. <i>Technique of Television Announcing</i>. New Delhi. Focal Press • Lezzi, Frank. <i>Understanding Television Production</i>. New Delhi. Pearson Education • Zettl, H. <i>Handbook of Television Production</i>. New Delhi: Cengage 		

Course: NEW MEDIA JOURNALISM			Semester: II
Course Code: MJM 512	L T P	3 0 0	Credits: 3

OBJECTIVE	To enable the students to learn and understand the concepts of New Media & social media and the uses of both the media in journalistic point of view, to enable the students to use social identities and self-branding techniques, to make the students work on thematic projects for self-promotion and build their online presence, to allow rich use of platforms of Twitter, YouTube & Instagram for Citizen Journalism and professional development.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain the basic knowledge of New Media, social media and New Media Journalism. 2. Conceptualize the use of New Media platform from journalistic point of view. 3. Develop journalistic skills required for new age journalists. 4. Demonstrate the use of New Media a platform for new age journalism. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to New Media New Media: Definition & Characteristics, Analogue Vs Digital technology, Media convergence, Information Superhighway, Traditional Vs Online Media, News on the web: e-Newspapers, e-magazines, web radio and TV newscast on the web; Podcast and Webcast, Digital Divide.	10
	2.	Understanding social media Evolution, role and functions of social media, Social Networking websites- Facebook, LinkedIn, Twitter etc., Social Publishing: Flickr, Instagram, YouTube, Sound cloud etc. Changing paradigms of news after emergence of social media, Emerging news delivery vehicle, Collaborative Office and Crowd Sourcing, Use of hyperlinks and related data while writing and presenting a new story.	11
	3.	New Media Journalism New Media Journalism: An Overview, Participative newsroom's structure, Trends in new media Journalism & Communication, Qualities New Media journalist, content generation for new media, Content management, content management systems (CMS), cross-media news production processes, Call-to-action (CTA) enabled script writing and its importance, Use of interactive infographics; Crowd sourcing and aggregation, New Media Journalism around the World.	14

	4.	Ethics of New Media Journalism Countering Fake News, Misinformation, disinformation, Cybercrimes& security issues, Ethical Challenges in Online Journalism, Freedom of Expression vs online Privacy, social media Driven Controversies, Applying Journalism Ethics to new media Journalism.	10
		Total Hours	45
TEXT BOOK	<ul style="list-style-type: none"> Chawla,A. <i>New Media and Online Journalism</i>. Noida: Pearson Delfanti, A. & Arvidsson, A. <i>Introduction to Digital Media</i>. Pondicherry: Wiley 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Chun & Fisher. <i>New Media & Old Media</i>. New York: Routledge Everett, A. <i>New Media Theories and Practices of Digest</i>. New Delhi: Routledge Siapera, E. & Veglis, A. <i>The Handbook of Global Online Journalism</i>. London: Wiley-Blackwell Dewdney, A. & Ride. <i>New Media Handbook</i>. New York: Routledge 		

Course: NEW MEDIA JOURNALISM (PRACTICAL)			Semester: II
Course Code: MJM 512P	L T P	0 0 4	Credits: 2

OBJECTIVE	To enable the students to learn and understand the concepts of New Media & social media and the uses of both the media in journalistic point of view, to enable the students to use social identities and self-branding techniques, to make the students work on thematic projects for self-promotion and build their online presence, to allow rich use of platforms of Twitter, YouTube & Instagram for Citizen Journalism and professional development.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain practical knowledge of New Media, social media and New Media Journalism. 2. Conceptualize the practical use of New Media platform from journalistic point of view. 3. Develop practical journalistic skills required for new age journalists. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Exposure to New Media and social media Practical exposure to different new media and social media platforms, Use of new media and social media platforms for journalism, Use of hyperlinks and related data while writing and presenting a new story.	20
	2.	New Media Journalism Content management, Introduction to cross-media news production processes; Understanding the basics of content management systems (CMS); Interactive content generation, News stories with audio-visual inputs, Call-to-action (CTA) enabled script writing and its importance, Use of interactive infographics.	20
	3.	Practical Ethics Fake News, Misinformation, disinformation, Cyber Crimes, social media Driven Controversies, and Security Challenges.	20
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Delfanti, A. & Arvidsson, A. <i>Introduction to Digital Media</i>. Pondicherry: Wiley • Dewdney, A. & Ride. <i>New Media Handbook</i>. New York: Routledge 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Chun & Fisher. <i>New Media & Old Media</i>. New York: Routledge • Everett, A. <i>New Media Theories and Practices of Digest</i>. New Delhi: Routledge • Siapera, E. & Veglis, A. <i>The Handbook of Global Online Journalism</i>. London: Wiley-Blackwell 		

Course: ADVERTISING AND PUBLIC RELATIONS			Semester: II
Course Code: MJM 513	L T P	3 0 0	Credits: 3

OBJECTIVE	This course seeks to enable the students to learn the basic concepts and methods of advertising, strategy, pressure groups and practices of public relations. The students are imparted creative knowledge so that they can have an in-depth understanding of the medium of advertising and the abilities to create a copy, collaborate with copywriters and manage crisis when it happens.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Develop and enhance their understanding about advertising, its different types and 2. Demonstrate advertising strategies and media planning. 3. Write ad copy for various media platforms. 4. Analyze and understand public relation practices. 5. Gain knowledge and skills necessary for use in the PR industry. 6. Produce ad for different products 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Advertising Advertising: definition, concept and historical development, Social and economic benefits of advertising, various advertising media, Types of advertising, Advertising Agency: structure, functions and types.	06
	2.	Advertising Strategies and Media Planning Target audience, Brand image, Positioning, Appeals, Advertising spiral, Markets and their segmentation, Sales promotion. Creativity, Media selection and scheduling, Media budget and campaign planning.	07
	3.	Advertisement Production Ideation, Visualization, Copywriting, Advertising production techniques for various media.	09
	4.	Advertising Research and Ethics Research in advertising, Ethical aspects of advertising, Advertising and pressure groups.	08
	5.	Public Relations: Concepts and Practices Definition, Concept and Scope, PR as a communication function, History of PR, Growth and status of PR in India, Publicity, Propaganda, Public opinion, Lobbying, Stages of PR Planning process, Crisis Management; Concept and practices, Proactive and Reactive PR, Study of Symmetrical and Asymmetrical models in handling crises.	09

		Public Relatives Ethics, Laws and Technology PR and law, PR and new technology, Emerging Trends and e-PR, Code of ethics for PR, PRSI – (Public Relatives Society of India), International PR.	06
		Total Hours	45
TEXT BOOK	<ul style="list-style-type: none"> Jethwaney, Jaishri N. & Sarkar, N.N. <i>Public Relations Management</i>. Sterling Publishers. Wells, W.D., Burnett, J., Moriarty, S. <i>Advertising Principles and Practice</i>. New Delhi: Pearson Education 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Belch, G.E., & Belch, M.A. <i>Advertising and Promotion: An IMC Perspective</i>. New Delhi: McGraw Hill Centre, A. <i>Public Relations Practices</i>. New Delhi: PHI Cutlip, Scott M., Center, Allen H., Broom & Glen M. <i>Effective Public Relations</i>. New Delhi: Pearson Education Lesly, P. <i>Handbook of Public Relation and Communication</i>. New Delhi: Jaico Tellis, G. J. <i>Effective Advertising</i>. New Delhi: Response 		

Course: ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)			Semester: II
Course Code: MJM 513P	L T P	0 0 4	Credits: 2

OBJECTIVE	To enable the students to learn and understand the practical aspects of advertising, strategy, pressure groups and practices of public relations, to familiarize the students with the process, plan, design and implementation of advertising and public relations.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Understand clearly various advertising media, Advertising Agency: structure 2. Identify various styles and production techniques used for various mediums. 3. Analyze and understand public relation practices. 4. Gain technical knowledge and skills necessary for use in the PR industry.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Understanding of Advertising Various advertising media, Advertising Agency: structure and functions	15
	2.	Advertisement Production Ad Copywriting, Advertising production techniques for various media.	15
	3.	Public Relations: Concepts and Practices Stages of PR Planning process, Media relations: press conferences, press releases and other PR tools, Crisis Management: Symmetrical and Asymmetrical models in handling crises	15
	4.	Public Relations and Technology PR and new technology, Emerging Trends and e-PR, Public Relations Society of India (PRSI).	15
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> Jethwaney, Jaishri N. & Sarkar, N.N. <i>Public Relations Management</i>. Sterling Publishers. Wells, W.D., Burnett, J., Moriarty, S. <i>Advertising Principles and Practice</i>. New Delhi: Pearson Education 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Belch, G.E., & Belch, M.A. <i>Advertising and Promotion: An IMC Perspective</i>. New Delhi: McGraw Hill Centre, A. <i>Public Relations Practices</i>. New Delhi: PHI Cutlip, Scott M., Center, Allen H., Broom & Glen M. <i>Effective Public Relations</i>. New Delhi: Pearson Education Lesly, P. <i>Handbook of Public Relation and Communication</i>. New Delhi: Jaico Tellis, G. J. <i>Effective Advertising</i>. New Delhi: Response 		

SEMESTER - III

Course: RESEARCH METHODOLOGY			Semester: III
Course Code: MJM 601	L T P	3 0 2	Credits: 4

OBJECTIVE	To enable the students to learn about research skills, process, research design, methodology and data analysis techniques to explore their logical skills and contribute to future research in the field of mass media.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Gain conceptual knowledge of research, elements of research and different types of research with their importance. 2. Clearly identify and formulate the research problems and research objectives. 3. Understand and apply different research designs and methods to a specific research problem. 4. Confidently apply data analytical techniques. 5. Demonstrate the report writing structure and prepare a good research report.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Research Research: Definition and objectives, Scientific method, Types of research: Basic and applied, Research process, Defining research problem, Hypothesis, Role and significance of media research.	10
	2.	Research Design Research design: definition, importance and types, experimental, quasi-experimental, benchmark, longitudinal studies, panel studies, co-relational design.	10
	3.	Methods of Communication Research Survey Methods, Content analysis, Observation method, Questionnaire and interview schedule, Sampling Design: definition, types and importance, sampling errors, feedback and feed forward.	10
	4.	Data and Data Analysis Techniques Sources of data: primary and secondary, Data analysis techniques: coding and tabulation, non-statistical methods, Level of measurement, Central tendency, Test of reliability and validity, Role of SPSS.	10
	5.	Report Writing Parts of research report, Writing of research report/ project reports/ dissertation/ thesis, Ethical perspectives of media research.	05
	6.	Suggested Practicals: Students will be guided to make a file on the relevant themes.	30

