

JECRCTM
UNIVERSITY
BUILD YOUR WORLD

School of Mass Communication

SYLLABUS

&

SCHEME OF EXAMINATION

Of

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

[B.A (JMC)]

For

First to Sixth Semester

(w.e.f. Academic Session 2021-2024)

Shail

Smriti Arora

Shashwat

Shubham

Program educational objectives (PEOs) of BA (JMC) Program:

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

1. To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.
3. To empower learners by communication, professional and life skills.
4. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
5. To imbibe the culture of research, innovation, entrepreneurship and incubation.
6. To inculcate professional ethics, values of Indian and global culture.
7. To prepare socially responsible media academicians, researchers, professionals with global vision.

PROGRAMME LEARNING OUTCOMES (PLOs).

The key outcomes planned in this undergraduate programme in Mass communication & Journalism are underpinned as follows:

1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
2. Shall acquire the knowledge related to media and its impact.
3. Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
4. Shall empower themselves by communication, professional and life skills.
5. Shall be able to enhance the ability of leadership.
6. Shall become socially responsible citizen with global vision
7. Shall be equipped with ICTs competencies including digital literacy.
8. Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
9. Shall have an understanding of acquiring knowledge throughout life.
10. Shall acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities.
11. Shall acquire the understanding of importance of cooperation and teamwork.

Program Specific Outcome (PSOs):-

The B.A. (Journalism and Mass Communication) Program is offered in the School with the following program specific outcomes:

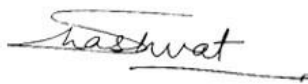
PSO1. The graduates will be able to how to write, edit and proof for mass media like Newspaper and Magazine.

PSO2. Students will be skilled to write, edit, interview and present for radio news and current affairs programs as a responsible citizen.

PSO3. This Program will provide understanding of program production, management in government and private television channels and in Cinema.

PSO4. Students will be able in the latest digital audio-video and multimedia technologies to understand agenda and propaganda hidden in web media like Facebook and Twitter.

PSO5. The students will be able to measure public opinion, through media research.



Study Scheme 1st Semester

| SN | Sub Code | Subject | Lecture Hours | Practical Hours | Lecture Credit | Practical Credit | Course Type |
|----|----------|---|---------------|-----------------|----------------|------------------|------------------------|
| 1 | BJM001A | Print Journalism: Reporting and Editing | 4 | 0 | 4 | 0 | Core |
| 2 | BJM002A | Print Journalism Lab: | 0 | 4 | 0 | 2 | Core Lab |
| 3 | BMC051A | Environmental Studies | 2 | 2 | 2 | 1 | Foundation |
| 4 | DEN001A | Communication Skills | 2 | 2 | 2 | 1 | Foundation |
| 5 | DIN001A | Culture Education | 0 | 4 | 0 | 2 | Foundation |
| 6 | BJM003A | Radio Journalism and Production | 4 | 0 | 4 | 0 | Core |
| 7 | BJM004A | Radio Journalism and Production Lab | 0 | 4 | 0 | 2 | Core Lab |
| | | | | | 12 | 8 | Total Credit 20 |

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Print Journalism: Reporting and Editing

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|-----------------------|-------|---------|-------------|
| Course Code : BJM001A | L : 4 | T/P : 0 | CREDITS : 4 |
|-----------------------|-------|---------|-------------|

Objectives of the Course:

1. To describe news and how to write it.
2. To write different stories on various subjects with responsibility.
3. To inculcate writing and editing skills.
4. To develop reporting skills.
5. To understand interview skills.

Unit I [News]

L-18

1. Journalism: Concept, Definition, Significance and Types
2. Journalism as Fourth Estate
3. Journalist and his/her qualities
4. Role and responsibilities of a Journalist
5. News: Concept, Definition, Significance
6. Elements of News
7. News Values – Accuracy, Brevity, Clarity, Discernment, Balance and Objectivity
8. Types of News
9. News Sources: types, importance and protection
10. Difference between article, news, feature, editorial, Column.

Unit II [News Writing]

L-10

1. Inverted Pyramid style of news writing
2. Various types of leads/intros
3. Headline writing: Types & Functions
4. 5Ws and 1H of news writing
5. Good (The exact, apt, simple, unambiguous words), Bad (redundancies jargons, verbosity), Ugly of news writing.

Unit III [News Reporting]

L-10

1. Reporting: Concept and definition
2. Various types of reporting (Objective, Interpretative, Investigative)
3. Reporting for Newspapers, News Agencies and Magazines.
4. Pitfalls and problems in reporting-attribution, off-the-record, embargo
5. Reporters: Qualities and Responsibilities
6. Set up and functions of a city reporting room in a daily and bureau
7. Reporting staff: Special Correspondent, Bureau Chief, Chief Reporter, Reporter, Stringers, and freelancer
8. Reporting for different beats

Unit IV [Editing techniques]

L-10

1. What is editing? Objectives of editing, Editing and Rewriting.
2. Principles of editing, magazine and journals, Editing a copy/electronic editing.
3. Guidelines for writing headlines,
4. Use of graphics, cartoons and statistics
5. Understanding Style book
6. Spelling and Grammar/Punctuation & Quotation



Shail Anshu Arora Shashwat

Course Outcomes: After the completion of the course, students will be able to;

CO1: Know the print media ethics.

CO2: Learn different skills of print media.

CO3: Understand different interview techniques.

CO4: Learn editing and re-writing techniques.

CO5: Analyze and evaluate the different kinds of media content, news, articles and opinions.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | H | M | L | L | | | H | | | |
| CO2 | H | H | M | H | | | M | | | | |
| CO3 | M | M | M | L | | | | | | | |
| CO4 | H | H | M | L | | | H | | | | |
| CO5 | H | H | H | M | L | | L | | | L | |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|---|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
| Setting of other questions | Q.no.2. Very short type questions 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30(Maximum word limit 150 words) Q.no.4. Long type question 5 X10 marks=50 (Maximum word limit 300 words) |

Note2: Instructions for Paper Setter/Moderator Internal Examinations;

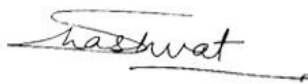
Internal assessment is based on Continuous evaluation System. The Total Marks for the Internal assessment will be 50-mark. Internal assessment is divided into four parts:-

1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings:

1. M V Kamath
Modern Journalism, Vikas Publishing House, New Delhi
2. M L Stein and Susan F. Peterno
The News Writers' Handbook, Surjeet Publication, New Delhi
3. George A Hough
News Writing, Kanishka Publication, New Delhi
4. Jan R. Hakemulder, Ray Ac De
News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
5. M K Joseph
Basic Source Material for News Writing,






- | | | |
|-----|--------------------------------|---|
| 6. | Wainwright David | Anmol Publications Pvt. Ltd. New Delhi |
| 7. | Hohnberg John | Journalism made Simple, Rupa & Company, New Delhi |
| | | The Professional Journalist, Oxford |
| | | Publishing Co. Pvt. Ltd., New Delhi |
| 8. | Bruce Westley | News Writing, Houghton Mifflin Publications. |
| 9. | Chauhan, Swati, Chandra, Navin | Foundations of News and Journalism |
| 10. | Singh, Manorma | Sting Operation |

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Swati Chandra

Shashwat

Manorma Singh

Print Journalism Lab

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|-----------------------|-------|---------|-------------|
| Course Code : BJM002A | L : 0 | T/P : 2 | CREDITS : 2 |
|-----------------------|-------|---------|-------------|

Objectives of the Course:

1. To write reports for newspapers and magazines.
2. To prepare questions for interview
3. To develop the skills of press release writing and attending press conferences.
4. To organize mock press conferences.
5. To help them understand civic issues.

Exercises/Assignments

1. Reading of newspapers in the class particularly the front page and the local news pages.
2. Writing reports on crime related incidents after visiting local police stations.
3. Writing reports on civic problems incorporating information from civil organization based on interview.
4. Prepare questions for a specific interview.
5. Rewriting news stories from newspapers converting them for magazine.
6. Filing report on the basis of mock press conferences.
7. Filing report after attending one press conference after going to the field.

Course Outcomes: After the completion of the course, students will be able to;

- CO1: Write press releases, handouts and notes.
 CO2: Set up his own print media lab or newspaper organization.
 CO3: Be vigilant newspaper reader and analyzer.
 CO4: Able to attend the press conferences and file the reports.
 CO5: Able to re-write news stories.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | L | M | L | | | | | | | |
| CO2 | H | L | L | M | | | H | | | | |
| CO3 | H | H | M | M | | | | | | | |
| CO4 | H | L | M | M | | | | | | | |
| CO5 | H | M | L | L | | | | | | | |

Internal Assessment: Student should be evaluated on the basis of his/her performance while undertaking various exercises and submission of assignments. All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty. The marks assigned for internal evaluation are 50.



Instructions for External Examiner for Oral & Practical Examination

| | |
|-----------|---|
| A. | Due weightage to be given to the file and soft copy of assignments prepared by a student during the semester. (30 marks) |
| B. | The examiner should also interview the student to find out his/her level of understanding of Journalism and knowledge of current affairs. (20 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 50. |

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Environmental Studies

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|------------------------|-----|--------|-------------|
| Course Code : BMC 051A | L:2 | T/P :1 | CREDITS : 3 |
|------------------------|-----|--------|-------------|

Objectives of the course:

1. To create an awareness about environmental problems among students
2. To impart basic knowledge about the environment and its allied problems.
3. To develop an attitude of concern for the environment.
4. To motivate public through students to participate in environment protection and environment improvement.
5. To acquiring skills to help the concerned individuals in identifying and solving environmental problems.

Marks for Internal Assessment: 50

| | |
|---------------|---|
| UNIT 1 | <p>The Multidisciplinary Nature of Environmental Studies: <i>The Multidisciplinary Nature of Environmental Studies Definition, scope and importance need for public awareness.</i></p> |
| UNIT 1 | <p>Natural Resources Renewable and Non-renewable Resources: •Natural resources and associated problems.</p> <p>(a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.</p> <p>(b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.</p> <p>(c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p> <p>(d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, Case studies. (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.</p> <p>(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.</p> <p>• Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.</p> |
| UNIT 2 | <p>Ecosystems, Biodiversity and Its Conservation: •Concept of an ecosystem.</p> <p>•Structure and function of an ecosystem.</p> <p>•Producers, consumers and decomposers.</p> <p>•Energy flow in the ecosystem. Ecological succession.</p> <p>•Food chains, food webs and ecological pyramids.</p> <p>•Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)</p> <p>Biodiversity and Its Conservation</p> <p>•Introduction, definition: genetic, species and ecosystem diversity.</p> <p>•Bio-geographical classification of India.</p> <p>• Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.</p> |

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| | <ul style="list-style-type: none"> •Biodiversity at global, National and local levels. •India as a mega-diversity nation. Hot-spots of biodiversity. •Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. •Endangered and endemic species of India. • Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity. |
| UNIT 3 | <p>Environmental Pollution: •Definition</p> <ul style="list-style-type: none"> • Causes, effects and control measures of (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards • Solid waste management: Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution. •Pollution case studies. •Disaster management: Foods, earthquake, cyclone and landslides. |
| UNIT 4 | <p>Social Issues and the Environment, Human Population and the Environment, Field Work: • From unsustainable to sustainable development.</p> <ul style="list-style-type: none"> • Urban problems related to energy. •Water conservation, rain water harvesting, watershed management. • Resettlement and rehabilitation of people; its problems and concerns. Case studies. <p>•Environmental ethics: Issues and possible solutions.</p> <ul style="list-style-type: none"> •Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. •Wasteland reclamation. • Consumerism and waste products. • Environment Protection Act. • Air (Prevention and Control of Pollution) Act. • Water (Prevention and Control of Pollution) Act. • Wildlife Protection Act. •Forest Conservation Act. •Issues involved in enforcement of environmental legislation. •Public awareness. <p>Human Population and the Environment</p> <ul style="list-style-type: none"> •Population growth, variation among nations. •Population explosion—Family Welfare Programme. • Environment and human health. • Human rights. •Value education. <p>HIV/AIDS.</p> <ul style="list-style-type: none"> • Women and Child Welfare. •Role of Information Technology in environment and human health. <p>Field Work</p> <ul style="list-style-type: none"> •Visit to a local area to document environmental assets—river/forest/grassland/hill/ mountain. • Visit to a local polluted site—Urban/Rural/Industrial/Agricultural. • Study of common plants, insects, birds. •Study of simple ecosystems—pond, river, hill slopes, etc. <p>(Field work equal to 5 lecture hours) • Case Studies.</p> |

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Course Outcome (CO): *After the completion of the course, student will be able to:*

CO-1: Recognize the history, structure, function, interactions and trends of key socio-environmental systems on personal, organizational and intellectual level regarding through different media.

CO-2: Examine the generation of scientific knowledge and how that knowledge is presented, evaluated, framed and applied for environmental protection by conservation of Natural resources.

CO-3: Articulate a coherent philosophy of the environment and consider ethical bases for responding to environmental questions.

CO-4: Understand the role of conservation of resources and public awareness in prevention of pollution and ultimately for the sustainable development of society.