		Total Hours	75
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TEXT BOOK	<ul style="list-style-type: none"> • Priest, S.H. <i>Doing Media Research</i> (2nd ed.). New Delhi: Sage Publication • Wimmer, D. R. and Dominik, R.J. <i>Mass Media Research: An Introduction</i>. USA: Wadsworth
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Berger, A. A. <i>Media and Communication Research Methods</i>. New Delhi: Sage publications • Deacon, D., Pickering, M., Golding, P., & Murdock, G. <i>Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis</i>. London: Bloomsbury Publishing • Kothari, C.R. <i>Research Methodology: Methods and Techniques</i>. New Delhi: New Age • Young, P.V. <i>Scientific Social Surveys and Research</i>. New Delhi: PHI

Course: DEVELOPMENT COMMUNICATION			Semester: III
Course Code: MJM 602	L T P	2 0 2	Credits: 3

OBJECTIVE	This course will enable students to learn about various aspects of development and their relation with communication, understand the role of development communication in achieving developmental goals, learn about the structure of society and its functioning and understand the concept of development journalism and its practice.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Demonstrate knowledge about the concept of development and Development Communication. 2. Apply strategies of Development Communication to real life development issues in various societies. 3. Design development campaigns using different media platforms. 4. Demonstrate an understanding of the political, economic and cultural dimensions of Development Communication. 5. Critically analyze the role of Mass Communication in development process. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Development Communication Development Communication: definition, concept and importance, Development indicators, Approaches to development, Difference between developed and developing countries, Dilemmas of development policy and development planning.	06
	2.	Development Journalism Development journalism: definition, concept, nature and scope, Merits and demerits, Relevance, Evolution of development journalism in India., Development news stories and features, Differences in approach between print and broadcast development journalism. Language, Context of development stories.	06
	3.	Society Meaning and concept, Social and cultural change, Socio-cultural and economic barriers to development, Communication approaches to development, Use of media and inter-personal communication.	06
	4.	Nodal Agencies for Rural Development Areas of rural development: health, population, agriculture and Panchayati Raj, Campaigns and their evaluation, Developmental agricultural and rural extension agencies: governmental, semi-	06

		governmental and non-governmental organizations.	
	5.	A Critical Approach to Mass Media Role of communication in development, Dependency theory, Folk media and community radio for local development.	06
		Suggested Practicals: Students will be guided to prepare a project file on development communication.	30
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Mody. Bella. <i>International and Development Communication</i>. New Delhi: Sage Publications • Manyozo, L. <i>Media, Communication and Development: Three Approaches</i>. Sage Publications. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Melkote, S. R. <i>Communication in Third World Countries</i>. New Delhi. Sage Publications • Narula, U. <i>Development Communication: Theory and Practice</i>. New Delhi: Har Anand Publications • Sainath, P. <i>Everybody Loves a Good Drought</i>. New Delhi: Penguin • Schramm, W. <i>Mass Media and National Development</i>. Stanford: Stanford University Press • Singhal, A. & Rogers, E.M. <i>India's information revolution</i>. New Delhi: Sage 		

Course: FILM STUDIES AND APPRECIATION			Semester: III
Course Code: MJM 603	L T P	3 0 2	Credits: 4

OBJECTIVE	To enable the students to learn and understand the basic concept, nature, process of film making with historical knowledge of the growth and development of film.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the origin and evolution world cinema. 2. Understand the growth and development of Indian Cinema. 3. Get familiar with the techniques used in filmmaking. 4. Understand the language of world and Indian Cinema. 5. Get familiar with the various film narration styles. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	History of World Cinema 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	09
	2.	History of Indian Cinema and Film Stalwarts Genres of Indian Cinema, Pioneers of Indian Cinema: Dada Saheb Phalke, Talkies, Colour films, Production houses, Cinema in the fifties and sixties, The superstars, Big budget films and multi-starrers, The romantic hero, The rise of the angry young man, Rise of multiplexes, Crossover cinema. Profiles of Satyajit Ray, Ritwik Ghatak.	09
	3.	Dynamics of Indian Cinema Recent technological innovations in cinema, Innovative methods of ideation and film making using platform of social networking websites, Distribution and exhibition of films in India, Film Censor Board.	09
	4.	Film Making Techniques Film production: pre-production, production and post-production, Budgeting, Scripting and screenplay, Film formats, Role and functions of film crew.	09
	5.	Film Appreciation 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 Kurosawa.	09

	6.	Film Screening (Practical) <ol style="list-style-type: none"> 1. Rear Window by Alfred Hitchcock (Language of Cinema) 2. Battleship Potempkin by Sergei Eisenstein (Language of Cinema) 3. Man with a Movie Camera by Dziga Vertov 4. Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism) 5. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir) 6. Pather Panchaliby Satyajit Ray 7. The hour of the Furnaces by Fernando Solanas 8. Nishantby Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave) 9. Pyaasa by Guru Dutt 	30
		Total Hours	75
TEXT BOOK	<ul style="list-style-type: none"> • Kuhn & Westwell. <i>Dictionary of Film Studies</i>. New York: Oxford University Press • Monaco, J. <i>How to Read A Film</i>. New Delhi: Oxford Press 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Phillips, W. H. <i>Film – An Introduction</i>. New Delhi: St. Martins Publications • Ray, S. <i>Speaking of Films</i>. New Delhi: Penguin • Wexman, V.W. <i>A History of Film</i>. New Delhi: Pearson 		

Course: REPORTING AND WRITING FOR PRINT MEDIA			Semester: III
Course Code: PMJ 604	L T P	2 0 0	Credits: 2

OBJECTIVE	This course seeks to provide knowledge in the areas of reporting and writing for print. The curriculum broadly covers the techniques of reporting and editing as required in the field of Print Journalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain a sound knowledge of reporting, principles of reporting and news gathering method. 2. Demonstrate specialized and general reporting on different beats. 3. Clearly understand the news and feature writing. 4. Acquire the knowledge of editorial, article and column writing. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Reporting 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.	06
	2.	Different types of Beat Reporting Specialized Reporting: Political, Crime, Science, Business and Sports reporting, Court, Legislative, Other Beats Reporting: Accident, Education, Development, Art and Culture, Book review and film review, Interview.	08
	3.	Introduction to News and Feature Writing News writing and its types and techniques, Feature Writing: Concept, Types and Characteristics of Feature, Difference between Feature, News and Articles.	06
	4.	Article, Editorial and Column Writing 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.	10
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • Harcup, T. <i>Journalism: Principles and Practice</i>. New Delhi: Sage Publication • Srivastava, K.M. <i>News Reporting and Editing</i>. Stosius Inc 		

REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Cottle, S. <i>Media Organization and Production</i>. New Delhi: Sage Publication • Harrower, T. <i>Inside Reporting</i>. New Delhi: McGraw Hill • Manning, P. <i>News and News Sources: A Critical Introduction</i>. New Delhi: Sage Publication • Nandi, Charles. <i>Print Media and Photojournalism</i>. New Delhi: Reference Press • Sainath, P. <i>Everybody Loves a Good Drought</i>. New Delhi: Penguin
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Course: REPORTING AND WRITING FOR PRINT MEDIA (PRACTICAL)			Semester: III
Course Code: PMJ 604P	L T P	0 0 6	Credits: 3

OBJECTIVE	This course seeks to provide knowledge in the areas of reporting and writing for print. The curriculum broadly covers the techniques of reporting and editing as required in the field of Print Journalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Enhance skills in specialized reporting. 2. Acquire the practical knowledge of reporting on different beats. 3. Understand and strengthen the skills of news writing. 4. Demonstrate knowledge and strengthen different writing skills such as editorial, article, feature, reviews, etc. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals for Reporting and Writing: Specialized Reporting: Political, Crime, Science, Business Sports reporting, Court and Legislative	30
	2.	General Reporting: Accident, Education, Development, Art and Culture, Book and film review, Interview.	30
	3.	News Writing: Lead Writing, Headlines Writing, News body Different types of Editorial Writing Feature Writing, Article Writing, Column Writing, Letter to Editor	10
	4.	Hindi and English Typing	20
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Harcup, T. <i>Journalism: Principles and Practice</i>. New Delhi: Sage Publication • Srivastava, K.M. <i>News Reporting and Editing</i>. Stosius Inc 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Cottle, S <i>Media Organization and Production</i>. New Delhi: Sage Publication • Harrower, T. <i>Inside Reporting</i>. New Delhi: McGraw Hill • Manning, P. <i>News and News Sources: A Critical Introduction</i>. New Delhi: Sage Publication • Nandi, Charles. <i>Print Media and Photojournalism</i>. New Delhi: Reference Press • Sainath, P. <i>Everybody Loves a Good Drought</i>. New Delhi: Penguin 		

Course: EDITING FOR PRINT MEDIA			Semester: III
Course Code: PMJ 605	L T P	2 0 0	Credits: 2

OBJECTIVE	This course seeks to provide knowledge in the areas of reporting and editing for print. The curriculum broadly covers the techniques of reporting and editing as required in the field of print journalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Describe the principles of editing and editing techniques. 2. Clearly understand the role and functions of the editor, chief sub editor and sub-editor, edit the copies, translate and rewrite news, adapt a copy to length and column space requirements. 3. Demonstrate the knowledge of page makeup and layout. 4. Understand and identify the newspaper organizational structure and the functions. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Principles of Editing Editing: Meaning, Purposes, symbols, tools and need for editing, Principles of editing, Editorial desk, Functions of an editor, chief sub editor and sub-editor.	08
	2.	Editing Techniques 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.	08
	3.	Page make-up and Layout Page make-up: meaning, types and importance, photo-editing setup and caption, Magazine editing and layout design.	06
	4.	Organizational structure Organizational structure and the functions of the newsroom of a daily newspaper, Components of Newspaper Organization- Newsroom, Printing, advertising, administration and circulation departments.	08
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • Harrower, T. <i>Inside Reporting</i>. New Delhi: McGraw Hill • Smith, R.F. <i>Editing Today</i>. New Delhi: Surjeet. 		

REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Harcup, T. <i>Journalism: Principles and Practice</i>. New Delhi: Sage Publication • Manning, P. <i>News and News Sources: A Critical Introduction</i>. New Delhi: Sage Publication • Saxena, A. <i>Fundamentals of Reporting and Editing</i>. New Delhi: Kanishka Publication • Srivastava, K.M. <i>News Reporting and Editing</i>. New Delhi: Sterling
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Course: EDITING FOR PRINT MEDIA (PRACTICAL)			Semester: III
Course Code: PMJ 605P	L T P	0 0 6	Credit: 3

OBJECTIVE	This course seeks to provide knowledge in the areas of reporting and editing for print media. The curriculum broadly covers the techniques of reporting and editing as required in the field of print journalism		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Acquire the skills of news copy editing and translation. 2. Competently display their abilities in rewriting and condensing of news. 3. Clearly understand the role and functions of the editor, chief sub editor and sub-editor, writing to specified word-length and column inches. 4. Demonstrate specialized knowledge of page makeup and layout design. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Suggested Practicals: Copy editing Rewriting Condensing the news Translation Photo-editing Page make-up Magazine editing and layout design	45
	2.	Hindi and English Typing	45
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Harrower, T. <i>Inside Reporting</i>. New Delhi: McGraw Hill • Smith, R.F <i>Editing Today</i>. New Delhi: Surjeet 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Harcup, T. <i>Journalism: Principles and Practice</i>. New Delhi: Sage Publication • Manning, P. <i>News and News Sources: A Critical Introduction</i>. New Delhi: Sage Publication • Saxena, A. <i>Fundamentals of Reporting and Editing</i>. New Delhi: Kanishka Publication • Srivastava, K.M. <i>News Reporting and Editing</i>. New Delhi: Sterling 		

Course: PRINT MEDIA PROJECT, PRESENTATION AND VIVA-VOCE			Semester: III
Course Code: PMJ 606	L T P	0 0 0	Credits: 3

OBJECTIVE	To impart the sound practical knowledge in the field of print media, to create understanding of various print media contents and to present the works and creativities with confidence.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Introduce and give the presentation confidently in print media and the profession. 2. Understand and demonstrate various news items in print media in different formats. 3. Apply print production techniques to produce various contents for print media.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Every student will be assigned a project covering key areas and important functioning Print Media under the supervision of a faculty member. A Project has to be submitted, which will be followed by a Presentation and Viva-Voce.	Field Work
		Total Hours	120
TEXT BOOK	<ul style="list-style-type: none"> Harrower, T. <i>Inside Reporting</i>. New Delhi: McGraw Hill Smith, R.F <i>Editing Today</i>. New Delhi: Surjeet 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Harcup, T. <i>Journalism: Principles and Practice</i>. New Delhi: Sage Publication Manning, P. <i>News and News Sources: A Critical Introduction</i>. New Delhi: Sage Publication Saxena, A. <i>Fundamentals of Reporting and Editing</i>. New Delhi: Kanishka Publication Srivastava, K.M. <i>News Reporting and Editing</i>. New Delhi: Sterling 		

Course: SUMMER INTERNSHIP REPORT & VIVA-VOCE			Semester: III
Course Code: MJM 607	L T P	0 0 0	Credits: 8

OBJECTIVE	To evaluate the performance of a student on his/her internship training through a training report, presentation and viva-voce.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Develop insight into working of a real organization. 2. Gain deeper understanding in specific functional area. 3. Understand actual perspective about organizations in their totality. 4. Explore career opportunities in their area of interest. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	SUMMER INTERNSHIP REPORT & VIVA-VOCE (Industry Exposure by Internship Training) The students will undergo an internship training of 8 weeks just after completion of Semester II. The internship training will be practice-based in their elective specialization areas such as Print/Television/Radio/New Media/Advertising and Public Relations . On completion of the internship training, a report has to be submitted. Presentation and viva-voce will be conducted in Semester III as Course No. MJM 607S.	320 Hours of Field Internship

Course: WRITING AND RECORDING FOR RADIO			Semester: III
Course Code: RPP 604	L T P	2 0 0	Credits: 2

OBJECTIVE	This course intends to provide students with the basics of Radio Production along with the management of radio stations. The students will learn different aspects of radio news compilation and various formats of radio programs along with the latest trends in radio broadcasting.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the elements of radio programs, writing format, latest trends in radio 2. Understand scripting of radio programs and planning, conceptualization, radio voice. 3. Prepare radio documentaries with in-studio recording and on-field sound capturing. 4. Script all forms of radio programmes, work with the clock-hour format of radio. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Writing for Ears Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing.	07
	2.	Planning for Radio Program Program Planning; How to gather information, discuss story ideas: Perishable and Non Perishable; Script Writing for various Radio Programs: Conceptualization and Ideation: Show Designing; Developing Radio's voice: Writing beyond cliché.	08
	3.	Developing Radio Content Creating Listener Interaction; Basic Research Techniques for Radio Program; Writing for Radio Jingles; Documentary Sources and How to use them.	07
	4.	Scripting for Radio Programs Program Planning; Broadcasting Guidelines; Scripts for various Radio Programs: Radio Interviews, Radio Talk, Discussions, Review Programs, Radio Play, Radio Feature, Radio Documentary, Radio Entertainment Shows and Special Audience Program.	08
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • Neelamalar, M. <i>Radio Programme Production</i>. PHI Publishers • McLesh and Link. <i>Radio Production</i>. Focal Press. 		

REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Rumsey and McCormick <i>Sound and Recording: Applications and Theory</i>. Focal Press • Ahern, S. <i>Making Radio and Podcasts, (4th Ed.)</i>. Taylor & Francis • Bakshi, R.A. <i>Let's talk on AIR: Conversation with Radio Presenters</i>. Penguin • Priestman, C. <i>Web Radio: Radio Production for Internet Streaming</i>. Focal Press
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Course: WRITING AND RECORDING FOR RADIO (PRACTICAL)			Semester: III
Course Code: RPP 604P	L T P	0 0 6	Credit: 3

OBJECTIVE	To enable the students to learn the practical aspects of radio production along with the radio news compilation and various formats of radio programs.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand Radio as a Medium of Mass Communication. 2. Understand the basics of sound recording. 3. Prepare radio documentaries with in-studio recording and on-field sound capturing. 4. Scripting all forms of radio programmes, work with the clock-hour format of radio. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Writing for Radio <ul style="list-style-type: none"> • Thinking audio • Planning and structuring the copy for various audio inputs • Rewriting the printed and agency copy for broadcasting • Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops, Interviews 	45
	2.	Scripting for Various Radio Programs Radio Bulletin, Radio Play, Radio Documentary, Radio Feature, Radio Interview, Radio Reports Voice Dispatch Radio Commercials Current Affairs Programs Radio Entertainment Shows Live Shows, Special Audience Program Promos, Jingles	45
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Neelamalar, M. <i>Radio Programme Production</i>. PHI Publishers • McLesh and Link. <i>Radio Production</i>. Focal Press. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Rumsey and McCormick. <i>Sound and Recording: Applications and Theory</i>. Focal Press • Ahern, S. <i>Making Radio and Podcasts, (4th Ed.)</i>. Taylor & Francis • Bakshi, R.A. <i>Let's talk on AIR: Conversation with Radio Presenters</i>. Penguin • Priestman, C. <i>Web Radio: Radio Production for Internet Streaming</i>. Focal Press 		

Course: EDITING TOOLS AND TECHNIQUES FOR RADIO			Semester: III
Course Code: RPP 605	L T P	2 0 0	Credits: 2

OBJECTIVE	This course intends to provide students with basics of Radio Production along with the management of radio stations. The students will learn different aspects of radio news compilation and various formats of radio programs along with the latest trends in radio broadcasting.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the basic concept behind audio editing. 2. Understand the aesthetic sound editing software, special effects and mixing in Adobe Audition, and Sony Sound Forge, Mix Final Audio in the software. 3. Prepare Radio Documentaries with in-studio recording and on-field sound capturing, recording sound professionally, Phone-in recording and FM-broadcast software. 4. Script all forms of radio programmes, work with the clock-hour format of radio. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Basic concepts of Audio production Microphones– Designs, Categories and Applications, Digital Studio Mixer, Portable Audio Mixers, Recording formats, Understanding sound recording/ Perspective of sound, Sound transfer.	07
	2.	Audio Editing Softwares Editing and post-production, Editing softwares, Music track composing, Audio special Effects, Final Audio mixing, OB recording equipment, Audio Workstations – Nuendo, Avid Pro tools and others.	08
	3.	Studio recording 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.	08
	4.	Editing Various Radio Formats Radio Play, Radio Documentary, Radio Feature, Radio Bulletin, Radio News Reels, Radio Talk/ Chat Show, Radio Entertainment Show, Musical Shows and Special Audience Programs.	07
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • Neelamalar, M. <i>Radio Programme Production</i>. PHI Publishers • McLesh and Link. <i>Radio Production</i>. Focal Press. 		

REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Rumsey and McCormick. <i>Sound and Recording: Applications and Theory</i>. Focal Press • Ahern, S. <i>Making Radio and Podcasts, (4th Ed.)</i>. Taylor & Francis • Bakshi, R.A. <i>Let's talk on AIR: Conversation with Radio Presenters</i>. Penguin • Priestman, C. <i>Web Radio: Radio Production for Internet Streaming</i>. Focal Press
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Course: EDITING TOOLS AND TECHNIQUES FOR RADIO (PRACTICAL)			Semester: III
Course Code: RPP 605P	L T P	0 0 6	Credit: 3

OBJECTIVE	To enable students to learn the practical aspects of radio production along with the radio news compilation and various formats of radio programs.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the basic concept behind audio editing. 2. Edit radio program. 3. Work on different audio software. 4. Work in Radio Industry. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Working with various audio editing software	45
	2.	Editing of Various Radio Programs Radio Bulletin, Radio Play, Radio Documentary, Radio Feature, Radio Interview, Radio Reports Voice Dispatch Radio Commercials Current Affairs Programs Radio Entertainment Shows Live Shows, Special Audience Program Promos, Jingles	45
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Neelamalar, M. <i>Radio Programme Production</i>. PHI Publishers • McLesh and Link. <i>Radio Production</i>. Focal Press. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Rumsey and McCormick. <i>Sound and Recording: Applications and Theory</i>. Focal Press • Ahern, S. <i>Making Radio and Podcasts, (4th Ed.)</i>. Taylor & Francis • Bakshi, R.A. <i>Let's talk on AIR: Conversation with Radio Presenters</i>. Penguin • Priestman, C. <i>Web Radio: Radio Production for Internet Streaming</i>. Focal Press 		

Course: RADIO PROJECT, PRESENTATION AND VIVA-VOCE			Semester: III
Course Code: RPP 606	L T P	0 0 0	Credits: 3