CO-5: Understand the social responsibility towards protection of environment and society

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | | | | | L | M | | | L | L | |
| CO2 | | | | | L | M | | L | L | | |
| CO3 | | | | | L | M | | | | | |
| CO4 | | | | | L | M | | | L | | |
| CO5 | | | | | L | H | | | | | |

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| | |
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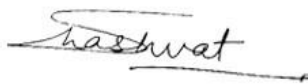
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3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings:

- | | |
|-----------------------------------|---|
| 1. P. C Joshi & Namita Joshi | A Text Book of Environmental Science, A. P. H. pub New Delhi, ISBN 81-313-0456-3 |
| 2. Dr B. S Chauhan | Environmental Studies, Laxmi Publication |
| 3. Anubha Kaushik & C. P. Kaushik | Environmental Studies, New Age International |






Communication Skills

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|-----------------------|------|---------|-------------|
| Course Code : DEN001A | L: 2 | T/P : 1 | CREDITS : 3 |
|-----------------------|------|---------|-------------|

Course Objectives

1. To enhance English language competence in reading, writing, listening and speaking.
2. Switch the approach from teacher-centered to student-centered one.
3. Minimize the Grammar Translation Method of ELT while trying to replace it with Direct Method.
4. Introduce Communicative Method of ELT and focusing the teaching pedagogy on the student-centered learning rather than on the teacher-centered learning.
5. To link communication skills with the organizational behaviour.
6. To inculcate skills that are very much required for employability and adjust in the professional Environment.

Syllabus: Theory

| | |
|---------------|---|
| UNIT 1 | Basics of Organizational Communication: Communication: Meaning, Elements, Process, Types, Flows of Communication and Barriers to communication, basics of professional communication and professional ethics including Time-management, Respect for deadlines and corporate culture |
| UNIT 2 | Basic Writing Skills: Parts of Speech, Elements of Sentences, Sentence types based on meaning and structure, Tenses, Voice, Narration |
| UNIT 3 | Composition: , Basics of Letter Writing, Email Writing, Précis Writing, Essay Writing, |
| UNIT 4 | Vocabulary Building: Word Formation from one word form to another, Origin of Words, Affixes, Synonyms, Antonyms |
| UNIT 5 | Professional and Technical Communication : Basics of Drafting a CV/Resume, Basics of Telephonic Interview and Online Interview, Basics of PPT presentation |

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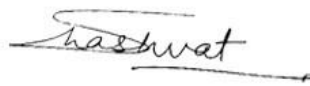
Communication Skills Lab

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|---------------|--|
| UNIT 1 | Basics of Organizational Communication: Role Plays and presentations related to different corporate related matters- How to greet, how to deny politely, how to handle different types of problems related to the types of communication, how to avoid grapevine and use it in a positive manner, how to keep positive mindset during work pressure, Activities to teach Time-management, Following Deadlines etc |
| UNIT 2 | Write Dialogue from the different contexts of corporate culture: Employee and Employer, Customer and Service Provider, Customer and Product Review, How to react on Day to day corporate interactions- Memo, Notice, Email, Circular etc |
| UNIT 3 | Composition: , Letter Writing, Email Writing, Précis Writing, Essay Writing, Practice sessions by using Ms Word- Following the process of Drafting- Redrafting, Proof Reading, Editing etc |
| UNIT 4 | Vocabulary Building: Word Formation from one word form to another, Origin of Words, Affixes, Synonyms, Antonyms- Using video clips and comprehension passages to find out the difference between words, similarity between words, origin of words, neologism concepts etc |
| UNIT 5 | Professional and Technical Communication : Drafting a CV/Resume, Practice Sessions on Telephonic Interview and Online Interview, Presenting projects, proposals etc through PPT Making, |

Methodology for Evaluation

1. Internal Assessment (Theory)
 - a) Home Assignments: One from each Unit : 15 Marks
 - b) In Semester Tests (Minimum two) : 30 Marks
 - c) Attendance : 05 Marks
2. Term End (Theory) : 50 Marks
3. Internal Assessment (Lab)
 - (a) Daily Performance in the Lab : 50 Marks
4. Term End (Lab) : 50 Marks






Suggested Reading:

1. Practical English Usage. Michael Swan. OUP. 1995
2. Remedial English Grammar. F.T. Wood. Macmillan. 2007
3. Raymond V. Lesikar and Marie E. Flatley. Basic Business Communication, Tata McGraw Hill Pub. Co. New Delhi. 2005. Tenth Edition.
4. On Writing Well. William Zinsser. Harper Resource Book. 2001
5. Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.
6. Communication Skills. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
7. Exercises in Spoken English. Parts. I-III, Hyderabad. Oxford University Press.
8. Syamala, V. Speak English in Four Easy Steps, Improve English Foundation Trivandrum: 2006

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Cultural Education I

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|-----------------------|------|---------|-------------|
| Course Code : DIN001A | L: 2 | T/P : 0 | CREDITS : 2 |
|-----------------------|------|---------|-------------|

Course Objectives

1. To make the students feel gratitude towards the rich religious and cultural heritage of India.
2. To understand the role of great personalities and movements in the progress of India.

UNIT-I Holy Scriptures-A

1. Introduction to Vedanta and Bhagavad Gita, Goals of Life – Purusharthas, Introduction to different DhramGranthas (Various religious scriptures from Hindu, Muslim, Christian, Bodh, Jain religions)
2. Introduction to Yoga, Overview of Patanjali's Yoga Sutras

UNIT-II Society and Culture-I

3. Introduction to Indian Culture and Major Symbols of Indian Culture
4. Major Indian Cultural and Ethical Values- Respect, Compassion, Kindness, Forgiveness, Introspection, Honesty, Justice, Loyalty, Devotion, Self-Sacrifice, Hospitality, VasudhevKutumbkum

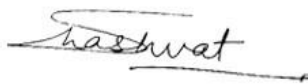
UNIT-III India in Progress-I

5. Education , Science and Technology in Ancient India
6. Values from Indian History- War of Mahabhartas, War of Kalinga, Freedom Struggle of India, Major Farmer Movements, Major Religious and Social UpliftmentMovements

UNIT-IV Great Indian Personalities-I

7. Life and works of the Great People of Ancient India- Sushruta, Dadhichi, Ashtvakra, Anusuya, Panini, Charaka, Kalidas, Aryabhatta, Samudragupta, Ashoka, ChandraguptMourya, Porus, Satyabhama, Dhruv, Prahlad,Chankya,Varahmihira, Bhism, Karan, Dronacharya, MeeraBai, Surdas, Dadudayal, Kabir, Mahatma Budhha,Mahavir,Guru Nanak Dev,Guru Gobind Singh, Mohammad Saheb, Jesus Christ, Veer Shivaji, MaharanaPratap, Maharani LaxmiBai, MaharaniPadmini, Hadi Rani ShalKanwar, PannaDhai

*Each student shall write a detailed Report/ Critique on one topic from section -A to C and one Great Personality from Section- D leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. In addition to s/he will be required to make a Power Point Presentation on the learning and face Viva-voce by committee of teachers.



Course Outcomes (CO):

At the end of this course students will have:

CO1: Ability to acknowledge and appreciate the richness of Indian Culture

CO2: Ability to represent the culture ethics in real life

Suggested Reading:

1. Glory of Indian Culture (English) Paperback by GirirajShah
2. Historicity of Vedic and Ramayan Eras: Scientific Evidences from the Depths of Oceans to the Heights of Skies by SarojBala , Kulbhushan Mishra

References

<https://knowindia.gov.in/culture-and-heritage/lifestyle-values-and-beliefs.php>

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Radio Journalism and Production

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|-----------------------|-------|---------|-------------|
| Course Code : BJM003A | L : 4 | T/P : 0 | CREDITS : 4 |
|-----------------------|-------|---------|-------------|

Objectives of the Course:

1. To describe the characteristics of radio as a medium of mass communication and its limitations
2. To describe different formats of radio programs
3. To list basic inputs, equipment and main elements of radio production
4. To identify the right kind of music and sound effects for different formats of radio programs
5. To acquaint students with different modes of transmission.

Unit-I [Radio as a medium]

L-12

1. Radio: as a medium of mass communication, Characteristics, and Limitations
2. Different types of radio stations: State, Private FMs, Community Radio
3. Three Modes of transmission: AM, SW and FM
4. AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast
5. Autonomy of All India Radio: Chanda Committee to Verghese Committee---
Prasar Bharati Act 1997—Formation of Prasar Bharati —Composition and Functions of Prasar Bharati.

Unit-II [Radio Formats]

L-12

1. Types of Formats:
 - A. Simple announcements
 - B. Radio News
 - C. Radio talks
 - D. Radio features and documentaries
 - E. Radio play
 - F. Radio ads
 - G. Phone in Programs and Music Shows

Unit-III [Writing for the Ear]

L-12

1. Knowing your audience
2. Developing your style
3. Writing for different formats

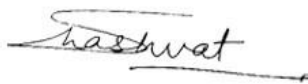
Unit-IV [Radio Production]

L-12

1. Radio production: Introduction, Elements, Acoustics, Sound effects and Music
2. Different types of microphones
3. Recording
4. Editing

Course Outcomes: After the completion of the course, students will be able to;

- CO1: Understand the concept of Radio as a mass communication medium.
CO2: Work on different formats of Radio programs.
CO3: Produce various Radio programs including jingles and news.
CO4: Work on community Radio station for the welfare of poor people.
CO5: Establish his/her own Radio station.



| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| | | | | | | | | | | | |
| CO1 | H | H | M | M | | | | | | | |
| CO2 | H | H | H | M | | | | | | | |
| CO3 | H | H | M | M | | | L | | | | |
| CO4 | H | H | M | L | | | | | | | |
| CO5 | H | H | H | M | | | M | | | | L |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|---|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
| Setting of other questions | Q.no.2. Very short type questions 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30(Maximum word limit 150 words) Q.no.4. Long type question 5 X10 marks=50 (Maximum word limit 300 words) |

Note2: Instructions for Paper Setter/Moderator Internal Examinations;

Internal assessment is based on Continuous evaluation System. The Total Marks for the Internal assessment will be 50-mark. Internal assessment is divided into four parts:-

1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings:

- | | |
|----------------------|--|
| 1. H.R. Luthra | Indian Broadcasting, Publications Division |
| 2. Robert Mc Liesh | Radio Production, Focal Press |
| 3. James R. Alburger | The Art of Voice Acting, Focal Press |
| 4. Gilmurray, Bob | Media Students Guide To Radio Production |
| 5. Robert Mcleish | Radio Production |

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Radio Journalism and Production Lab

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|-----------------------|-------|---------|-------------|
| Course Code : BJM004A | L : 0 | T/P : 2 | CREDITS : 2 |
|-----------------------|-------|---------|-------------|

Objectives of the Course:

1. To prepare an audio brief
2. To apply various elements of radio production for producing different radio formats
3. To write and record effectively for radio
4. To produce radio interviews, discussions, features and documentaries
5. To learn the basics of sound editing.

Practical Exercises

1. Research and Preparation of audience profile
2. Writing exercises : Scripting of radio documentary/feature/drama
3. Recording : In the studio and OB recordings
4. Production : Radio discussions, Radio Social messages (max 30 seconds), Radio documentary/feature
5. Sound editing exercises

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

- CO1: Make a Radio bulletin.
- CO2: Produce various Radio Programs including Jingles and News.
- CO3: Write Radio Script and record the Voice.
- CO4: Take Interviews and Documentaries on various issues for radio.
- CO5: Acquire the knowledge of sound editing.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | H | H | H | | | H | | | | |
| CO2 | H | M | M | L | | | L | | | | |
| CO3 | H | M | L | M | | | M | | | | |
| CO4 | H | L | L | L | | | L | | | | |
| CO5 | H | L | L | M | | | M | | | | |

Internal Assessment: Students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the faculty. The marks assigned for internal evaluation are 50.

Instructions for External Examiner for Oral & Practical Examination

| | |
|----|---|
| A. | Students to be evaluated on the basis of the individual and group production work undertaken during the semester. (15marks) |
| B. | The examiner should also interview the student to find out his/her level of understanding of radio as a medium and his/her skills in audio production. (15 marks) |
| C. | Final Production for Evaluation: Students in group will produce a 10 minutes of radio production (Feature/ Documentary/ Play/Celebrity Interview) and 30 seconds Spot/Jingle. Public Service Announcement. The examiner will listen |



| | |
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| | to the radio programmes produced by the students. (20 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 50. |

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SECOND SEMESTER

| SN | Sub Code | Subject | Lecture Hours | Practical/Tutorial Hours | Lecture Credit | Practical/Tutorial Credit | Course Type |
|----|----------|----------------------------------|---------------|--------------------------|----------------|---------------------------|------------------------|
| 1 | BJM005A | History of Media (LOCF) | 4 | 0 | 4 | 0 | Core |
| 2 | BJM006A | TV Journalism and Production | 4 | 0 | 4 | 0 | Core |
| 3 | BJM007A | TV Journalism and Production Lab | 0 | 4 | 0 | 2 | Core Lab |
| 4 | DIN002A | Culture Education 2 | 2 | 0 | 2 | 0 | Foundation |
| 5 | DEN002A | Professional Skill | 2 | 2 | 2 | 1 | Foundation |
| 6 | BJM008A | Digital Media | 4 | 0 | 4 | 0 | Core |
| 7 | BJM009A | Digital Media Lab | 0 | 4 | 0 | 2 | Core Lab |
| 8 | BJM0010A | Film Studies | 3 | 0 | 3 | 0 | Core |
| 8 | | Open Elective | 3 | 0 | 3 | 0 | Open Elective |
| | | | | | 22 | 5 | Total Credit 27 |

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History of Media

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|------------------------|-------|---------|-------------|
| Course Code : BJM 005A | L : 4 | T/P : 0 | CREDITS : 4 |
|------------------------|-------|---------|-------------|

Objectives of the Course:

1. To describe Indian Journalism in a pluralistic society
2. To enumerate the historical moments of print in India
3. To identify the contribution of press and broadcast in social communication
4. To know about origin and growth of broadcasting media.
5. To understand the functions of news agencies.

Unit-I[Pre and post-independence Journalism in India]

L-12

1. James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay; Growth of Indian Vernacular Press.
2. Role of newspapers in India's freedom struggle.
3. Print media scenario during initial years of freedom- From 1947 onwards.
4. Growth and emergence of Vernacular Press: Pre and Post-Independence.
5. Popular News magazines and periodicals.
6. Role of press during emergency.

Unit-II[News Agencies, Press Organizations and Current Trends]

L-12

1. News Agencies in India—English & Hindi—their set up, functions and role--PTI, UNI, Univarta, Bhasa, other Indian News agencies.
2. Feature services & syndicates—INFA, Publication Syndicate, PTI Features.
3. Government Media Organizations—PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments
4. Other Media Related Organizations - ABC, INS, Editors Guild of India, IFWJ, NUJ, PII, News Broadcaster Association (NBA).
5. Media Organizations: Meaning, Nature, process and importance
6. Ownership patterns of media organizations
7. Organizational structure of Print media organizations

Unit-III [History of Radio Broadcasting in India]

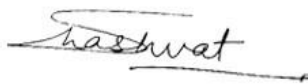
L-12

1. Origin and development of radio in India—from Indian Broadcasting Company to All India Radio—Growth of AIR from 1936 to 1950
2. Development of AIR since 1950.
3. All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR.
4. Commercial Broadcasting Service, External Service Broadcast, National Service, VividhBharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast.
5. Privatization-leasing out time slots (1993) — Privatization policy (2000)—Expansion of FM Radio channels - Development of Educational & Community Radio.

Unit-IV [Growth of Television Broadcasting in India]

L-12

1. Origin and development of television in India.
2. Doordarshan—Organizational structure, functions of different divisions and Departments / units & Doordarshan News.



3. Commercialization of TV; Liberalization policy of Govt. and entry of private broadcasters— Satellite television broadcast, Television channels for niche audiences —entertainment, news, sports, science, health & life style.
4. Proliferation of DTH services

Course Outcomes: After the completion of the course, students will be able to;

CO1: Develop critical thinking about Indian journalism in pluralistic society.

CO2: Understand monopoly in media organization and its impact on it.

CO3: Understand the relation between history and present of various media genres.

CO4: Be aware about ethical codes of journalism.

CO5: Understand the media system in global and social context.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | H | M | | L | M | | L | | | |
| CO2 | H | H | M | | | M | | L | | | |
| CO3 | H | M | L | | | | | | | | |
| CO4 | H | M | L | | | | | H | | | |
| CO5 | H | M | | | M | M | | L | | | |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|---|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
| Setting of other questions | Q.no.2. Very short type questions 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30(Maximum word limit 150 words) Q.no.4. Long type question 5 X10 marks=50 (Maximum word limit 300 words) |

Note2: Instructions for Paper Setter/Moderator Internal Examinations;

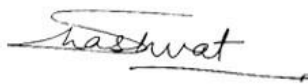
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1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings:

- | | |
|----------------------------------|--|
| 1. Singh, Manorma | History Of Journalism |
| 2. Paul Chantler & Peter Stewart | Basic Radio Journalism, Focal Press |
| 3. Uma Joshi | Text Book of Mass Communication & Media Anmol Publication, Delhi |
| 4. R.Parthasarathy | Journalism in India , Sterling Publishers |
| 5. H.R.Luthra | Indian Broadcasting |






6. J Natrajan

History of Indian Journalism, Publications
Divisions, Ministry of Information of
Broadcasting Government of India

7. S C Bhatt

Indian Press since 1955, Publication Division,
Ministry of Information of Broadcasting
Government of India, New Delhi

8. P.K Ravindran.

Indian Regional Journalism, Author Press,
New Delhi

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Television Journalism and Production

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|------------------------|-------|---------|-------------|
| Course Code : BJM 006A | L : 4 | T/P : 0 | CREDITS : 4 |
|------------------------|-------|---------|-------------|

Objectives of the Course:

1. To explain the salient features of TV as a medium
2. To describe the process of gathering news and reports for TV.
3. To list the stages of production of a video program
4. To describe the steps involved in editing of a video program
5. To describe the use of graphics and special effects.

Unit-I [TV as a medium]

L-10

1. Understanding the medium - Nature and Language of TV
2. Formats and types for TV Programmes
3. TV News script format
4. Scripting for Fiction/Non Fiction

Unit-II [TV News Gathering]

L-14

1. Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting
2. Writing and Reporting for TV: Finding the story and Developing the sources, Gathering the facts
3. Interview – types of news interview, art of conducting a good interview
4. Anchoring - Live shows
5. Packaging

Unit-III [TV Programme Production]

L-14

1. Steps involved in production & utilisation of a TV Program
2. Stages of production- pre-production, production and post-production
3. The production personnel – Single camera and Multi camera production
4. Use of graphics and special effects

Unit-IV [Basics of video editing and Programme Evaluation]

L-10

1. Aesthetic Factor of video editing.
2. Types of video editing- Non-Linear editing, Cut to cut, assemble & insert, on line, off line editing
3. Designing, Evaluation and field testing of programme

Course Outcomes- After the completion of the course, students will be able to;

CO1: Analyze and work in the TV industry.

CO2: Write stories and collect news for the TV news and entertainment industry.

CO3: Produce different formats of TV programs.

CO4: Work on editing softwares.

CO5: Acquire the knowledge of graphics and special effects.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
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|-----|---|---|---|---|--|--|---|--|--|--|--|
| CO1 | H | H | H | H | | | M | | | | |
| CO2 | H | L | L | H | | | | | | | |
| CO3 | H | M | M | M | | | M | | | | |
| CO4 | H | | L | L | | | H | | | | |
| CO5 | H | H | M | M | | | H | | | | |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|---|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
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Note2: Instructions for Paper Setter/Moderator Internal Examinations;

Internal assessment is based on Continuous evaluation System. The Total Marks for the Internal assessment will be 50-mark. Internal assessment is divided into four parts:-

1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings:

- | | |
|-------------------------------------|---|
| 1. Jan R. Hakemulder, | Broadcast Journalism, Anmol Publications, New Delhi |
| 2. Janet Trewin | Presenting on TV and Radio, Focal Press, New Delhi |
| 3. Stuart W. Hyde | TV & Radio Announcing, Kanishka Publishers |
| 4. Andrew Boyd | Techniques of Radio and Television News Publisher: Focal Press, India. |
| 5. Janet Trewin | Presenting on TV and Radio, Focal Press, India. |
| 6. Ralph Donald and Thomas Spann | Fundamentals of Television Production Surjeet Publications, New Delhi. |
| 7. Herbert Zettl | Handbook of Television Production, Publisher Wadsworth |
| 8. Thomas D Burrows & Lynne S. | Video Production Publisher: MC Graw Hill |
| 9. Ralph Donald, Thomas Spann | Fundamentals of TV Production, Surjeet Publications, New Delhi |
| 10. Lynn S Gross, Larry W. Ward | Electronic Movie making Wadsworth Publishing |
| 11. Neill Hicks | Screen Writing, Michael Wiese Productions |
| 12. Thomas D Burrows, Lynne S Gross | Video Production, Mc Graw Hill |
| 13. Belavadi, Vasuki | Video Production |

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Television Journalism and Production Lab

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|-----------------------|-------|---------|-------------|
| Course Code : BJM007A | L : 0 | T/P : 2 | CREDITS : 2 |
|-----------------------|-------|---------|-------------|

Objectives of the Course:

1. To prepare a video brief
2. To handle various aspects of TV production and direction
3. To write scripts for TV
4. To apply production and post-production techniques effectively to produce a video program.
5. To understand ideation

Exercises/Assignments

1. Preparation of a video brief
2. Idea generation – fiction and non-fiction
3. Developing an idea into story
4. Script and story board
5. Production schedule
6. Budget
7. Floor plan
8. Lighting plan
9. Shooting script
10. Production of a programme
11. Post production

At the end students will produce a programme [fiction/non-fiction]

Course Outcomes: After the completion of the course, students will be able to;

CO1: Analyze and work in the TV industry.

CO2: Write stories and collect news for the TV news and entertainment industry.

CO3: Produce different formats of TV programs.

CO4: Work on editing softwares.

CO5: Understand post-production work

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | M | M | M | | | M | | | | |
| CO2 | H | | L | M | | | | | | | |
| CO3 | H | | L | L | | | M | | | | |
| CO4 | H | | L | L | | | H | | | | |
| CO5 | H | | M | M | | | M | | | | |

Internal Assessment: The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance. The marks assigned for internal evaluation are 50.

Instructions for External Examiner for Oral & Practical Examination

| | |
|----|---|
| A. | Students need to be evaluated on the basis of the production file & soft copy and programme (Fiction/Non-Fiction) made by them to be submitted in mini DV & DVD |
|----|---|



| | |
|-----------|--|
| | format. (30 marks) |
| B. | Questions regarding various stages of production and subject matter of the programme may be asked so as to assess the level of understanding of the student(20 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 50. |

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Cultural Education 2

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|-----------------------|-------|---------|-------------|
| Course Code : DIN002A | L : 2 | T/P : 0 | CREDITS : 2 |
|-----------------------|-------|---------|-------------|

Objectives

1. To make the students feel gratitude towards the rich religious and cultural heritage of India.
2. To understand the role of great personalities and movements in the progress of India.

UNIT-I Holy Scriptures-II

1. Bhagavad Gita and Life Management
2. Highlights of Indian Scriptures - Major Incidents and terms from various religious scriptures including Ramayana, Mahabharata, Guru Granth Saheb, Bible, Quran, Jain Scriptures, Both Scriptures
3. Historicity of Ramayana and Mahabharata

UNIT-II Society and Culture-II

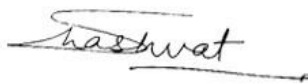
4. Indian Society: Its Strengths and Weaknesses
5. Health and Lifestyle related issues
6. Conservation of cultural heritage

UNIT-III India in Progress-II

7. Role & Position of Women in Indian Society- Rituals like Sati, Dakin, Kanyavadh, Pardah, Devdasi, Child Marriage, Measures of Women Empowerment including Education, Constitutional and other Rights
8. Indian Models of Economy, Business and Management

UNIT-IV Great Indian Personalities-II

9. Life and works of the Great People of Modern India- Raja Ram Mohan Roy, Swami Vivekananda, Madan Mohan Malviya, Ishwarchand Vidya Sagar, Jyotiba Phule, Homi Bhabha, B.R. Ambedkar, Mahatma Gandhi, Chandra Shekhar Aazad, Abdul Hamid, Badshah Khan, Bhagat Singh, Ashfaqullah, Vir Sawarkar, Vir Banda Bahadur, Vir Haqiqat Rai, Subhash Chandra Bose, Mother Teresa, Jagdish Chandra Basu, JRD Tata, Ratan Tata, Dada Saheb Phalke, Major Dhyan Chand, A P J Abdul Kalam, Kailash Satyarthi, Aruna Roy, Mahasweta Devi, Udaya Kumar, Narayan Murthy, Azim Premji



*Each student shall write a detailed Report/ Critique on one topic from section -A to C and one Great Personality from Section- D leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. In addition to s/he will be required to make a Power Point Presentation on the learning and face Viva-voce by a committee of teachers.

Course Outcomes (CO):

At the end of this course students will have:

CO1: Ability to acknowledge and appreciate the richness of Indian Culture

CO2: Ability to represent the culture ethics in real life

Suggested Reading:

1. Glory of Indian Culture (English) Paperback by Giriraj Shah
2. Historicity of Vedic and Ramayan Eras: Scientific Evidences from the Depths of Oceans to the Heights of Skies by Saroj Bala , Kulbhushan Mishra

References

<https://knowindia.gov.in/culture-and-heritage/lifestyle-values-and-beliefs.php>

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Professional Skills

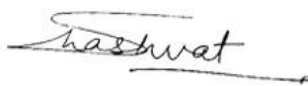
| | | | |
|-----------------------|-------|---------|-------------|
| Course Code : DEN002A | L : 2 | T/P : 1 | CREDITS : 3 |
|-----------------------|-------|---------|-------------|

Course Objectives

1. To enhance Professional competence in reading, writing, listening and speaking.
2. Switch the approach from providing information about the language to use the language.
3. Minimize the Grammar Translation Method of ELT while trying to replace it with Direct Method.
4. Introduce Communicative Method of ELT and focusing the teaching pedagogy on the student-centred learning rather than on the teacher-centred learning.
5. Ability to master three major forms of communications which are vital in academic and professional settings namely professional presentations, interviews and group communications respectively.
6. Providing a deep insight into the techniques for delivering effective presentations, winning job interviews, and actively participating in various forms of group communication.