OBJECTIVE	To impart sound practical knowledge in the field of radio, to create understanding of various radio media contents and to present the work and creatives with confidence.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Introduce and give the presentation confidently in radio media and the profession. 2. Prepare various radio programs in different formats. 3. Apply radio production techniques to produce various news items and contents for Radio. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Every student will be assigned a project which cover the key areas and important functioning of Radio Industry under the supervision of a faculty member. The Project has to be submitted, further it will be followed by a Presentation and Viva-Voce.	Field work
		Total Hours	120
TEXT BOOK	<ul style="list-style-type: none"> • Neelamalar, M. <i>Radio Programme Production</i>. PHI Publishers • McLesh and Link. <i>Radio Production</i>. Focal Press. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Rumsey and McCormick. <i>Sound and Recording: Applications and Theory</i>. Focal Press • Ahern, S. <i>Making Radio and Podcasts, (4th Ed.)</i>. Taylor & Francis • Bakshi, R.A. <i>Let's talk on AIR: Conversation with Radio Presenters</i>. Penguin • Priestman, C. <i>Web Radio: Radio Production for Internet Streaming</i>. Focal Press 		

Course: SUMMER INTERNSHIP REPORT & VIVA-VOCE			Semester: III
Course Code: MJM 607	L T P	0 0 0	Credits: 8

OBJECTIVE	To evaluate performance of a student on his/her internship training through a training report, presentation and viva-voce.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Develop insight into the working of a real organization. 2. Gain deeper understanding in specific functional area. 3. Understand actual perspective about organizations in their totality. 4. Explore career opportunities in their area of interest. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	(SUMMER INTERNSHIP REPORT & VIVA-VOCE) (Industry Exposure by Internship Training) The students will undergo an internship training of 8 weeks just after completion of Semester II. The internship training will be practice-based on their elective specialization areas such as Print/Television/Radio/New Media/Advertising and Public Relations . On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester III as Course No. MJM607S.	320 hours of field internship

Course: WRITING AND REPORTING FOR TELEVISION			Semester: III
Course Code: TPP 604	L T P	2 0 0	Credits: 2

OBJECTIVE	This course intends to provide students with the basics of Television Journalism along with the basic knowledge and working of camera, video editing and television program production.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand Tv as an audio-visual medium of communication. 2. Prepare scripts for TV news and different television programs. 3. Develop an understanding about the key roles and responsibilities of a TV reporter. 4. Understand the working of TV newsroom and role of Editorial department. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Writing for visuals 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.	07
	2.	Types of writing Writing for different programs, Writing for news feature, Documentary/talk, Sports show, Science program, educational program and Children program.	08
	3.	Reporting television news 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.	08
	4.	Types of reporting Different types of reporting: investigative, interpretative, political reporting, Reporting Beat.	07
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • Cury, I. <i>Directing and Producing for Television A Format Approach</i>, Routledge • Cushion, H. <i>Television Journalism (Journalism: Key Text)</i>. Sage Publication. 		

REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Indrajit. <i>Digitized Film and Video Production</i>. Gnosis publication • Belavadi, Vasuki. <i>Video Production</i>. Oxford publication • De Fossard & Riber. <i>Writing and Producing for Television Films</i>. Sage Publication • Jaikhani and Shah. <i>Television Programme Production</i>. V &S Publishers
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Course: WRITING AND REPORTING FOR TELEVISION (PRACTICAL)			Semester: III
Course Code: TPP 604P	L T P	0 0 6	Credit: 3

OBJECTIVE	To enable students to learn the practical aspects of Television Journalism along with the basic knowledge and working of camera, video editing and television program production.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Prepare a News Bulletin. 2. Develop and write eye-catching headlines for TV news. 3. Prepare scripts for different television programs. 4. Write scripts for PTC's and voice overs. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: TV script writing for different types of visuals, Headline writing, Prepare News Bulletin, Reporting from location. PTC, Voice over, Exercise of Phone-in program	90
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Cury, I. <i>'Directing and Producing for Television A Format Approach'</i>, Routledge • Cushion, H. <i>Television Journalism (Journalism: Key Text)</i>. Sage Publication. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Indrajit. <i>Digitized Film and Video Production</i>. Gnosis publication • Belavadi, Vasuki. <i>Video Production</i>. Oxford publication • De Fossard & Riber. <i>Writing and Producing for Television Films</i>. Sage Publication • Jaikhani and Shah. <i>Television Programme Production</i>. V &S Publishers 		

Course: EDITING TOOLS AND TECHNIQUES FOR TELEVISION			Semester: III
Course Code: TPP 605	L T P	2 0 0	Credits: 2

OBJECTIVE	This course intends to provide students with the basics of Television Journalism along with basic knowledge and working of camera, video editing and television program production.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain an understanding of editing short rushes and making sequences. 2. Perform non-linear editing on Adobe Premiere Pro & open-source software. 3. Demonstrate expertise in online editing and offline editing. 4. Develop understanding about how to use various visual transitions while editing footage. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Editing basics 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.	07
	2.	Non-linear editing 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.	08
	3.	On-line and off-line editing Difference between on-line and off-line editing, Various principles of online Editing, editing a recorded program.	07
	4.	Editing audio and video Editing a news package, editing a voice over, talk show, Discussion, Documentary, Corporate video film, Studio interviews, Dubbing, recording voice over.	08
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • Dancygar, K. <i>The Techniques of Film and Video Editing: History, Theory and Practice</i>. Routledge • De Fossard & Riber. <i>Writing and Producing for Television Films</i>. Sage Publication 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Cury, I. <i>'Directing and Producing for Television A Format Approach' (4th Ed.)</i>. Routledge • Indrajit <i>Digitized Film and Video Production</i>. Gnosis publication 		

	<ul style="list-style-type: none"> • Belavadi, Vasuki <i>Video Production</i>. Oxford publication • Jaikhani and Shah. <i>Television Programme Production</i>. V &S Publishers • Shook, Fred. <i>Television Field Production and Reporting (4th Ed.)</i>. Pearson publication.
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Course: EDITING TOOLS AND TECHNIQUES FOR TELEVISION (PRACTICAL)			Semester: III
Course Code: TPP 605P	L T P	0 0 6	Credit: 3

OBJECTIVE	To enable students to learn the practical aspects of Television Journalism along with the basic knowledge and working of camera, video editing and television program production.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain understanding about the principles of video editing. 2. Perform on-line and off-line editing on Adobe Premiere Pro and open-source software. 3. Work as a professional editor in TV industry. 4. Edit studio recordings on Adobe Premiere Pro. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Editing the recorded programs 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	90
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Dancygar, K. <i>The Techniques of Film and Video Editing: History, Theory and Practice</i>. Routledge • De Fossard & Riber. <i>Writing and Producing for Television Films</i>. Sage Publication 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Cury, I. 'Directing and Producing for Television A Format Approach', Routledge • Indrajit Digitized <i>Film and Video Production</i>. Gnosis publication • Belavadi, Vasuki <i>Video Production</i>. Oxford publication • Jaikhani and Shah. <i>Television Programme Production</i>. V &S Publishers • Shook, Fred. <i>Television Field Production and Reporting</i>, Pearson publication. 		

Course: TELEVISION PROJECT, PRESENTATION AND VIVA-VOCE			Semester: III
Course Code: TPP 606	L T P	0 0 0	Credits: 3

OBJECTIVE	To impart sound practical knowledge in the field of television, to develop understanding of television media content and to present work with confidence.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Introduce and give presentation confidently in television media and 2. Create various television programs in different formats. 3. Apply television production techniques to produce various news items and contents for Television.		
COURSE DETAILS	Module No	Topic	Hours
	1.	Every student will be assigned a project covering key areas and important functioning of Television industry under the supervision of a faculty member. A Project has to be submitted, which will be followed by a Presentation and Viva-Voce.	Field Work
		Total Hours	120
TEXT BOOK	<ul style="list-style-type: none"> Dancygar, K. <i>The Techniques of Film and Video Editing: History, Theory and Practice</i>. Routledge De Fossard & Riber. <i>Writing and Producing for Television Films</i>. Sage Publication 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Cury, I. <i>'Directing and Producing for Television A Format Approach' (4th Ed.)</i>. Routledge Indrajit. <i>Digitized Film and Video Production</i>. Gnosis publication Belavadi, Vasuki. <i>Video Production</i>. Oxford publication Jaikhani and Shah. <i>Television Programme Production</i>. V &S Publishers Shook, Fred. <i>Television Field Production and Reporting (4th Ed.)</i>. Pearson publication. 		

Course: SUMMER INTERNSHIP REPORT & VIVA-VOCE			Semester: III
Course Code: MJM 607	LTP	0 0 0	Credits: 8

OBJECTIVE	To evaluate the performance of a student on his/her internship training through a training report, presentation and viva-voce.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Develop insight into the working of the real organization. 2. Gain deeper understanding in specific functional area. 3. Understand actual perspective about organizations in their totality. 4. Explore career opportunities in their area of interest. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	(SUMMER INTERNSHIP REPORT & VIVA-VOCE) (Industry Exposure by Internship Training) The students will undergo an internship training of 8 weeks after just completion of Semester II. The internship training will be practice-based on their elective specialization areas such as Print/Television/Radio/New Media/Advertising and Public Relations . On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester III as Course No. MJM607S.	320 hours of field internship

Course: WRITING AND REPORTING FOR NEW MEDIA			Semester: III
Course Code: NMJ 604	L T P	2 0 0	Credits: 2

OBJECTIVE	To enable students to learn and understand writing and reporting skills for new media, its different tools, Data journalism and Mobile journalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain knowledge of writing and reporting for New Media. 2. Use different tools required for New Media journalists. 3. Develop skills required for New Media writing and reporting. 4. Demonstrate the use of data and mobile phones for journalistic purposes. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Writing for New Media 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.	08
	2.	Reporting for New Media Reporting a news story, Sources of News and gathering information for New Media, Feature Writing, collaborative stories, Digital Storytelling: Elements & Structure, writing a digital story, Use of images and videos, Editing and rewriting, Pitching and publishing stories	07
	3.	Data Journalism 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.	07
	4.	Mobile Journalism Definition and meaning, Objectives and role of mobile journalism, skills required for mobile journalism, Basic Mojo kit, telling compelling stories using mobile devices, Multi-media enabled apps- live broadcasting and streaming through mobile devices, storytelling methods for mobile consumers; Tools for editing and posting videos on mobile platforms; Managing the journalistic workflow with mobile devices.	08