Syllabus: Theory

| | |
|---------------|---|
| UNIT 1 | Professional Grooming and Professional Culture: Basics of corporate culture, Dressing sense-personal hygiene, Cultural adaptability, Body language components: undesirable and desirable body language, Team-ship, Leadership, Stress and Conflict management |
| UNIT 2 | Advanced Grammar: Common errors related to prepositions, articles, models , Conditionals, Determiners etc, Punctuation, Proof-reading and Editing of Documents |
| UNIT 3 | Composition: , Memo, Notice, Circular, Book Review, Research Article, Reports |
| UNIT 4 | Vocabulary Building: Words often misspelt, One Word Substitution, Phrasal Verbs, Idioms |
| UNIT 5 | Reading Comprehension: Reading different types of documents including Passages, Reports, Technical Essays, Speeches, Research Articles, Newspaper articles, Interviews etc-Skimming and Scanning-Inference and Deduction |



Syllabus: Lab

| | | | |
|--------------|--------------------------------|----------------|----------------|
| L-T-P | Professional Skills Lab | Credits | 2-0-1 3 |
|--------------|--------------------------------|----------------|----------------|

| | |
|---------------|---|
| UNIT 1 | Professional Grooming and Professional Culture: Role plays and Activities on Dressing sense-personal hygiene, Cultural adaptability, Body language components: undesirable and desirable body language, Team-ship, Leadership, Stress and Conflict management |
| UNIT 2 | Advanced Grammar: Exercise Sessions for Common errors related to prepositions, articles, models , Conditionals, Determiners etc, Punctuation, Proof-reading and Editing of Documents |
| UNIT 3 | Composition: , Memo, Notice, Circular, Book Review, Research Article, Reports – Giving Assignments based on practical applications, Practice sessions on different topics |
| UNIT 4 | Vocabulary Building: Words often misspelt, One Word Substitution, Phrasal Verbs, Idioms- Activities related to the appropriate use of words |
| UNIT 5 | Reading Comprehension: Practice Reading Unseen Paragraphs- Finding Suitable title, Summarizing, Analyzing, Finding new words etc |

Course Outcomes (CO):

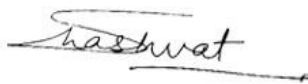
At the end of this course students will have:

CO1: Ability to design a language component or process to meet desired need within realistic, Constraints such as economic, environmental, social, political, ethical, scenario

CO2: Ability to analyze the usage of English words in professional scenario.

CO3: An understanding of technical and academic articles' comprehension.

CO4: The ability to present oneself at multinational levels as per the demand of the corporate culture



Methodology for Evaluation

| | | |
|---|---|----------|
| 1. Internal Assessment (Theory) | | |
| a) Home Assignments: One from each Unit | : | 15 Marks |
| b) In Semester Tests (Minimum two) | : | 30 Marks |
| c) Attendance | : | 05 Marks |
| 2. Term End (Theory) | : | 50 Marks |
| 3. Internal Assessment (Lab) | | |
| (a) Daily Performance in the Lab | : | 50 Marks |
| 4. Term End (Lab) | : | 50 Marks |

Suggested Readings:

1. FelixaEskey. Tech Talk, University of Michigan. 2005
2. Michael Swan. Practical English Usage, Oxford University Press. 2005
3. Anderson, Paul. Technical Communication: A Reader Centered Approach, V Edition, Hercourt, 2003.
4. Thampi, G. Balamohan. Meeting the World: Writings on Contemporary Issues. Pearson, 2013.
5. Lynch, Tony. Study Listening. New Delhi: CUP, 2008.
6. Kenneth, Anderson, Tony Lynch, Joan Mac Lean. Study Speaking. New Delhi: CUP, 2008.
7. Marks, Jonathan. English Pronunciation in Use. New Delhi: CUP, 2007.
8. Syamala, V. Effective English Communication For You (Functional Grammar, Oral and Written Communication): Emerald, 2002.

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Digital Media

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| Course Code : BJM008A | L : 4 | T/P : 0 | CREDITS : 4 |
|-----------------------|-------|---------|-------------|

Objectives of the Course:

1. To explain new media technology for journalistic purpose
2. To describe online discussion forums keeping in mind cyber laws and create blogs.
3. To understand the language and write the text for social media.
4. To understand various dimensions of cybercrimes and security
5. To understand the basics of website designing.

Unit-I [Cyber Communication and Internet]

L-12

1. Cyber Communication
 - i. Meaning and definition
 - ii. Features of Online Communication
2. Internet
 - i. Characteristics
 - ii. Networking, ISP and browsers
 - iii. Types of websites, Video conferencing, Webcasting

Unit-II [Web Media]

L-14

1. Digital media and communication, ICT and digital divide
2. Information Society, New World Information Order and E-governance
3. Convergence : Meaning, Types and Prospects
4. Emerging Trends: Web 3.0 and Social Networking Websites.

Unit-III [Online Journalism]

L-14

1. Online Journalism-difference in news consumption, Presentation and uses
2. Online Writing & Editing: do's and don'ts
3. Cyber Crimes & Security : Types and Dimension
4. Cyber Laws & Ethics and the difficulty in enforcing them

Unit-IV [Web Designing and Web Series]

L-8

1. OTT
2. Current trends: News and Analysis platforms
3. Basics of Web designing

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the purpose & features of Online Communication for the betterment of the society.

CO2: Handle the tools and techniques of Online Media.

CO3: Make websites and write text for the same.

CO4: Empower them by imparting education about cyber-crimes and security.

CO5: Understand media convergence.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | H | M | M | | M | M | | | | |

Shail

Manish Arora

Shashwat

Shubham

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|-----|---|---|---|---|--|--|---|--|--|--|--|
| CO2 | H | | L | L | | | H | | | | |
| CO3 | H | | L | L | | | H | | | | |
| CO4 | H | | | L | | | H | | | | |
| CO5 | H | L | L | L | | | H | | | | |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|---|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
| Setting of other questions | Q.no.2. Very short type questions 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30(Maximum word limit 150 words) Q.no.4. Long type question 5 X10 marks=50 (Maximum word limit 300 words) |

Note2: Instructions for Paper Setter/Moderator Internal Examinations;

Internal assessment is based on Continuous evaluation System. The Total Marks for the Internal assessment will be 50-mark. Internal assessment is divided into four parts:-

1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings:

- | | |
|---------------------------|--|
| 1. Ronal Dewolk | Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895 |
| 2. John Vernon Pavlik | New Media Technology Allyn & Bacon ISBN 020527093X |
| 3. Michael M. Mirabito, | New Communication Technologies : Application, |
| 4. Barbara . Mogrenstorn, | Policy & Impact Focal Press, 4 th edition ISBN 0240804295 |
| 5. Jagdish Chakravarthy | Cyber Media Journalism Emerging Technologies |

Shail

Sanjay

Shashwat

Shubham

Digital Media Lab

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|-----------------------------|--------------|----------------|--------------------|
| Course Code : BJM09A | L : 0 | T/P : 2 | CREDITS : 2 |
|-----------------------------|--------------|----------------|--------------------|

Objectives of the Course:

1. To use search engines effectively
2. To write content for Social Media
3. To learn computer languages
4. To design websites.
5. To create and maintain blogs.

Exercises/Assignments

1. To create and maintain blogs
2. Analyze different elements and content of a news website. Distinguish between news, views, opinions, advertisements
3. Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document
4. Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.
5. Fact checking tools.

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the purpose and the features of the Online Communication for the betterment of the society.

CO2: Handle the tools and techniques of the Online Media.

CO3: Make websites and write text for the same.

CO4: Understand the basics of fact checking.

CO5: Impact knowledge about creating and maintaining blogs.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | H | M | M | | M | M | | | | |
| CO2 | H | | L | L | | | H | | | | |
| CO3 | H | | L | L | | | H | | | | |
| CO4 | H | | | L | | | H | | | | |
| CO5 | H | L | L | L | | | H | | | | |

Internal Assessment: The students should maintain a files & soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 50.

Instructions for External Examiner for Oral & Practical Examination

| | |
|----|--|
| A. | Students will be evaluated on the basis of individual and group assignments undertaken by him/her during the semester. The examiner will see the website (hard & soft copy) made by the students. (30 marks) |
| B. | The examiner should also interview the student to find out his/her level of understanding of new media as a medium and |



| | |
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| | his/her skills in web designing. (20 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 50. |

Shail

Manish Arora

Shashwat

Shubham

Shubham

Film Studies

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|-----------------------|------|---------|-------------|
| Course Code : BJM010A | L: 3 | T/P : 0 | CREDITS : 3 |
|-----------------------|------|---------|-------------|

Objectives of the Course

1. To know about history of Indian cinema.
2. To know about film institutions.
3. To be efficient in film writing.
4. To get skilled in film production techniques.
5. To critically evaluate films.

Unit 1 (History of Cinema)

1. Cinema, An art with technology.
2. Studio System. British-Era.
3. 50's Socially Committed Cinema.
4. 60's Romanticism.
5. 70's Amitabh Phenomenon.
6. 80's Melodrama.
7. 90's Overseas Cinema.
8. New wave cinema.
9. Emergence of independent film making

Unit 2 (Film Institutions and Film Awards)

1. FTII and SRFTI
2. NFDC
3. CBFC
4. Oscar Awards
5. National Awards
6. Dada Saheb Phalke Awards

Unit 3 (Writing for Films)

1. Film, as a Language.
2. Screenplay Writing; Story, Plot, Structure, Beginning-Middle-End.
3. Characterization.
4. Narrative techniques; Restricted & Unrestricted Narration, Open & Closed Narrative.
5. Renaissance of script writing

Unit 4 (Various forms of Cinema) Visual:

1. Film & Video Formats
2. Handling the Camera
3. Types of Shots
4. Types of angles
5. Framing a Shot
6. Editing Visuals

Sound:

1. Sound Formats,
2. Recording Equipment: In-house Recording, Recording on the Field



3. Editing Sound, Mono & Stereo Sound, Mixing Multiple tracks.

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the Cinema and able to interpret different aspects of the subject.

CO2: Understand the outcomes of Cinema and Drama and utilize it for the welfare of the Society.

CO3: Understand the different eras of Cinema and formats.

CO4: Understand how to read and teach Theatre and Cinema.

CO5: Acquire fundamental knowledge about film appreciation.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | H | M | M | | | | | L | | |
| CO2 | H | H | | | | H | | | | | |
| CO3 | H | H | | L | | | | | | | |
| CO4 | H | H | | H | | | | | | | |
| CO5 | H | H | | | | | | | | | |

Suggested Readings

1. *Oxford History of World-Cinema* by Ebyg Nowel-Smith, Oxford Press
2. *History of Indian Cinema* by Swati Kuk, Sage Publications
3. *Theatre-Studies* by Christopher B. Balm, Cambridge University Press
4. *Art and Science of Cinema* by Anwar Hooda

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|--|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
| Setting of other questions | Q.no.2. Very short type question s 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30(Maximum word limit 150 words) Q.no.4. Long type question 5 X10 marks=50 (Maximum word limit 300 words) |

Note2: Instructions for Paper Setter/Moderator Internal Examinations;

Internal assessment is based on Continuous evaluation System. The Total Marks for the Internal assessment will be 50-mark. Internal assessment is divided into four parts:-

1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Handwritten signatures of five individuals: Shail, Anshu, Shashwat, and two others.

THIRD SEMESTER

| SN | Sub Code | Subject | Lecture Hours | Practical/ Tutorial Hours | Lecture Credit | Practical/ Tutorial Credit | Course Type |
|----|----------|---|---------------|------------------------------|----------------|-------------------------------|---------------------------|
| 1 | BJM012A | Introduction to Advertising | 4 | 0 | 4 | 0 | Core |
| 2 | BJM013A | Advertising Lab | 0 | 4 | 0 | 2 | Core Lab |
| 3 | BJM014A | Media Ethics and Laws | 4 | 2 (T) | 4 | 2 | Core Lab |
| 4 | DEN003A | Life Skill-1 (Personality Development) | 1 | 2 | 1 | 1 | Foundation |
| 5 | DIN003A | Value Education | 1 | 0 | 1 | 0 | Foundation |
| 6 | | Department Elective -1 | 4 | 0 | 4 | 0 | Department Elective - 1 |
| 7 | | Department Elective Lab-1 | 0 | 4 | 0 | 2 | Department Elective Lab-1 |
| 8 | | Open Elective | 3 | 0 | 3 | 0 | Open Elective |
| 9 | BJM015A | Media Internship (4 week) | | | | 4 | |
| | | | | | 17 | 11 | Total Credit 28 |

Shail

Smriti Arora

Shashwat

Shubham

Introduction to Advertising

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|-------------------------|-------|---------|-------------|
| Course Code : BJM 012 A | L : 4 | T/P : 0 | CREDITS : 4 |
|-------------------------|-------|---------|-------------|

Objectives of the Course:

1. To define and explain advertising, its role and functions.
2. To identify various types of advertising.
3. To differentiate between advertising as a communication, marketing and PR tool.
4. To explain the working of an ad agency
5. To explain advertising as a social process.