		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> Chawla, A. <i>New Media and Online Journalism</i>. Pearson publication Steensen and Westlund. <i>What is Digital Journalism Studies?</i> Routledge 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Briggs, Mark. <i>Journalism Next: A Practical Guide to Digital Reporting and Publishing (4th Ed.)</i>. Sage publication Prasad, K. <i>e- Journalism New Media and News Media</i>. B.R. Publication. Adornato, A. <i>Mobile and Social Media Journalism: A Practical Guide</i>. Sage Publication Dewdney & Ride. <i>New Media Handbook</i>. Routledge 		

Course: WRITING AND REPORTING FOR NEW MEDIA (PRACTICAL)			Semester: III
Course Code: NMJ 604P	L T P	0 0 6	Credits: 3

OBJECTIVE	To enable the students to learn and understand the practical writing and reporting skills for new media, its different tools, data journalism and mobile journalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain practical knowledge of writing and reporting for New Media. 2. Practically use Google Data Studio and Flourish, Data Mining for Data stories. 3. Demonstrate published stories and interesting news on mobile platforms on a consistent basis. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Writing and reporting for New Media Tools and Techniques for New Media journalists, Online Content Development, Brainstorming and planning stories, reporting a new story, Interviewing, Feature Writing, Digital Story Telling, writing headlines and rise of SEOs, Writing for social media and chat app.	30
	2.	Data Journalism Uses of MS Excel, Google Data Studio and Flourish for Data Journalism, Data Mining for Data stories.	30
	3.	Mobile Journalism Telling compelling stories/photo stories using mobile devices, Tools and best practices for editing and posting videos for mobile platforms, Understanding the skills required for mastering in Mobile Journalism, managing the journalistic workflow with mobile.	30
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Chawla,A. <i>New Media and Online Journalism</i>. Pearson publication • Steensen and Westlund. <i>What is Digital Journalism Studies?</i> Routledge 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Briggs, Mark. <i>Journalism Next: A Practical Guide to Digital Reporting and Publishing (4th Ed.)</i>. Sage publication • Prasad,K. <i>e- Journalism New Media and News Media</i>. B.R.Publication. • Adornato, A. <i>Mobile and Social Media Journalism: A Practical Guide</i>. Sage Publication • Dewdney & Ride. <i>New Media Handbook</i>. Routledg 		

Course: EDITING TOOLS AND TECHNIQUES FOR NEW MEDIA			Semester: III
Course Code: NMJ 605	L T P	2 0 0	Credits: 2

OBJECTIVE	To enable the students to learn and understand the uses of editing tools and techniques for New Media Journalism such as multimedia, HTML, web designing, web hosting, Visual Story telling with Photographs, Video and Audio and tools related to Data journalism and Mobile journalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain knowledge of editing tools and techniques for New Media Journalism. 2. Develop the advanced skills required for website development, Visual Storytelling, Data Journalism and Mobile Journalism. 3. Use the different tools required for website development, Visual Storytelling, Data journalism and Mobile Journalism. 4. Demonstrate the use of editing tools and techniques for New Media Journalism. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Multimedia and HTML 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.	08
	2.	Web Designing & Hosting for New Media 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.	07
	3.	Visual Story telling with Photographs, Video and Audio 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.	08
	4.	Tools and techniques for Data and Mobile Journalism Data Mining, Data Scraping from web, data processing, Flourish: Data Visualization and Storytelling, Google News Lab, Map mashups, build an interactive map with data, Mobile Journalism: producing, filming, and editing mobile video, basics of editing on video apps.	07
		Total Hours	30

TEXT BOOK	<ul style="list-style-type: none"> • Chawla,A. (2021). <i>New Media and Online Journalism</i>. Pearson publication • Steenen and Westlund. (2021). <i>What is Digital Journalism Studies?</i> Routledge
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Briggs, Mark. (2020). <i>Journalism Next: A Practical Guide to Digital Reporting and Publishing (4th Ed.)</i>. Sage publication • Prasad,K. (2009). <i>e- Journalism New Media and News Media</i>. B.R.Publication. • Adornato, A. (2018). <i>Mobile and Social Media Journalism: A Practical Guide</i>. Sage Publication • Dewdney & Ride (2009). <i>New Media Handbook</i>. Routledg

Course: EDITING TOOLS AND TECHNIQUES FOR NEW MEDIA (PRACTICAL)			Semester: III
Course Code: NMJ 605P	L T P	0 0 6	Credits: 3

OBJECTIVE	To enable the students to learn and understand the practical uses of editing tools and techniques for New Media Journalism such as multimedia, HTML, web designing, web hosting, Visual Story telling with Photography, Video and Audio and tools related to Data Journalism and Mobile Journalism.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain the practical knowledge of editing tools and techniques for New Media Journalism. 2. Develop the advanced practical skills required for website development, Visual Storytelling, Data Journalism and Mobile Journalism. 3. Practically use the different tools required for website development, Visual Storytelling, Data Journalism and Mobile Journalism. 4. Demonstrate the practical use of editing tools and techniques for New Media Journalism. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Multimedia & HTML Practical exposure to HTML and Multimedia use.	20
	2.	Web Designing & Hosting for New Media Web Site development by using HTML and multimedia techniques.	20
	3.	Visual Story telling with Photographs, Video and Using created content in the self-developed website, YouTube channel and in podcasting.	20
	4.	Tools and techniques for Data and Mobile Journalism Practice of Data Mining, Data Scraping from web, data processing, creating data stories using Flourish, Creation of Mobile journalism stories.	30
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Chawla,A. <i>New Media and Online Journalism</i>. Pearson publication • Steensen and Westlund, <i>What is Digital Journalism Studies?</i> Routledge 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Briggs, Mark, <i>Journalism Next: A Practical Guide to Digital Reporting and Publishing</i>, Sage publication • Prasad,K., <i>e- Journalism New Media and News Media</i>. B.R.Publication. • Adornato, A., <i>Mobile and Social Media Journalism: A Practical Guide</i>. Sage Publication • Dewdney & Ride, <i>New Media Handbook</i>. Routledg 		

Course: NEW MEDIA PROJECT, PRESENTATION AND VIVA-VOCE			Semester: III
Course Code: NMJ 606	L T P	0 0 0	Credits: 3

OBJECTIVE	To impart sound practical knowledge in the field of New Media, to create understanding of various New Media contents and to present the works and creativities with confidence.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Introduce and give the presentation confidently in New Media and the profession. Demonstrate an understanding of new media as a problem 2. Understand and demonstrate various New Media programs in different formats. 3. Apply New Media production techniques to produce various news items and contents for New Media. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Every student will be assigned a project covering key areas and important functioning of New Media under the supervision of a faculty member. A Project has to be submitted, which will be followed by a Presentation and Viva-Voce.	Field Work
		Total Hours	120
TEXT BOOK	<ul style="list-style-type: none"> • Chawla,A. <i>New Media and Online Journalism</i>. Pearson publication • Steensen and Westlund. <i>What is Digital Journalism Studies?</i> Routledge 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Briggs, Mark. <i>Journalism Next: A Practical Guide to Digital Reporting and Publishing</i> Sage publication • Prasad,K. <i>e- Journalism New Media and News Media</i>. B.R.Publication. • Adornato, A. <i>Mobile and Social Media Journalism: A Practical Guide</i>. Sage Publication • Dewdney & Ride. <i>New Media Handbook</i>. Routledge 		

Course: SUMMER INTERNSHIP REPORT & VIVA-VOCE			Semester: III
Course Code: MJM 607	L T P	0 0 0	Credits: 8

OBJECTIVE	To evaluate performance of a student on his/her internship training through a training report, presentation and viva-voce.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Develop insight into the working of a real organization. 2. Gain deeper understanding in specific functional area. 3. Understand actual perspective about organizations in their totality. 4. Explore career opportunities in their area of interest. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	(SUMMER INTERNSHIP REPORT & VIVA-VOCE) (Industry Exposure by Internship Training) The students will undergo an internship training of 8 weeks just after completion of Semester II. The internship training will be practice-based on their elective specialization areas such as Print/Television/Radio/New Media/Advertising and Public Relations . On completion of the internship training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester III as Course No. MJM607S.	320 hours of field Internship

Course: WRITING FOR ADVERTISING AND PUBLIC RELATIONS			Semester: IV
Course Code: APR 604	L T P	2 0 0	Credits: 2

OBJECTIVE	To enable the students to get acquainted with writing for various disciplines of advertising and public relations.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Demonstrate knowledge of copy writing and prepare different types of ad 2. Develop an advertising plan and design creative advertising campaigns for various media. 3. Understand PR writing and PR responsibilities. 4. Prepare different types of press releases, press notes and handouts. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Copywriting 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	07
	2.	Creative Strategy, Planning and Development 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	08
	3.	PR Writing: Role and Responsibility 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	08
	4.	Writing a Press Release Press Release: meaning, purposes, elements of preparing effective press release, Structure of press release: headline, lead, body, Types of press release: created press release, spot press release, response press release, feature news release, Press Notes and Handouts	07
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> Wells, Morianty, Bwunet. <i>Advertising Principles and Practice</i>. Pearson Publication Shah & D'Souza. <i>Advertising and Promotion</i>. TMH publication 		

REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Centre, A. <i>Public Relations Practices</i>. PHI Publications. • Bhimani, R. <i>The trending practice of Public Relations</i>. BEE Books. • Belch & Belch. <i>Advertising and Promotion</i>. TMH publication • Kazmi & Batra <i>Advertising Sales and Promotion</i>. Excel Book. • Black, Sam <i>Practical Public Relations</i>. Universal Book
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Course: WRITING FOR ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)			Semester: IV
Course Code: APR 604P	L T P	0 0 6	Credits: 3

OBJECTIVE	This course is professionally designed to sharpen the writing skills of the students of advertising and public relations.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Prepare ad copy and design ad campaigns. 2. Write interesting headlines, taglines and slogans. 3. Write press release, press note, email and memo. 4. Prepare house journals and design newsletters by using QuarkXPress, CorelDraw 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practical: <ol style="list-style-type: none"> 1. Preparing Ad copy for various media, Writing headline/ Sub-headline, Body Copy 2. Slogans/ Jingles/ Taglines 3. Design an Ad Campaign 4. Press Release, Press Notes, Handouts 5. QuarkXPress, CorelDraw 	90
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Wells, Morianty, Bwunet. <i>Advertising Principles and Practice</i>. Pearson Publication • Shah & D'Souza. <i>Advertising and Promotion</i>. TMH publication 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Centre, A. <i>Public Relations Practices</i>. PHI Publications. • Bhimani, R. <i>The trending practice of Public Relations</i>. BEE Books. • Belch & Belch. <i>Advertising and Promotion</i>. TMH publication • Kazmi & Batra <i>Advertising Sales and Promotion</i>. Excel Book. • Black, Sam <i>Practical Public Relations</i>. Universal Book 		