Unit I [Introduction]

L-12

1. Definition & Meaning of Advertising
2. Role and functions of Advertising
3. Nature & Scope of Advertising
4. Growth & Development of Advertising in India & World
5. Global Scenario of Advertising
6. Ethical & Regulatory Aspects of Advertising

Unit II [Advertising as a tool & process]

L-12

1. Advertising as communication tool, communication process & advertising
2. Models of Advertising Communication
 - i. AIDA model
 - ii. DAGMAR model
 - iii. Maslow's Hierarchy of need
3. Advertising as a social process- consumer welfare, standard of living and cultural values

Unit III [Classification & Aspects]

L-12

1. Classification of Advertising on the basis of
 - i. Target Audience
 - ii. Geographical Area
 - iii. Medium
 - iv. Purpose
2. Advertising Creativity- Definition & importance.
3. Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.
4. Characteristics, Advantages & Disadvantages of
 - i. Broadcast media – Television, Radio, Audio-Video Cassettes & CD's, Cyber media
 - ii. Print Media – Newspaper, Magazines
 - iii. Support Media – Out-of-home, in-store, transit, yellow pages, Movie theatre, in-flight
 - iv. Direct marketing

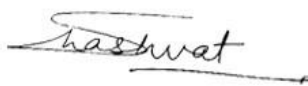
Unit IV [Ad Agency Structure & Functions]

L-12

1. Concept of advertising agencies
2. Ad agency-Role, Types, Structure & functions
3. The advertisers; client –agency relationship
4. Criteria to select an ad agency

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the philosophy and the functions of Advertising Companies.



- CO2: Understand different types of Advertisements and their making.
 CO3: Understand the production, marketing and distribution of Advertising world.
 CO4: Learn the functioning of Advertising agencies.
 CO5: Understand advertising as a social process.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | M | L | L | | | | | | | |
| CO2 | H | M | L | M | | | M | | | | |
| CO3 | H | L | M | M | | | M | | | | |
| CO4 | H | L | L | M | | | L | | | | |
| CO5 | M | | | | | M | | | | | L |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|---|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
| Setting of other questions | Q.no.2. Very short type questions 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30(Maximum word limit 150 words) Q.no.4. Long type question 5 X10 marks=50 (Maximum word limit 300 words) |

Note2: Instructions for Paper Setter/Moderator Internal Examinations;

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1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings

1. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S. & Rotzoll Kim Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.

Shail

Smruti Anja

Shashwat

Shubham

4. Marketing
Lewis HerschellGordion The Complete Advertising and Handbook: East West Books(Madras) Pvt. Ltd., Chennai
5. Mass Communication in
Little Field James E &Kirkpatrik C.A.: Advertising: Marketing; Vakils, Feffer& Simons Pvt. Ltd., Bombay
6. White Roderick Advertising: What it is and How to doit: McGrawHill Book Company, London
7. Bulmore Jeremy Behind the scenes in Advertising; NTC Publishers, Henley

Shail

Manish Arora

Shashwat

Shubham

Shubham

Advertising Lab

| | | | |
|-------------------------------|-------------|----------------|--------------------|
| Course Code : BJM 013A | L: 0 | T/P : 2 | CREDITS : 2 |
|-------------------------------|-------------|----------------|--------------------|

Objective of the Course:

1. Plan an advertising t campaign
2. Design and develop a marketing plan
3. Evaluate and analyze various brand campaigns.
4. Write TV commercials and develop script.
5. Write Radio spots and jingles.

Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising

1. Analyse 5 Print Advertisements
2. Critically evaluate print ads of competing brands two each from FMCG, Consumer Durables and Service Sector
3. Design display advertisement, classified & display classified (one each)
4. Print advertising preparation – copy writing, designing, making posters, handbills
5. Writing radio spots and jingles
6. Writing TV commercials, developing script and story board
7. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme.
8. Making advertisements for print, Radio and TV.

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the philosophy and the functioning of Advertising Campaigns.

CO2: Understand the production, marketing and distribution of a brand.

CO3: Deconstruct various campaigns of the brands.

CO4: Acquire fundamental knowledge of TV commercials.

CO5: Gain knowledge about Radio spots.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|--------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PL O1 | PLO 2 | PL O 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | L | L | L | | | | | | | |
| CO2 | H | M | L | L | | | L | | L | | |
| CO3 | H | L | L | L | | | | | | | |
| CO4 | H | L | L | L | | | | | L | | |
| CO5 | H | L | M | L | | | | | | | |

Internal assessment: The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance. Students will also prepare advertising campaigns in groups. The marks assigned for internal evaluation are 50.

Instructions for External Examiner for Oral & Practical Examination

| | |
|----|--|
| A. | Students should be evaluated on the basis of assignments file & soft copy prepared by them (20 marks) |
| B. | Due weightage should be given to the research, formulation and planning of the project prepared by students during the semester. |



| | |
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| | (20 marks) |
| C. | The examiner should also interview the student to find out his/her level of understanding of advertising. (10 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 50. |

Shail

Manish Arora

Shashwat

Shubham

Media Laws & Ethics

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|------------------------|-------|---------|-------------|
| Course Code : BJM 014A | L : 4 | T/P : 2 | CREDITS : 6 |
|------------------------|-------|---------|-------------|

Objectives of the Course:

1. To define freedom of the press as enshrined in article 19(1) (a) of the Constitution
2. To list the reasonable restrictions for freedom of the press
3. To describe the salient features of the Press Council of India, its powers and functions
4. To identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature
5. To cover judicial proceedings, parliament and state legislature without attracting penal action

Unit-I [Freedom of the Press and the Law]

L-14

1. Salient Features of Indian Constitution: Relevance of Fundamental Rights and Directive Principles.
2. Freedom of the press and the Constitution-need for a free press in a democracy.
3. Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression.
4. Article 19(1)2 reasonable restrictions to freedom of speech and expression.
5. Supreme Court decisions on freedom of the press.
6. Press laws before Independence and after.
7. First Press Commission and Second Press Commission.
8. The Press Council Acts, National Emergency.

Unit-II [Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament]

L-12

1. **The State:** Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 inflammatory writing (IPC 353)
2. **Citizens:** Defamation (IPC (499) 500) civil and criminal defamation-libel, slander
3. **Legislature:** Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation)
4. **Judiciary:** Contempt of Court, Covering and reporting court proceedings (Article 361A)
5. **Common court terminology** - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, subjudice
6. **Media Ethics-** Why Media Ethics- truth-accuracy-balance-decency-human rights
7. **Ethics and Principles**

Unit-III [Acts and Laws]

L-12

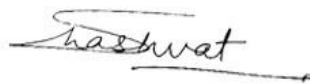
(Introduction to various Acts/Laws which a journalist needs to know)

1. Press and Registration of Books Act. 1867/1955 role of RNI
2. Role and functions of the Registrar of Newspapers
3. Intellectual Property Rights: Design and Patent Act, Copyright Act 1957
5. Official Secrets Act 1923
6. Working Journalist Act 1955
7. Right to Information Act 2005

Unit-IV [Electronic and New Media Laws]

L-10

1. The Commercial and Broadcasting Codes of AIR & Doordarshan
2. Cable Television Act and Rules
3. IT Act



4. Advertising Standards Council
5. Cinematography Act

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the Indian Constitution specially article 19(1) in a better way.

CO2: Understand the roles, responsibilities and powers of different media authorities.

CO3: Understand the working process of legislature, executive and judiciary.

CO4: Understand different media ethics and laws of print, electronic and web media.

CO5: Understand press laws before and after the independence.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | M | L | | | L | | | L | | | |
| CO2 | H | H | M | L | L | L | | M | | | |
| CO3 | H | M | L | L | L | L | | | | | |
| CO4 | H | M | L | L | | | L | H | | | |
| CO5 | H | H | L | | | | | L | | | |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|---|
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4. Assignments & Activities Assessment- 15 Marks

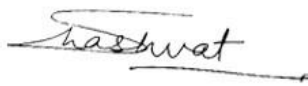
Suggested Activities:

1. Witnessing court proceedings
2. Parliament session

Suggested Readings:

1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194)The Law Dictionary, Universal Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
3. VidishaBarua






4. P.K. Ravindranath
Press Laws and Ethics of Journalism, Author Press,
New Delhi
5. R.K. Ravindrana
Press in the Indian Constitution
6. K.S. Venkateshwaran
Mass Media Laws and Regulations in India,
Published by AMCIC
7. Dr. Ambrish Saxena
Freedom of Press and Right to Information in India,
Kanishka Publication, New Delhi
8. M. Neelamalar
Media Law and Ethics, PHI Publisher.
9. Dash, Ajay
Freedom of Press

Shail

Ambrish Saxena

Shashwat

Shashwat

Shashwat

Life Skills I (Personality Development)

| | | | |
|-----------------------|------|---------|-------------|
| Course Code : DEN003A | L: 1 | T/P : 1 | CREDITS : 2 |
|-----------------------|------|---------|-------------|

Objectives

1. To prepare the students as per the industry demands.
2. Switching to Activity and Task based Teaching modules.
3. To focus on the linguistic aspects in relation to life situations.
4. Facilitating the aspects of behavioral skills in language.
5. Ability to master three major forms of communications which are vital in academic and professional settings namely professional presentations, interviews and group communications respectively.
6. Providing a deep insight into the techniques for delivering effective presentations, winning job interviews, and actively participating in various forms of group communication.

Course Outcomes (CO):

At the end of this course students will have:

CO1: Ability to use appropriate language while communicating with the people ranging from personal to professional settings in order to meet the desired needs of economic, environmental, social, political, ethical fields.

CO2: Ability to learn by doing it practically in the classroom.

CO3: Ability to learn by creating an environment and adapting to the environment.

CO4: The ability to prepare the students as per the need of the Multi-cultural scenario around.

Syllabus: Theory

| | |
|---------------|--|
| UNIT 1 | <ul style="list-style-type: none">• Basics of Debates / Speeches / Addressing the public / Extempore/Group Discussion• Basics of Narrating and describing things |
| UNIT 2 | <ul style="list-style-type: none">• Telephonic Etiquette: Casual and formal Telephonic Communication, Telephonic Interview • CV/Resume Drafting and HR Interview advance theory• Basics of Video Interviews and Video Profiles for Job |
| UNIT 3 | <ul style="list-style-type: none">• Types of listening, advantages and disadvantages |



| | |
|---------------|--|
| UNIT 4 | <ul style="list-style-type: none">Basics of Group Discussion, Presenting New Idea/Concept/Proposal/ Project/ Report |
| UNIT 5 | Types of personalities, Perspective towards things, ideas, views, codes, Life skills related to Multicultural environment and emotional intelligence like- Self-confidence, Self-esteem, Self-motivation, Decision making, Resourcefulness, Risk Taking, Conflict management, Stress management, Team Building etc |

Shail

Smriti Arora

Shashwat

Shubham

Value Education and Ethics I

| | | | |
|-----------------------|------|---------|-------------|
| Course Code : DIN003A | L: 0 | T/P : 2 | CREDITS : 1 |
|-----------------------|------|---------|-------------|

Course Objectives

1. To give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.
2. Making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Lessons from the Ramayana

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

Lessons from the Mahabharata

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

Lessons from the Upanishads

Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Message of the Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Concept of Avatar - Relevance of Mahabharata for modern times.

Life and Message of Swami Vivekananda



The image shows five handwritten signatures in black ink. From left to right: 1. A signature that appears to be 'Shail'. 2. A signature that appears to be 'Swami Vivekananda'. 3. A signature that appears to be 'Shashwat'. 4. A signature that appears to be 'Shri'. 5. A signature that appears to be 'Shri'.

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji's life.

Life and Teachings of Spiritual Masters India

Sri Rama, Sri Krishna, Sri Buddha, AdiShankaracharya, Sri Ramakrishna Paramahansa, Swami Vivekananda.

Insights into Indian Arts and Literature

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

Course Outcomes (CO):

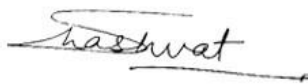
At the end of this course students will have:

CO1: Ability to acknowledge and appreciate the ethical beauty of India

CO2: Ability to incorporate the values of human lives in real life applications

*Each student shall write a detailed Report/ Critique on one topic leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. In addition to s/he will be required to make a Power Point Presentation on the learning and face Viva-voce. Alternatively a Student may undertake a Project on any one of the topics and submit a detail Project Report leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. If the topic is related to Performing Arts including Yoga, the performance on stage may be given instead of PPT. In case of Fine Arts, an exhibition or a portfolio may be presented in place of PPT.

On the basis of the above points, a panel of experts from the department will award the credits.



Media Internship

| | | | |
|------------------------------|-------------|----------------|--------------------|
| Course Code : BJM015A | L: 0 | T/P : 0 | CREDITS : 4 |
|------------------------------|-------------|----------------|--------------------|

Objectives:

1. To develop the accountability towards the organization.
2. To understand, write the report on the Internship and training programs.
3. To fill the gaps between the academic and Industry Interface.

Process: Soon after the Second Semester End-Term Examination, students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report (STR) alongwith a Power Point Presentation incorporating the work done during the training.

The hard copy of the STR (in duplicate) is to be submitted along with a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

Summer Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.

Course Outcomes: After the completion of the course, students will be able to;

- CO1: Be a responsible and accountable scholar.
- CO2: Write the report on the Internship and training programs.
- CO3: Understand the Industry functioning and better relate it to the academics.

| Course Outcome | Program Outcomes | | | | | | | Program Specific Outcomes | | | | |
|----------------|------------------|-----|-----|-----|-----|-----|-----|---------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | | | | H | | | | | | | | H |
| CO2 | | | H | | | | | | | | | H |
| CO3 | H | | | | | | | | | | | M |

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FOURTH SEMESTER

| SN | Sub Code | Subject | Lecture Hours | Practical/ Tutorial Hours | Lecture Credit | Practical/ Tutorial Credit | Course Type |
|----|----------|---------------------------|---------------|------------------------------|----------------|-------------------------------|---------------------------|
| 1 | BJM016A | Development Communication | 4 | 2 | 4 | 2 | Core |
| 2 | BJM017A | Public Relations | 4 | 0 | 4 | 0 | Core |
| 3 | BJM018A | Public Relations Lab | 0 | 4 | 0 | 2 | Core Lab |
| 4 | | Life Skill-2 (Aptitude) | 1 | 2 | 1 | 1 | Foundation |
| 5 | DIN041 | Value Education-2 | 1 | 0 | 1 | 0 | Foundation |
| 6 | BJM19A | Photo Journalism | 2 | 0 | 2 | 0 | Core |
| 7 | | Department Elective -1 | 4 | 0 | 4 | 0 | Department Elective -1 |
| 8 | | Department Elective Lab-1 | 0 | 4 | 0 | 2 | Department Elective Lab-1 |
| 9 | | Open Elective | 3 | 0 | 3 | 0 | Open Elective |
| | | | | | 19 | 7 | Total Credit 26 |

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Development Communication

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|------------------------|-------|---------|-------------|
| Course Code : BJM 016A | L : 4 | T/P : 2 | CREDITS : 6 |
|------------------------|-------|---------|-------------|

Objectives of the Course:

1. To develop understanding of development issues
2. To contribute positively towards the development process of country as responsible mass communicators.
3. To understand role of communication for rural, urban and tribal development.
4. To know development communication approaches and development support communication.
5. To help students understand role of international development agencies.

Unit-I [Concept and Indicators of Development]

L -14

1. Definition, meaning and process of development
2. Theories and paradigms of development – unilinear and non-unilinear
3. Ingredients (5Ms) of development and money generation, MNCs and foreign aid
4. Basic needs model by Bariloche Foundation
5. Economic and social indicators of development:
 - i. Human Development Index
 - ii. Physical Quality of Life Index
6. Other indicators:
 - i. Communication as an indicator
 - ii. Democracy as an indicator
 - iii. Human Rights as an indicator
 - iv. Social Relations [inequality]
 - v. Happiness Index

Unit – II [Development Communication - Concept and Theories]

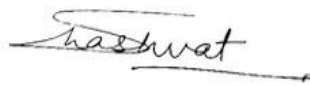
L -10

1. Definition and Concept
2. Approaches:
 - i. Diffusion of Innovation
 - ii. Magic Multiplier
 - iii. Localized Approach
3. Development Support Communication - Extension Approach
 - i. Health and Family Welfare
 - ii. Women Empowerment
 - iii. Literacy & Education
 - iv. Water Harvesting & Management

Unit-III [Development Journalism]

L -14

1. Development of message design and communication
2. Cybermedia and development: e-governance , digital democracy & e-chaupal
3. ICT & Development
4. Case Studies :
5. SITE Experiment
6. Community-based water harvesting by Rajendra Singh in Rajasthan.
7. Role of NGOs in social development.
8. Corporate social responsibility (CSR)



Unit - IV [Communication in different perspectives]**L -10**

1. Communication for rural development:
 - i. Strengthening of Panchayati Raj
 - ii. Advancement in farming and alternative employment
 - iii. Conservation of rural culture - tradition
2. Communication for urban development:
 - i. Urban sanitation
 - ii. Consumer awareness
 - iii. Slum development
3. Communication for Tribal development
 - i. Wild life and forest conservation
 - ii. Joint forest management
 - iii. Forest based cottage industries
4. World Communication Perspective
 - i. Demand for NWICO
 - ii. MacBride Commission
 - iii. Recommendations of MacBride Commission & NWICO
 - iv. Role of UN & UNESCO in bridging the gap between north and south
 - v. Global communication scenario

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand development issues for Journalistic activities.

CO2: Write and report the different kinds of development stories.

CO3: Work with National & International Development agencies as a development mass communicator.

CO4: Be proficient in designing messages.

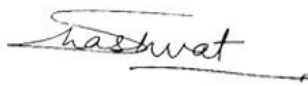
CO5: Understand the role of ICT in development

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | L | | L | | | | | | | |
| CO2 | H | L | | L | | | | | | | |
| CO3 | H | L | L | L | | M | | | | | |
| CO4 | H | L | | L | | | | | | | |
| CO5 | H | | | L | | | H | | | | |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|---------------------|---|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |






| | |
|----------------------------|---|
| Setting of other questions | Q.no.2. Very short type questions 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30(Maximum word limit 150 words) Q.no.4. Long type question 5 X10 marks=50 (Maximum word limit 300 words) |
|----------------------------|---|

Note2: Instructions for Paper Setter/Moderator Internal Examinations;

Internal assessment is based on Continuous evaluation System. The Total Marks for the Internal assessment will be 50-mark. Internal assessment is divided into four parts:-

1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings:

- | | |
|-----------------------------------|---|
| 1. Narula Uma | Development Communication – Theory and Practice, HarAnand |
| 2. Gupta V.S. | Communication and Development Concept, New Delhi |
| 3. Tewari, I P | Communication Technology and Development, Publication Division, Govt. of India |
| 5. Joshi Uma | Understanding Development Communication, Dominant Publications, New Delhi |
| 6. Srinivas R. Melkote | Communication for Development in The Third World, Sage, New Delhi |
| 7. Lerner Daniel & Schramm Wilbur | Communication and Changes in Developing Countries, East West Communication Centre, Honolulu |
| 8. Rogers Everett M | Communication and Development: Critical Perspective, Sage, New Delhi |
| 9. Todaro, Michael P | Economic Development in the Third World, Longman, New York |
| 10. Sinha, Dipankar | Communicating Development in the New World Order |
| 11. Menon, Mridula | Development Communication and Media Debate |

Shail

Manish Arora

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Public Relations

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|-------------------------------|--------------|----------------|--------------------|
| Course Code : BJM 017A | L : 4 | T/P : 0 | CREDITS : 4 |
|-------------------------------|--------------|----------------|--------------------|

Objectives of the Course:

1. To define PR and its functions
2. To differentiate between PR & Corporate Communication
3. To apply tools and techniques for handling public and corporate relations.
4. To understand PR ethics.
5. To define role of PR in developing countries

Unit-I [Public Relations]

L-12

1. Definition of Public Relations - Its need, nature and scope
2. Types of Publics, Functions of PR
3. How PR is different from advertising, publicity and propaganda
4. Corporate Communication, Difference between Corporate communication & PR
5. Ethics of PR - IPRA code - professionalism, PRSI

Unit-II [Tools & Techniques]

L-12

1. Tools and techniques of Corporate Communication
2. News release - seven point formula
3. Media relations - press conference and press tours
4. Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising

Unit – III [Role of PR]

L- 14

1. Role of PR in developing countries
2. Role of PR in Educational and Research Institutions
3. Role of PR in Rural Sector
4. Role of PR in Defence
5. Role of PR in Political and Election Campaigns
6. PR for Individuals

Unit-IV [PR Campaign]

L-10

1. Finding a problem
2. PR campaign - Programme planning, evaluation
3. Research in PR
4. Role of Digital Public Relation

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

CO1: Understand the philosophy and the concept of public relations activities.

CO2: Analyze public relations and other communications.

CO3: Produce and handle different tools and techniques of PR activities.

CO4: Acquire the knowledge of PR ethics.

CO5: Know the role of PR in developing countries.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 | |
| | | | | | | | | | | | | |

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|-----|---|---|---|---|--|--|---|---|---|--|--|
| CO1 | H | L | L | M | | | | | L | | |
| CO2 | H | H | M | L | | | | | | | |
| CO3 | H | L | M | M | | | M | | | | |
| CO4 | H | H | | | | | | H | | | |
| CO5 | H | | L | L | | | | | L | | |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|--|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
| Setting of other questions | Q.no.2. Very short type questions 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30 (Maximum word limit 150 words) Q.no.4. Long type question 5 X 10 marks=50 (Maximum word limit 300 words) |

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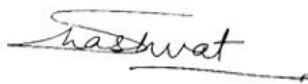
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1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings:

- | | |
|---------------------------------------|--|
| 1. Black Sam & Melvin L. Sharpe | Practical Public Relations, Universal Book Stall, New Delhi |
| 2. JR Henry and A. Rene | Marketing Public Relations, Surjeet Publications, New Delhi |
| 3. Jefkins Frank | Public Relations Techniques, Butterworth-Heinmann Ltd., Oxford |
| 4. Cutlip S.M and Center A.H. | Effective Public Relations, Prentice Hall |
| 5. Kaul J.M. | Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd. |
| 6. Heath Robert L | Handbook of Public Relations, Sage Publications, New Delhi |
| 7. K.R. Balan | Applied Public Relations and Communications, Sultan Chand and Sons |
| 8. Philip Hens lowe | Public Relations : A Practical Guide to the Basics, Crest Publishing House |
| 9. Dennis L. Wilcose & Glen T Cameron | Public Relations, Pearson, New Delhi |
| 10. Lesly, Philip | Hand Book of Public Relation and Communication |
| 11. Vachani, Jagdish | Public Relations Management in Media and Journalism |






Public Relations Lab

| | | | |
|-------------------------------|--------------|----------------|--------------------|
| Course Code : BJM 018A | L : 0 | T/P : 2 | CREDITS : 2 |
|-------------------------------|--------------|----------------|--------------------|

Objectives of the Course:

2. To plan, design and implement PR tools effectively.
3. To design presentations
4. To write press releases, speeches, memos and notices
5. To understand PR campaigns
6. To collect corporate & institutional ad of a product/service

Exercises/Assignments:

1. Collect at least five press clippings of any company for its launch of product/service/corporate communication.
2. Collect Corporate & Institutional ad of a product/service (five each)
3. Write press note and press release
4. PR campaign planning and evaluation
5. Organize press conference in the situation of crisis
6. Write speeches, memos and notices
7. Minute-to-minute planning of a event
8. Prepare power point presentations

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the philosophy and the concept of the public relation activities.

CO2: Analyze public relations and other communications.

CO3: Produce and handle different tools and techniques of PR activities.

CO4: Empower them by imparting knowledge of PR campaigns

CO5: To enhance interpersonal skills.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | H | L | L | M | | | | | | L | |
| CO2 | H | H | M | L | | | | | | | |
| CO3 | H | L | M | M | | | M | | | | |
| CO4 | H | | L | L | | | | | | | |
| CO5 | H | | L | L | | | | | | | |

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | | | | | | | | H | | | |
| CO2 | M | | | | | | | | | | |
| CO3 | H | M | H | L | L | L | | | | | |
| CO4 | L | L | | | | | | | | | |
| CO5 | M | | L | | M | | | | | | |

Shail

Smriti Arora

Shashwat

Shubham

Internal Assessment: The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 50.

Instructions for External Examiner for Oral & Practical Examination

| | |
|-----------|---|
| A. | A student should be evaluated on the basis of assignments undertaken by him/her during the Ad & PR kept and preserved in a file & soft copy. (30marks) |
| B. | The examiner should also interview the student to find out his/her level of understanding of Ad& PR.(20 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 50. |

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Value Education and Ethics II

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|----------------------|-------|---------|-------------|
| Course Code : DIN041 | L : 1 | T/P : 0 | CREDITS : 1 |
|----------------------|-------|---------|-------------|

Course Objectives

1. To give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.
2. Making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Yoga and Meditation

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Rajasthan Mural Art and Painting

Mural painting is an offshoot of the devotional tradition in Rajasthan. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Rajasthani mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples, principally in Rajasthan. Ancient temples and tourists places in different States of Rajasthan, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Course on Organic Farming and Sustainability

Organic farming is emerging as an important segment of human sustainability and healthy life. Haritamritam' is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using

Chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. It is a big step in restoring the lost harmony of nature.