Course: EDITING TOOLS AND TECHNIQUES FOR ADVERTISING AND PUBLIC RELATIONS			Semester: IV
Course Code: APR 605	LTP	2 0 0	Credits: 2

OBJECTIVE	To enable the students to understand the various tools and techniques of advertising and public relations along with their importance.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Identify tools of advertising for various media and use them effectively. 2. Understand the process of advertising research. 3. Use PR tools for promotional activities and design an effective PR campaign.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Advertising Tools 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	09
	2.	Advertising Research 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	09
	3.	PR Tools and Campaign Planning 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	12
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> Wells, Morianty, Bwunet. <i>Advertising Principles and Practice</i>. Pearson Publication Shah & D'Souza. <i>Advertising and Promotion</i>. TMH publication 		

REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Centre, A. <i>Public Relations Practices</i>. PHI Publications. • Bhimani, R. <i>The trending practice of Public Relations</i>. BEE Books. • Belch & Belch. <i>Advertising and Promotion</i>. TMH publication • Kazmi & Batra <i>Advertising Sales and Promotion</i>. Excel Book. • Black, Sam <i>Practical Public Relations</i>. Universal Book
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Course: EDITING TOOLS AND TECHNIQUES FOR ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)			Semester: IV
Course Code: APR 605P	LTP	0 0 6	Credits: 3

OBJECTIVE	To enable the students to understand the various tools and techniques of advertising and public relations along with their importance		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Develop an understanding of the tools of advertising and effectively use them 2. Understand the process of advertising research 3. Design newsletter, house journals and brochures 4. Use designing software such as Adobe Photoshop, QuarkXPress, CorelDraw and Adobe Premiere Pro 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: <ol style="list-style-type: none"> 1. Analysis of tools of advertising, Advertising research, Ad effectiveness studies 2. Preparing Newsletter 3. Prepare House Journal 4. Prepare Brochure for various events 5. Prepare Press Kits 6. Use of Adobe Photoshop, QuarkXPress, CorelDraw 	90
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Wells, Morianty, Bwunet. <i>Advertising Principles and Practice</i>. Pearson Publication • Shah & D'Souza. <i>Advertising and Promotion</i>. TMH publication 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Centre, A. <i>Public Relations Practices</i>. PHI Publications. • Bhimani, R. <i>The trending practice of Public Relations</i>. BEE Books. • Belch & Belch. <i>Advertising and Promotion</i>. TMH publication • Kazmi & Batra <i>Advertising Sales and Promotion</i>. Excel Book. • Black, Sam <i>Practical Public Relations</i>. Universal Book 		

Course: ADVERTISING AND PUBLIC RELATIONS PROJECT, PRESENTATION AND VIVA-VOCE			Semester: III
Course Code: APR 606	L T P	0 0 0	Credits: 3

OBJECTIVE	To impart sound practical knowledge in the field of new media, to create an understanding of various advertising and public relations contents and to present the works and creativities with confidence.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Give presentations confidently in the field of advertising and public relations. 2. Understand and demonstrate various advertising and public relations programs in different formats 3. Apply advertising and public relations production techniques to produce various news items and contents for New Media 		
COURSE DETAILS	Module No	Topic	Hours
	1	Every student will be assigned a project covering key areas and important functioning of advertising and public relations under the supervision of a faculty member. A Project has to be submitted, which will be followed by a Presentation and Viva-Voce.	Field Work
		Total Hours	120
TEXT BOOK	<ul style="list-style-type: none"> • Wells, Morianty, Bwunet. <i>Advertising Principles and Practice</i>. Pearson Publication • Shah & D'Souza. <i>Advertising and Promotion</i>. TMH publication 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Centre, A. <i>Public Relations Practices</i>. PHI Publications. • Bhimani, R. <i>he trending practice of Public Relations</i>. BEE Books. • Belch & Belch. <i>Advertising and Promotion</i>. TMH publication • Kazmi & Batra <i>Advertising Sales and Promotion</i>. Excel Book. • Black, Sam Practical <i>Public Relations</i>. Universal Book 		

Course: SUMMER INTERNSHIP REPORT & VIVA-VOCE			Semester: III
Course Code: MJM 607	L T P	0 0 0	Credits: 8

OBJECTIVE	To evaluate the performance of a student on his/her internship training through a training report, presentation, and viva-voce.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Develop an insight into the working of a real organization. 2. Gain deeper understanding in specific functional areas. 3. Understand actual perspectives about organizations in their totality. 4. Explore career opportunities in their area of interest. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	(SUMMER INTERNSHIP REPORT & VIVA-VOCE) (Industry Exposure by Internship Training) The students will undergo an internship training of 8 weeks after completion of Semester II. The internship training will be practice-based in their elective specialization areas such as Print/Television/Radio/New Media/Advertising and Public Relations . After completion of the internship training, a report has to be submitted. Presentation and viva-voce will be conducted in Semester III as Course No. MJM607S	320 hours of field internship

Course: PUBLICATION AND PACKAGING			Semester: III
Course Code: GPD 604	L T P	2 0 0	Credits: 2

OBJECTIVE	To introduce students to the design process and principles associated with publication of different kinds as well as packaging to creatively present a brand in an innovative way.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Visualise multiple publications using design skill and art skills. 2. Understand the relationship between form and function of packaging. 3. Recognise branding as a major key of packaging success. 4. Keep up with trends, printing techniques and technology in package design industry.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Basics of Publication Design Layout: Design principles in layout, Free style lay out, Grid design, Formats, Margins, Columns and Gutters, Page depth, Working with Imagery, Borders and rules.	08
	2.	Publication Design Components Magazine design: Cover page, Visualisation, 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.	08
	3.	Packaging Design Packaging Design – functions and technical features, Packaging Design process, technical considerations, Materials, Surface graphics, Branding, Typography, Information layout and Hierarchy.	07
	4.	Types of Packaging Design Anatomy of packages, Structural design, Study of various package designs in the market, Study and analysis of famous packaging portfolios.	07
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> Lupton, E. and Phillips, J.E. <i>Graphic Design: The New Basics</i>. Princeton Architectural Press Resnick, E. <i>Design for Communication: Conceptual Graphic Design Basics</i>. Wiley. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Frost, Chris <i>Designing for Newspapers and Magazines</i>. Routledge. Cullen, Kristin <i>Layout Workbook: A Real-World Guide to Building Pages in Graphic Design</i>. Rockport Publishers. 		

Course: PUBLICATION AND PACKAGING (PRACTICAL)			Semester: III
Course Code: GPD 604P	L T P	0 0 6	Credits: 3

OBJECTIVE	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.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Deploy design tools and software and work with layout and typography. 2. Become skillful in making visually appealing layouts for various publications. 3. Work in teams to publish their own designs for packaging purpose.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Introduction to Design Basic Knowledge of Designing. Using tools of Illustrations and Graphics.	30
	2.	Layout Layouts of Books, Daily Newspapers and Magazines.	30
	3.	Packaging Design for Various Products Cartons, Bottles, Tubes, Cans, Rubs and Jars, Multi packs, Clam shells and Blister packs, CDs, Gift packs.	30
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> Lupton, E. and Phillips, J.E. <i>Graphic Design: The New Basics</i>. Princeton Architectural Press Resnick, E. <i>Design for Communication: Conceptual Graphic Design Basics</i>. Wiley. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Frost, Chris <i>Designing for Newspapers and Magazines</i>. Routledge. Cullen, Kristin <i>Layout Workbook: A Real-World Guide to Building Pages in Graphic Design</i>. Rockport Publishers. 		

Course: INFORMATION AND MOTION DESIGN			Semester: III
Course Code: GPD 605	L T P	2 0 0	Credits: 2

OBJECTIVE	To introduce the history and elements of information design and also learn skills of various aspects of motion design to enable them to creatively express themselves.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Investigate and analyse complex information design projects. 2. Design information design for print designs, way finding systems, and multimedia applications. 3. Research and condensing massive, complex information content to simple and understandable visual communication. 4. Discover the motion design techniques in applied practice using software. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Introduction to Information Design Brief History of Information Design – Important Maps and Charts in History, Relevance of Information Graphics in Society, Various areas of application.	10
	2.	Information Graphics 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.	10
	3.	Motion Design 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	10
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • Lupton, E. and Phillips, J.E. <i>Graphic Design: The New Basics</i>. Princeton Architectural • Resnick, E. <i>Design for Communication: Conceptual Graphic Design Basics</i>. Wiley. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Meyer, Chris and Meyer, Trish <i>Creating Motion Graphics with After Effects: Essential and Advanced Techniques, (5th Ed.)</i>. Focal Press. • Krasner, Jon. <i>Motion Graphic Design: Applied History and Aesthetics, (2nd Ed.)</i>. Focal Press. 		

Course: INFORMATION AND MOTION DESIGN (PRACTICAL)			Semester: III
Course Code: GPD 605P	L T P	0 0 6	Credits: 3

OBJECTIVE	To practically train students to understand and learn skills to demonstrate information and motion design in various fields.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Learn skills for print designs, and multimedia applications. 2. Learn motion design techniques in applied practice using software. 3. Build fluency using various techniques for creating text, shape, and logo animations.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: Introduction to Design Basic Knowledge of Information and Motion Design. Using tools of Illustrations and Graphics. Using tools of Animation	30
	2.	Maps Geographical and Non-geographical Maps, Statistical Maps Symbols and Typography in Maps Information Graphics in Signage Systems	30
	3.	Motion Design Transform Properties, Keyframing, Interpolating Keyframes Practicing Interpolation Techniques, Managing Keyframes Creating a Loop, Text in After Effects Text Presets, Adding a Wiggly Selector, Working with Text from Photoshop	30
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> Lupton, E. and Phillips, J.E. <i>Graphic Design: The New Basics</i>. Princeton Architectural Resnick, E. <i>Design for Communication: Conceptual Graphic Design Basics</i>. Wiley. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Meyer, Chris and Meyer, Trish. <i>Creating Motion Graphics with After Effects: Essential and Advanced Techniques</i>, Focal Press. Krasner, Jon. <i>Motion Graphic Design: Applied History and Aesthetics</i>, Focal Press. 		

Course: GRAPHIC DESIGN PROJECT, PRESENTATION AND VIVA-VOCE			Semester: III
Course Code: GPD 606	L T P	0 0 0	Credits: 3

OBJECTIVE	To practically train students to understand and learn skills to graphic design in various fields.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Introduce and give the presentation confidently in graphic design and the profession. 2. Prepare design for various media elements in different formats. 3. Produce designs using various techniques for creating text, shape, and logo animation content. 		
COURSE DETAILS	Module No	Topic	Hours
	1	Every student will be assigned a project which cover the key areas and important functioning of Graphic Design Industry under the supervision of a faculty member. The Project has to be submitted, further it will be followed by a Presentation and Viva-Voce.	Field Work
		Total Hours	120
TEXT BOOK	<ul style="list-style-type: none"> • Lupton, E. and Phillips, J.E. <i>Graphic Design: The New Basics</i>. Princeton Architectural • Resnick, E. <i>Design for Communication: Conceptual Graphic Design Basics</i>. Wiley. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Meyer, Chris and Meyer, Trish. <i>Creating Motion Graphics with After Effects: Essential and Advanced Techniques</i>, Focal Press. • Krasner, Jon. <i>Motion Graphic Design: Applied History and Aesthetics</i>, Focal Press. 		

Course: SUMMER INTERNSHIP REPORT & VIVA-VOCE			Semester: III
Course Code: MJM 607	L T P	0 0 0	Credits: 8

OBJECTIVE	To evaluate the performance of a student on his/her internship training through a training report, presentation, and viva-voce.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Develop an insight into the working of a real organization. 2. Gain deeper understanding in specific functional areas. 3. Understand actual perspectives about organizations in their totality. 4. Explore career opportunities in their area of interest. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	(SUMMER INTERNSHIP REPORT & VIVA-VOCE) (Industry Exposure by Internship Training) The students will undergo an internship training of 8 weeks after completion of Semester II. The internship training will be practice-based in their elective specialization areas such as Print/Television/Radio/New Media/Advertising and Public Relations . After completion of the internship training, a report has to be submitted. Presentation and viva-voce will be conducted in Semester III as Course No. MJM 607S.	320 hours of field internship

Course: CINEMATOGRAPHY AND EDITING TECHNIQUES FOR VIDEO FILM			Semester: III
Course Code: VFD 604	L T P	2 0 0	Credits: 2

OBJECTIVE	To enable students to learn cinematography and editing techniques for video film design. The students will also understand the basic knowledge of lighting techniques, various cameras, and lenses.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Learn the basic grammar of editing and to create a narrative in audio visual form by manipulating space and time on-screen. 2. Understand the fundamental knowledge of cinematography, Studio and Location Lighting techniques. 3. Demonstrate the knowledge of various lenses, cameras and camera movements. 4. Learn film editing and sounds techniques. 		
COURSE DETAILS	Module No	Topic	Hours
	1	Videography and Lenses: Shooting a good Still picture, Composition-Framing, Capturing the Drama, Black and white Photography, understanding shot requirement and usage of a lens, Types of Lenses, Critical understanding of Fixed Lens Vs. Zoom Lens, Idea of perspective: Depth of Field, Depth of focus, Focus pulling, Colour temperature meter; Principles of videography, Editing and compression, Digital sampling and storage.	10
	2	Camera Movements and Lighting Usage and need of Track and trolley, Crane, Jimmy Jib, Poll Cam; Managing Movements, Single camera Setup, Multi camera setup, Various parts of Motion picture cameras. 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, Face lighting.	10
	3	Film Editing Techniques Introduction to video editing software, Sequence of shots, editing suites, equipment in edit suites, Sense of direction, Continuity, synchronizing of video, Conversion from analog to digital signal, Digital broadcasting, Transitions; cut, dissolves, wipe, cut-in/cut-away, fade-in/fade-out, jump cut; Video Compression; Video codecs and containers; Difference between on-line and off-line editing. Film Sound Techniques, Microphones, interconnects, and loudspeakers; Synchronizing of audio, Dubbing, Recording voice over.	10

		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • Rea and Irving. <i>Producing and Directing the Short Film and Video</i>, Routledge. • Indrajit. <i>Digitized Film and Video Production</i>. Gnosis 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Brown, Blain. <i>Motion Picture and Video Lighting</i>. CRC Press. 		

Course: CINEMATOGRAPHY AND EDITING TECHNIQUES FOR VIDEO FILM (PRACTICAL)			Semester: III
Course Code: VFD 604 (P)	L T P	0 0 6	Credits: 3

OBJECTIVE	To enable students to learn practical knowledge of cinematography, editing techniques for video film design, lighting techniques, camera movements and uses of various lenses.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Learn the grammar of editing and to create a narrative in audio visual form by manipulating space and time on-screen. 2. Understand the knowledge of cinematography, Studio and Location Lighting techniques. 3. Demonstrate the knowledge of various lenses, cameras and camera movements. 4. Learn the film editing and sounds techniques. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: <ul style="list-style-type: none"> • Screen Direction • Rule of 180 degree • Shot Compositions • Lighting techniques: Day and night effect lighting • Colour Correction/Colour Grading • VFX/SFX/GFX • Aerial shots • Continuity shots/Continuity Editing • Single and Multi-Camera Set up – video production. • Dialogue and SFX matching. <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>	90
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Rea and Irving. <i>Producing and Directing the Short Film and Video</i>, Routledge. • Indrajit. <i>Digitized Film and Video Production</i>. Gnosis 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Brown, Blain. <i>Motion Picture and Video Lighting</i>. CRC Press. 		

Course: YOUTUBE AND MOBILE FILMMAKING			Semester: III
Course Code: VFD 605	L T P	2 0 0	Credits: 2

OBJECTIVE	To enable students to understand the importance of YouTube and mobile in film making. Students 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.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Learn the basic grammar of mobile filmmaking and editing and create a narrative in audio visual form, by manipulating space and time on YouTube platform. 2. Understand Studio and Location Lighting arrangement to produce a mobile film. 3. Learn about the evolution of YouTube technology assisting the film screening as medium of communication. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Mobile Filmmaking Mobile filmmaking – focus on visual Language: Shots, Movements, Angles, Scene, Deep focus, Focus on Sound and Colour; Diegetic and Non-Diegetic Sound; Off Screen Sound; Sync Sound; Ambient Noise, Use of Colour as a stylistic element, Different genres in mobile filmmaking, Film script & Screen play, programming research and effects of mobile, Fast-paced production environment, recording live events and stage shows with mobile phone, Mojo Kit: Smartphone Video Rigs, Mobile Phone Cage, Tripods, Gimbal, Chroma Selfie Stick, Voice Recorder, Types of Microphones, LED lights, Reflectors; Mobile apps for audio-visual editing.	10
	2.	YouTube Broadcasting YouTube account set-up and setting, Creating YouTube channel and its different features, Cover Art and Video making, Keyword Optimization, Uploading and Adding an effective video title, Video description and tags, Creating Custom Thumbnails. On-demand video content, YouTube Library, 360-degree video, Live Streaming, Roles of YouTubers, Skills required in YouTube courses – Communication skills, editing skills, Marketing skills, Videography skills; Creative thinking for problem solving.	10
	3.	Promotion and Monetization Finding viewers and subscribers, Engaging your viewers & building a community, Video Content Strategy, Linking channel with Google AdWords, Promote video with Social	10

		Media; Growing your channel – branding watermark, comments to grow channel, using social media; Content promotion – free promotion, paid promotion; Monetizing YouTube Channel, Growth your Business with YouTube Marketing, YouTube SEO, Video Keywords Tags.	
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> Stewart, P. <i>The Live-Streaming Handbook: How to create live video for social media on your phone and desktop</i>, Routledge Press Kawasaki and Fitzpatrick, <i>The Art of Social Media</i>. Penguin Publishers 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Jazevox, <i>How To Make A YouTube Channel: YouTube Video, Broadcast Online With Videos</i>. CreateSpace Independent Publishing. Belavadi, Vasuki, <i>Video Production</i>, Oxford. 		

Course: YOUTUBE AND MOBILE FILMMAKING (PRACTICAL)			Semester: III
Course Code: VFD 605 (P)	L T P	0 0 6	Credits: 3

OBJECTIVE	To provide practical exposure on various cameras and other equipment for producing mobile film and creating YouTube channel and related contents.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Learn the practical knowledge of mobile filmmaking. 2. Analyze the practical knowledge about the fundamentals of YouTube and mobile filmmaking. 3. Learn the use of YouTube technology assisting the film screening as medium of communication. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Suggested Practicals: <ul style="list-style-type: none"> • Creating YouTube channel and Streaming videos. • Exercise on YouTube Live/YouTube Streaming/ YouTube 360-degree video • Video making, editing, and broadcasting that is appropriate for the audience and context. • Use of different accessories in mobile filmmaking/Mojo Kit • Corporate Filmmaking with Multiple Characters/ locations • To gain exposure on mobile camera features and apps used for editing. 	90
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Stewart, P. <i>The Live-Streaming Handbook: How to create live video for social media on your phone and desktop</i>, Routledge Press • Kawasaki and Fitzpatrick, <i>The Art of social media</i>. Penguin Publishers 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Jazevox, <i>How To Make A YouTube Channel: YouTube Video, Broadcast Online With Videos</i>. CreateSpace Independent Publishing. • Belavadi, Vasuki, <i>Video Production</i>, Oxford. 		

Course: VFD PROJECT, PRESENTATION AND VIVA-VOCE			Semester: III
Course Code: VFD 606	L T P	0 0 0	Credits: 3

OBJECTIVE	To enable students to learn designing for the video film. The students will understand the knowledge of cinematography, lighting, and editing techniques, various cameras and lenses, and other equipment for producing mobile film and creating related contents.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Learn the basic grammar of editing and to create a narrative in audio visual form by manipulating space and time on-screen. 2. Understand the fundamental knowledge of cinematography, Studio and Location Lighting techniques. 3. Learn the evolution of technology assisting the cinema as medium of communication. 4. Demonstrate the knowledge of various lenses, cameras and camera movements. 5. Learn the film editing and sounds techniques. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Every student will be assigned a project which cover the key areas and important functioning of Video Film Design Industry under the supervision of a faculty member. The Project has to be submitted, further it will be followed by a Presentation and Viva-Voce.	Field Work
		Total Hours	120
TEXT BOOK	<ul style="list-style-type: none"> • Rea and Irving. <i>Producing and Directing the Short Film and Video</i>, Routledge. • Indrajit. <i>Digitized Film and Video Production</i>. Gnosis 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Brown, Blain. <i>Motion Picture and Video Lighting</i>. CRC Press. 		