Benefits of Indian Medicinal Systems



Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is recognised as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

Traditional Fine Arts of India

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is ‘Únity in Diversity’ and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

Science of Worship in India

Indian mode of worship is unique among the world civilisations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realisation of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India

Insights into Indian Classical Music

The course introduces the students into the various terminologies used in Indian musicology and their explanations, like Nadam, Sruti, Svaram – svara nomenclature, Stayi, Graha, Nyasa, Amsa, Thala,-Saptatalas and their angas, Shadangas, Vadi, Samavadi, Anuvadi. The course takes the students through Carnatic as well as Hindustani classical styles.

Insights into Traditional Indian Painting

The course introduces traditional Indian paintings in the light of ancient Indian wisdom in the fields of aesthetics, the Shadanga (Six limbs of Indian paintings) and the contextual stories from ancient texts from where the paintings originated. The course introduces the painting styles such as Madhubani, Kerala Mural, Pahari, Cheriya, Rajput, Tanjore etc.

Insights into Indian Classical Dance

The course takes the students through the ancient Indian text on aesthetics the Natyasastra and its commentary the AbhinavaBharati. The course introduces various styles of Indian classical dance such as Bharatanatyan, Mohiniyatton, Kuchipudi, Odissy, Katak etc. The course takes the students through both contextual theory as well as practice time.



Shail Anusha Anja Shashwat Akhil Shruthi

Indian Martial Arts and Self Defense

The course introduces the students to the ancient Indian system of self-defense and the combat through various martial art forms and focuses more on traditional Kerala's traditional KalariPayattu. The course introduces the various exercise technique to make the body supple and flexible before going into the steps and techniques of the martial art. The advanced level of this course introduces the technique of weaponry.

Social Awareness Campaign

The course introduces the students into the concept of public social awareness and how to transmit the messages of social awareness through various media, both traditional and modern. The course goes through the theoretical aspects of campaign planning and execution.

Organic Farming in Practice

Organic agriculture is the application of a set of cultural, biological, and mechanical practices that support the cycling of farm resources, promote ecological balance, and conserve biodiversity. These include maintaining and enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering. This factsheet provides an overview of some common farming practices that ensure organic integrity and operation sustainability.

Ayurveda for Lifestyle Modification

Ayurveda aims to integrate and balance the body, mind, and spirit which will ultimately leads to human happiness and health. Ayurveda offers methods for finding out early stages of diseases that are still undetectable by modern medical investigation. Ayurveda understands that health is a reflection of when a person is living in harmony with nature and disease arises when a person is out of harmony with the cycles of nature. All things in the universe (both living and non-living) are joined together in Ayurveda. This leaflet endow with some practical knowledge to rediscover our pre- industrial herbal heritage.

Life Style and Therapy using Yoga

Yoga therapy is the adaptation of yogic principles, methods, and techniques to specific human ailments. In its ideal application, Yoga therapy is preventive in nature, as is Yoga itself, but it is also restorative in many instances, palliative in others, and curative in many others. The therapeutic effect comes to force when we practice daily and the body starts removing toxins and the rest is done by nature.

*Each student shall write a detailed Report/ Critique on one topic leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. In addition to s/he will be required to make a Power Point Presentation on the learning and face Viva-voce. Alternatively a Student may undertake a Project on any one of the topics and submit a



The image shows five handwritten signatures in black ink, arranged horizontally. From left to right, the signatures are: 1. A stylized signature that appears to be 'Shail'. 2. A signature that appears to be 'Anusha Anja'. 3. A signature that appears to be 'Shashwat'. 4. A signature that appears to be 'Asha'. 5. A signature that appears to be 'Shruthi'.

detail Project Report leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. If the topic is related to Performing Arts including Yoga, Marshal Arts etc. the performance on stage may be given instead of PPT. In case of Fine Arts, an exhibition or a portfolio may be presented in place of PPT. **On the basis of the above points, a panel of experts from the department will award the credits.**

Course Outcomes (CO):

At the end of this course students will have:

CO1: Ability to acknowledge and appreciate the ethical beauty of India

CO2: Ability to incorporate the values of human lives in real life applications

Shail

Manish Arora

Shashwat

Shubham

Photo Journalism

| | | | |
|-----------------------|-------|---------|------------|
| Course Code : BJM019A | L : 2 | T/P : 0 | CREDITS :2 |
|-----------------------|-------|---------|------------|

Objectives of the Course:

1. To describe photography.
2. To explain parts of film & digital camera, its functions and use of accessories.
3. To describe lights and lighting application for indoor and outdoor
4. To explain steps involved in printing a digital photograph.
5. To inculcate the ethics of Photojournalism.

Unit-I [Introduction to Photography]

1. Photography: A Concept
2. Brief History of photography.
3. Photography: Role & importance, Principles of Photographic composition
4. Types of photography: Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night photography
5. Different problems related to Photography
6. Social-semiotic approach, Ethics in Photojournalism

Unit-II [Camera]

1. Types of Camera : Simple Camera, Compact Camera, Reflex camera, Poloroid, GoPro Camera, Underwater Camera, Drone Camera & Digital Camera
2. Basic Parts of single lens reflex (SLR) [film & digital] :
 - a. Lens
 - b. Film Chamber (CCD & CMOS)
 - c. Aperture
 - d. Shutter
 - e. View finder
 - f. Pentaprism
 - g. Memory (Internal & External)
3. Lenses – controlling the image
 - a. Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens)
 - b. Depth of focus, Depth of Field and How they work
4. Exposure
 - i. Measurement of light – exposure metering system
 - ii. Exposure control – relationship between shutter speed and aperture

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UNIT-III [Lighting and Visual Communication]

1. Lighting
 - i. Sources of light: Natural & Artificial
 - ii. Nature and physical properties of light
 - iii. Direction & angle of light : Front, side, top & back
 - iv. Lighting contrast and its control by fill in lights
 - v. One, two & three point lighting : Key, fill and back light

UNIT-IV [Printing techniques]

1. Printing of digital photographs : manipulation, choice of paper and choice of printers
2. Photo appreciation
3. Photo sheets, Matte finish, Glossy, Art Paper
4. DPI, LPI, and Resolution

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the skills of handling various types of still camera.

CO2: Analyze and use of light for Indoor and Outdoor shoots.

CO3: Understand the different genre of the photography.

CO4: Use photography in different beats of Journalism and Mass Communication.

CO5: Inculcate professionalism in photography.

Shail

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Shashwat

Shubham

FIFTH SEMESTER

| SN | Sub Code | Subject | Lecture Hours | Practical/Tutorial Hours | Lecture Credit | Practical/Tutorial Credit | Course Type |
|----|----------|-----------------------------|---------------|--------------------------|----------------|---------------------------|-------------------------|
| 1 | BJM020A | Media Research | 4 | 0 | 4 | 0 | Core |
| 2 | BJM021A | Media Research Lab | 0 | 4 | 0 | 2 | Core Lab |
| 3 | BJM022A | Media Literacy and Analysis | 4 | 2 | 4 | 2 | Core |
| 4 | BJM023A | Data Journalism | 4 | 0 | 4 | 0 | Core |
| 5 | BJM024A | Media Internship-2(4Weeks) | 0 | 0 | 0 | 4 | Internship |
| 6 | | Department Elective | 4 | 0 | 4 | 0 | Department Elective |
| 7 | | Department Elective Lab | 0 | 4 | 0 | 2 | Department Elective Lab |
| 8 | | Open Elective | 3 | 0 | 3 | 0 | Open Elective |
| | | | | | 19 | 10 | Total Credit 29 |

Shail

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Media Research

| | | | |
|------------------------|-------|---------|-------------|
| Course Code : BJM 020A | L : 4 | T/P : 0 | CREDITS : 4 |
|------------------------|-------|---------|-------------|

Objectives of the Course:

1. To explain the process of media research.
2. To develop the skills of research design and sampling.
3. To inculcate the skills of surveying the society as well as industry.
4. To impart the knowledge of basics of statistics and media metrics.
5. To learn primary research skills.

Unit-I [Research and its Designs]

L-10

1. Meaning, objectives and types of research
2. Research Approaches – quantitative and qualitative
3. Research Process – the steps involved
4. Research Design – Meaning and different types
5. Sampling – Selecting a sample, types of sampling – Probability and Non- Probability
6. Hypothesis /Research Questions

Unit-II [Research Methods and Data Collection]

L-14

1. Primary and Secondary data
2. Observation method
3. Interview method
4. Collection of data through questionnaire
5. Collection of data through schedule
6. Content Analysis
7. Case Study Method
8. Focus group interview and Group discussions.

Unit-III [Survey]

L-10

1. Survey – Meaning, Characteristics and types
2. Public opinion surveys, TRPs
3. BARC and TAM
4. Readership survey, IRS, NRS,
5. Election related survey – opinion poll, exit poll and Psephology.

Unit-IV [Data Analysis and Report Writing]

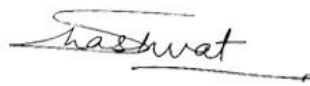
L-14

1. Writing a proposal, synopsis, abstract for a project.
2. Processing of data – editing, coding, classification, tabulation
3. Measures of central tendency – Mean, median and mode.
4. Analysis and interpretation of data
5. Report writing – parts of a report, steps involved.
6. Measuring impact, evaluation, monitoring and feedback
7. Plagiarism and how to check plagiarism in research

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the concept of communication research and its processes.

CO2: Gain knowledge about need, role and types of communication research.



- CO3: Able to learn practical skills of conducting media research.
 CO4: Analyse the data using different statistical tools.
 CO5: Able to learn research as per demands and requirements of the industry.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | M | L | L | M | | | | | | H | |
| CO2 | H | | L | L | | | | | | H | |
| CO3 | H | L | L | M | | | | | | H | |
| CO4 | M | | L | L | | | | | | H | |
| CO5 | H | | L | L | | | | | | H | |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|---|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
| Setting of other questions | Q.no.2. Very short type questions 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30(Maximum word limit 150 words) Q.no.4. Long type question 5 X10 marks=50 (Maximum word limit 300 words) |

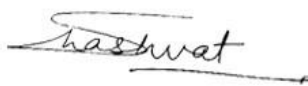
Note2: Instructions for Paper Setter/Moderator Internal Examinations;

Internal assessment is based on Continuous evaluation System. The Total Marks for the Internal assessment will be 50-mark. Internal assessment is divided into four parts:-
 First Internal Semester (In Sem.) Examination-15 Marks
 Second Internal Semester (In Sem.) Examination-15 Marks
 Attendance Assessment- 5 Marks
 Assignments & Activities Assessment- 15 Marks

Suggested Readings:

- | | |
|----------------------------------|--|
| 1. Graham, Mytton | Media Audience Research & Cengage Learning Inc. |
| 2. C.R. Kothari | Research Methodology: Methods and Techniques, WishwaParkashan, New Delhi |
| 3. S.R. Sharma & Anil Chaturvedi | Research in Mass Media, Radha Publications, New Delhi |
| 4. G.R. Basotia & K.K. Sharma | Research Methodology, Mangal Deep Publications |






5. Sadhu Singh

6. Flick, Uwe

7. Dayal, Manoj

7. Dayal, Manoj

8. Wimmer, Roger D

Research Methodology in Social Science,
Himalaya Publishing House, Mumbai

Introducing Research Methodology

Media Metrics

Media Metrics

Mass Media Research: An Introduction

Shail

Manoj Dayal

Shashwat

Shail

Shashwat

Media Research Lab

| | | | |
|------------------------|-------|---------|-------------|
| Course Code : BJM 021A | L : 0 | T/P : 2 | CREDITS : 2 |
|------------------------|-------|---------|-------------|

Objectives of the Course:

1. To apply research techniques in media studies.
2. To conduct media research
3. To write research project
4. Acquire knowledge about research design
5. To measure media effects and media agenda

Exercises/Assignments

1. Using any of the research technique students will conduct media research culminating into hard and soft copies of the report.
2. Following studies will have to be conducted by the students who will prepare the reports based on the study:
 - i. Constructing the research design
 - ii. Conducting a survey – preparing questionnaires and schedule
 - iii. Analysis of any media context
 - iv. Measuring media effects and media agenda
 - v. Pre-testing/evaluation tools for audio-video, print, publicity material
 - vi. Writing the report

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the philosophy, concept and process of communication & media research based on social issues.

CO2: Conduct media researches on the basis of different research methodologies.

CO3: Analyze the data on the basis of different statistical tools.

CO4: Able to handle ICT tools for media research.

CO5: Enhance leadership qualities by doing impactful research.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | M | | L | L | | M | | | | | H |
| CO2 | H | | L | L | | | | | | | H |
| CO3 | L | | | | | | | | | | L |
| CO4 | L | | | | | | H | | | | H |
| CO5 | | | | | H | | | | | | M |

Internal Assessment: Students should be evaluated on the basis of research report prepared by them after conducting the assigned project as mentioned above. An internal faculty will be assigned as research guide by the Director of the institute for each student. The marks prescribed for internal evaluation are 50.