Course: SUMMER INTERNSHIP REPORT & VIVA-VOCE			Semester: III
Course Code: MJM 607	L T P	0 0 0	Credits: 8

OBJECTIVE	To evaluate the performance of a student on his/her internship training through a training report, presentation, and viva-voce.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Develop an insight into the working of a real organization. 2. Gain deeper understanding in specific functional areas. 3. Understand actual perspectives about organizations in their totality. 4. Explore career opportunities in their area of interest. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	(SUMMER INTERNSHIP REPORT & VIVA-VOCE) (Industry Exposure by Internship Training) The students will undergo an internship training of 8 weeks after completion of Semester II. The internship training will be practice-based in their elective specialization areas such as Print/Television/Radio/New Media/Advertising and Public Relations . After completion of the internship training, a report has to be submitted. Presentation and viva-voce will be conducted in Semester III as Course No. MJM 607S.	320 hours of field internship

Course: MEDIA LAWS AND ETHICS			Semester: IV
Course Code: MJM 608	L T P	3 0 2	Credits: 4

OBJECTIVE	The objective of this course is to enable students to understand the basic principles of the Indian Constitution, to help them analyze the laws that limit or regulate flow of information in Indian society, to create an understanding of specific policies and regulations related to broadcast, print and new media and to develop in students a sound understanding of media ethics.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Exhibit a sound understanding of basic principles of the Indian Constitution & press freedom. 2. Understand the press laws before independence. 3. Learn the press and media regulations after independence. 4. Apply the knowledge of laws and ethics while at work in the industry. 5. Understand the social responsibility of media. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Indian Constitution and Freedom of Press Constitution of India and its characteristics, Freedom of speech and expression and reasonable restrictions, Provisions of declaring emergency and its effect on media, Parliamentary privileges and media.	09
	2.	Press Laws in India before Independence Brief history of Press Laws in India before Independence, Gagging Act (1857), First Press Regulation Act (1799), Vernacular Press Act (1878), Contempt of Court Act (1971), Official Secrets Act (1923), Law of defamation, Press and Registration of Books Act (1867).	09
	3.	Media Laws after Independence Press laws in India after Independence, Young Person's Act (1956), Working journalists and other newspaper employees Act (1955), Drugs and Magic Remedies Act (1954), Cinematograph Act (1953), Prasar Bharati Act (1990), Copyright Act (1957), Cable Television Regulation Act (1995), Right to Information Act (2005).	09
	4.	Media Ethics Media's ethical problems, Right to reply, Communal writing, Sensational and Yellow journalism, Paid news, Plagiarism, Sting operations, Reporting on Sex Related Offences; Juvenile Crimes; Reporting on the Web, Press ombudsman: Role and responsibility, Press Council of India and its guidelines, Potential for misuse of Social Media and the law of abetment.	09

	5	Media Ethics and Social Responsibility Whistle Blowers Act, Responsibilities and Accountability of journalists and publishers, Self-Regulation, Right to Privacy, Different types Of Media Organizations, RNI, ABC, Press Commissions, Press Council, Editors Guild and other regulatory bodies.	09
		Suggested Practicals: Students will be guided to prepare a draft of media ethics.	30
		Total Hours	75
TEXT BOOK	<ul style="list-style-type: none"> Babcock and Freivogel. <i>Mass Media Ethics and Law</i>. Sage Publication Neelamalar, M. <i>Media Law and Ethics</i>. PHI Learning 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Christians & Others. <i>Media Ethics</i>. Pearson. Hakemulder & Others. <i>Media Ethics and Laws</i>. Anmol Publication Pathak, J.P. <i>Introduction to Media Laws and Ethics</i>. Shipra Publications. 		

Course: COMMUNICATION RESEARCH (AREA OF SPECIALIZATION)			Semester: IV
Course Code: MJM 609	L T P	2 0 4	Credits: 4

OBJECTIVE	To equip students develop deep understanding of media research in the specialization. Students will develop research skills in their respective areas of specialization.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain in-depth knowledge of research in area of specialization. 2. Clearly identify and formulate the research problems and research objectives. 3. Understand and apply different research designs and methods to a specific research problem. 4. Demonstrate the report writing structure and prepare a good research report. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	The theoretical aspects of media research in the area of specialization will be delivered to the students for smooth conduction and completion of given particular research assignments.	15
	2.	Areas of Specialization- Print/ Radio/ Television/ New Media News – Content, Style, Language, Presentation, Readership/ Viewership Surveys, Reach and Access Views- Opinion Writing – Editorial, Articles, Feature, Reviews Contents and Program Production (Print/ Radio/ Television/ New Media - Formats, Contents, Presentation, Language and Style)	15
	3	Suggested Practicals: Students will be guided on practical aspects of communication research.	60
		Total Hours	90
TEXT BOOK	<ul style="list-style-type: none"> • Hansen and Machin. <i>Media and Communication Research Methods</i>. Macmillan • Lindlof and Taylor. <i>Qualitative Communication Research Methods</i>. Sage Publication 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Parthasarathy, G.K. <i>Electronic Media and Communication Research</i>. Gnosis • Berger, A.A. <i>Media and Communication Research Methods</i>. Sage Publication • Hanson A. <i>Mass Communication Research Methods</i>. Macmillan. 		

Course: MEDIA, CULTURE AND SOCIETY			Semester: IV
Course Code: MJM 610	L T P	3 0 2	Credits: 4

OBJECTIVE	To enable students to learn the role of media in shaping culture and society. This course will help students to understand influence of media in cultural, social, and political discourse of society.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Understand key concepts and terms in media, society and culture. 2. Gain theoretical knowledge of media, culture and society 3. Understand mediation of representation in democratic society.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Understanding Society and Culture Meaning and Concept of Media, culture and society, Cultural Studies: Application and Approaches, Post-Colonialism, Nationalism and Post Nation, Culture industries, Tradition vs Modernity, Culture as communication and vice-versa, Mass Culture, Popular Culture, Folk Culture, Folklore and Oral Traditions, Folk Media as a form of Mass Culture.	15
	2.	Theorizing Media, Culture and Society Frankfurt School, Political Economy, Ideology and Hegemony, Critique of culture industry, Understanding India, Indigenous Culture, Intercultural Communication, Heritage and Museum as a Cultural Construct, Modernity, Post-modernity, Visual Culture, Semiology, Techno-Culture, Understanding Society and Politics in India.	15
	3.	Representation 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; Media and Society.	15
	4.	Suggested Practicals: Students will be guided for debates and group discussions related to media and cultural discourses.	30
		Total Hours	75
TEXT BOOK	<ul style="list-style-type: none"> Campbell, R, and Other's. <i>Media and Culture</i>. Macmillan Learning Curran and Hesmondhalgh. <i>Media and Society</i>. Bloomsbury 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Samover & Others. <i>Intercultural Communication</i>. Cengage Aggarwal, V.B. <i>Media and Society</i>. Concept Publishing Co. 		

Course: SOCIAL RESPONSIBILITY PROJECT			Semester: IV
Course Code: MJM 611P	L T P	0 0 2	Credits: 1

OBJECTIVE	To enable the students to learn and understand the independent thinking, critical analysis and reasoned inquiry when assessing personal, professional and wider aspects of societal issues. They will also learn how to serve the society.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the practical dimensions of social responsibility. 2. Demonstrate the ability to make personal and professional decisions by applying knowledge and skills obtained from the study of social responsibility. 3. Articulate how their understanding of social responsibility shapes their actions. 4. Work as a socially responsible media professional/scholar. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	SYLLABUS To prepare socially responsible media professionals, scholars and academicians, the students will be exposed to the social responsibility activities in Semester IV. The activities will be associated with social services using media knowledge and technologies for the betterment of the local communities and rural society. On completion of the social responsibility activities, a report has to be submitted. This will be followed by a Presentation and Viva-Voce. The Project will be given to the media students on various topics as follows: <ul style="list-style-type: none"> • Media Literacy Drive in surrounding rural areas • How to become a citizen Journalist? • Mobile Journalism • Digital Media/ New Media awareness program • Photography Training • Letter to editor writing • Educate on social and local issues • Happiness drives in old age homes • Life skills program- Thinking skills, Social skills and Emotional skills • Health Management through Yoga • Environmental conservation • Plantation • Swachhta Abhiyaan • Any other relevant topics/areas of social activities. 	30
		Total Hours	30

Course: ELECTIVE PROJECT WORK-SPECIALIZATION			Semester: IV
Course Code: MJM 612P-E	L T P	0 0 12	Credits: 6

OBJECTIVE	To enable the students to learn and develop deep understanding of the chosen specialization.																
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Demonstrate the special skills in their respective areas of specialization.																
COURSE DETAILS	Module No	Topic	Hours														
	1	<p align="center">SYLLABUS</p> <p>Every student will be assigned a specialization project under the supervision of a concerned faculty member. A Project Report has to be submitted, which will be followed by a Presentation and Viva-Voce.</p> <p>Elective Project Work- Specialization Students will select any one from the following areas of specialization:</p> <table border="1"><tr><td>MJM 612P-E1</td><td>Print Media</td></tr><tr><td>MJM 612P-E2</td><td>Television</td></tr><tr><td>MJM 612P-E3</td><td>Radio</td></tr><tr><td>MJM 612P-E4</td><td>New Media</td></tr><tr><td>MJM 612P-E5</td><td>Advertising and Public Relations</td></tr><tr><td>MJM 612P-E6</td><td>Graphic Design</td></tr><tr><td>MJM 612P-E7</td><td>Video Film Design</td></tr></table>	MJM 612P-E1	Print Media	MJM 612P-E2	Television	MJM 612P-E3	Radio	MJM 612P-E4	New Media	MJM 612P-E5	Advertising and Public Relations	MJM 612P-E6	Graphic Design	MJM 612P-E7	Video Film Design	
	MJM 612P-E1	Print Media															
MJM 612P-E2	Television																
MJM 612P-E3	Radio																
MJM 612P-E4	New Media																
MJM 612P-E5	Advertising and Public Relations																
MJM 612P-E6	Graphic Design																
MJM 612P-E7	Video Film Design																
		Total Hours	180														

Course: DISSERTATION			Semester: IV
Course Code: MJM 613	L T P	0 0 0	Credits: 8

OBJECTIVE	To equip students, develop deep understanding of the chosen specialization. Students will develop special skills in their respective areas of specialization.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Familiar with the steps involved in identifying and selecting a good research design, method and instruments to use in a study. 2. Conduct a piece of original research project. 3. Develop rational and logical mind and competency to solve the complex problems in various fields of media research. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	SYLLABUS Every student will be assigned a research project under the supervision of a faculty member. A Dissertation has to be submitted, which will be followed by a Presentation.	