Instructions for External Examiner for Oral & Practical Examination

| | |
|----|---|
| A. | Students will be evaluated on the basis of assignments prepared by him/her. (20marks) |
| B. | Due weightage should be given to the research project prepared by |

| | |
|-----------|--|
| | the student during the semester. (20 marks) |
| C. | The examiner should also interview the student to find out his/her level of understanding of research methodologies, review of literature and collected data. (10 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 50. |

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Media Literacy and Analysis

| | | | |
|------------------------|-------|---------|-------------|
| Course Code : BJM 022A | L : 4 | T/P : 2 | CREDITS : 6 |
|------------------------|-------|---------|-------------|

Objectives of the Course:

1. To define and explain the process of media literacy.
2. To analyze and use different mass media.
3. To write report after analysis and interpretation of data.
4. To understand media education.
5. To develop media entrepreneurship.

Unit-I [Media Literacy]

L-12

1. Media Literacy: Definition, Concept, Nature, Significance and Process
2. Media literacy for Media Consumers
3. Media literacy for Media Producers and Policy Makers
4. Media Literacy Organizations.

Unit-II [Media Education]L-12

1. Media education: types,
2. Philosophy of Media Education, demand and supply
3. Gap between Industry and education, Media Institutions, Media Education, Media Seminars and Conferences.

Unit-III [Alternate Media]

L-10

1. Citizen Journalism
2. Books, Blogs, Whatsapp, Websites, Community Media
3. Cartoon Journalism, Selfie Journalism, Drone Journalism
4. Alternate Media and Mainstream Media

Unit-IV [Media Analysis]

L-14

1. Media analysis for Print, Radio, TV and Web
2. Society and Mass Media
3. Pressure on Media
4. Changing equations in media business- merger & acquisition,
5. Media Planning and Buying,
6. Media Entrepreneurship and New trends.

Course Outcomes: After the completion of the course, students will be able to;

CO1: Skilled in the analyzing the process of Media Literacy and its benefits.

CO2: Differentiate the conventional, alternate and mainstream media.

CO3: Analyze and face the different kinds of Mass media.

CO4: Empower students by imparting knowledge of entrepreneurial skills.

CO5: Enhance leadership skills by becoming media literate.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|------|------|------|------|------|------|------|------|-------|-------|
| | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 | PLO6 | PLO7 | PLO8 | PLO9 | PLO10 | PLO11 |
| CO1 | M | L | L | L | | | L | | | | |

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Smriti Arora

Shashwat

Shubham

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|-----|---|---|---|---|---|--|---|---|--|---|---|
| CO2 | H | L | L | L | | | L | | | | |
| CO3 | H | L | L | L | | | M | | | | |
| CO4 | H | | | | | | | L | | H | |
| CO5 | | | | | H | | | | | | L |

Note 1: Instructions for Paper Setter/Moderator for External Examination;

| | |
|----------------------------|---|
| Maximum Marks | 100 (Maximum marks will be converted proportionately into 50 marks) |
| Time | 3 hours |
| Compulsory question | Q.no.1. 10 Multiple Choice question of 10 marks each. For framing this question, any topic from any unit can be selected. |
| Setting of other questions | Q.no.2. Very short type questions 5 X 2 marks=10 (Maximum word limit 50 words) Q.no.3. short type question 5 X 6 marks=30(Maximum word limit 150 words) Q.no.4. Long type question 5 X10 marks=50 (Maximum word limit 300 words) |

Note2: Instructions for Paper Setter/Moderator Internal Examinations;

Internal assessment is based on Continuous evaluation System. The Total Marks for the Internal assessment will be 50-mark. Internal assessment is divided into four parts:-

1. First Internal Semester (In Sem.) Examination-15 Marks
2. Second Internal Semester (In Sem.) Examination-15 Marks
3. Attendance Assessment- 5 Marks
4. Assignments & Activities Assessment- 15 Marks

Suggested Readings:

- | | |
|-----------------------------|--|
| 1. H.R. Ghosal | An outline History of Indian People |
| 2. A.L. Basham | A Cultural History of India: The Wonder |
| that is India: Volume-1 & 2 | |
| 3. A.N. Aggarwal | Indian Economy |
| 4. Rajni Kothari | Caste in Indian politics |
| 5. Ministry of I &B | Facts about India |
| 6. Shukla V.N. | Constitution of India, Eastern Book Company, Lucknow |
| 7. D. D. Basu | An introduction to the Constitution of India |
| 8. J.C. Johri | Indian Political System |

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Smashita

Shashwat

Shukla

Data Journalism

| | | | |
|-----------------------|------|---------|-------------|
| Course Code : BJM023A | L :4 | T/P : 0 | CREDITS : 4 |
|-----------------------|------|---------|-------------|

Course Objective

1. To learn the basics of Data Journalism, and its relevance in News
2. To find various ways to find data to support stories
3. To analysed the obtained data
4. To present data through visualisation
5. To find different ways to transform data into stories

Unit 1 (Data Journalism)

1. Basics of best practices of Data Journalism
2. Key tools used in Data Journalism
3. Data Team and ways to get a story
4. The business case for Data Journalism
5. Trends and future of Data Journalism

Unit 2 (Data Acquisition)

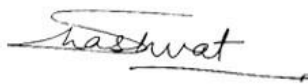
1. Web as a Data Source and Data Newswires
2. Finding Data from Government websites to Social Media
3. Strategic Searching- Alerts to regular source of information
4. Search Engine Techniques]

Unit 3 (Data Analysis and Interpretation)

1. Overview; Data Analysis and transformation
2. Sorting, Filtering, New variables with functions in Excel
3. Summarising Data with Pivot tables
4. Explore Trends, patterns, and Relationship behind Datasets
5. Finding Story ideas from Data Analysis

Unit 4 (Storytelling with Data)

1. Principles of Data Visualisation
2. Telling stories with Data and Visuals
3. Visualisation through the best graphic forms]
4. Case Study; News websites specializing in Data Journalism



Course Outcomes- After the completion of the course;

CO1: Students would understand and identify Data in News

CO2: Students would explore and understand Data from various source.

CO3: Students would analyse the obtained Data

CO4: Students would be able to do story hidden within Data

CO5: Students would be able to prepare report with responsibility and accountability

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Media Internship 2

| | | | |
|------------------------|-------|---------|-------------|
| Course Code : BJM 024A | L : 0 | T/P : 0 | CREDITS : 4 |
|------------------------|-------|---------|-------------|

Objectives:

1. To develop accountability towards organization.
2. To understand and write report on electronic media.
3. To fill the gaps between the academic and Media Industry Interface.
4. To provide real time experience to students of working in industry.
5. To understand team spirit and leadership skills.

Process: Soon after the Fourth Semester End Term Examination, each student will undergo a Functional Exposure Training for four to six weeks in Electronic Media/Advertising /Public Relations and will submit a Functional Exposure Report [FER] along with the Power point Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted along with a soft copy of the Power Point Presentation, at least 4 weeks before the commencement of End Term Examination of the Fifth semester.

The Functional Exposure Report [FER] carries 100 marks. These reports will be evaluated out of 50 marks each by a Board of Examiners comprising Director/Principal or his/her nominee and one External Examiner to be appointed by the Vice-Chancellor.

Course Outcomes: After the completion of the course, students will be able to;

CO1: Be a responsible and accountable scholar.

CO2: Write report on electronic media training programs.

CO3: Understand Industry functioning and better relate it to academics.

CO4: Be ethically committed media professionals.

CO5: Inculcate leadership skills and team spirit.

| Course Outcome | Program Learning Outcomes | | | | | | | | | | |
|----------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| CO1 | | | | | | L | | | | L | |
| CO2 | H | | L | L | | | L | | | | |
| CO3 | H | | L | L | | | | | | | |
| CO4 | L | | L | L | | | | H | | | |
| CO5 | | | | | H | | | | | | H |

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SIXTH SEMESTER

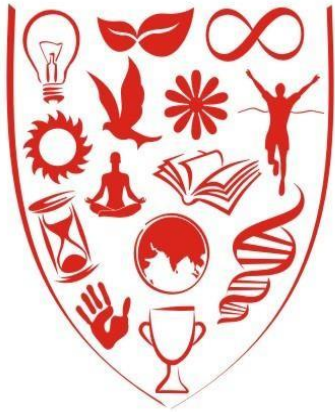
| SN | Sub Code | Subject | Lecture Hours | Practical/ Tutorial Hours | Lecture Credit | Practical/ Tutorial Credit | Total Credit |
|----|----------|-------------------------------|---------------|------------------------------|----------------|-------------------------------|--------------|
| 1 | BJM025A | Dissertation | 0 | 12 | 0 | 6 | |
| 2 | BJM026A | Media Internship-3 (16 Weeks) | | | | 12 | 18 |

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[B.A (JMC)]

For

First to Sixth Semester

Discipline Elective Courses

(w.e.f. Academic Session 2021-2024)

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TRACK: DIGITAL MEDIA

Introduction to Digital Media

| | | | | |
|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM027A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: aware of global digital environment.

CO2: aware of various formats of Online Communication.

CO3: have an understanding of Online infrastructure.

CO4: understand the relation between Online technology and society.

CO5: differentiate traditional and digital media.

Unit 1 (The Digital Environment)

1. Internet as a medium of communication: history and evolution of internet
2. Characteristics of new media
3. New Media aesthetics
4. Traditional Media Vs Digital Media

Unit 2 (Digital Communication)

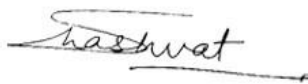
1. Online Communication: Meaning, Definition and Features
2. Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz
3. Video conferencing, Webcasting, Streaming, Internet Television, , Live streaming
4. Transmedia Storytelling, Data journalism
5. Ethical practices involving the Internet and social media

Unit 3 (Infrastructures and Platforms)

1. Internet: Networking, ISP and browsers
2. Static and Dynamic websites and Portals
3. Video Meeting: Zoom, Google Meet, MS Team, Webex
4. OTT

Unit 4 (Website Designing Using Word Press)

1. Building Your Own News Website Using Word Press, Get a Domain & Web Hosting
2. Set Up & Customize Your Site, Installing Word Press on Your Server, Log into Your Word Press Dashboard.



3. Add Content and Create New Pages. Adding and Editing Posts, Changing Your Title and Tagline, Enabling / Disabling Comments for Posts & Pages.
4. Setting Up a Static Front Page, Editing Sidebar, Installing PlugIns to Get More Out of Word Press, Launch Your Website.

Books for reference

- i. Arvind Kumar, ' Digital Media & Weblog Journalism', Anmol Publications Pvt. Ltd. New Delhi.2006.
- ii. Cecilia Friend and Jane B. Singer, Online Journalism Ethics; Traditions and Transitions, PHI Learning Pvt. Ltd, New Delhi,2004.
- iii. Leah A. Lievrouw and Sonia Livingstone (Editors) , Handbook of New Media, Social Shaping and Social Consequences of ICTs, Sage Publications, New Delhi,2007.
- iv. Sunil Saxena, Web Journalism 2.0, Tata McGraw-Hill, New Delhi, 2012
- v. Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.
- vi. Web Journalism: Practice and Promise of a New Medium by James Glen.
- vii. Online Journalism: Principles and Practices of News for the Web by James C. Frost.
- viii. Digitizing the News: Innovation in Online Newspapers.
- ix. Online News: Journalism and Internet by Stuart Allen.
- x. Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt

Shail

Smash Arya

Shashwat

Shubham

Introduction to Digital Media Lab

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|-----------------------|-----|-------|-------|-------------|
| Course Code : BJM028A | L:0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-----|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: get skilled to use online tools of video meetings.

CO2: write blogs.

CO3: incorporate features of digital communication platforms i.e. You tube, Twitter etc.

CO4: analyze the content of news website.

CO5: Distinguish and analyze news, views, opinions and advertisements at online spaces.

Exercises/Assignments

6. To create and maintain blogs.
7. Digital content creation/ productions using various applications
8. Analyze different elements and content of a news website. Distinguish between news, views, opinions, advertisements
9. Create and execute Video meeting using MS Team/ Google Meet/ Zoom/ WebEx
10. Write story and explain its potential for being suitable for Transmedia storytelling
11. Write a visual story incorporating features of Digital communication
12. Create YouTube channel and publish AV content.
13. Write a news using information available on Twitter

Shail

Smashika

Shashwat

Shubham

Digital Media Marketing and Analytics

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM029A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: have understanding about Digital marketing world.

CO2: have knowledge about economic model of digital marketing.

CO3: know about Mobile marketing phenomenon.

CO4: have analytical understanding about Digital marketing analytics.

CO5: have skill to reach out to maximum target consumers.

Unit 1. Marketing in a Digital World

1. Digital tools are changing product: Offering Product Ideas, Customer Co-Creation, Case Study Introduction
2. Digital tools are changing promotion: Promotion, Product Reviews, User Generated Content Part
3. Digital tools are changing placement: Placement, Online Shopping, New Retail, Self-Manufacturing
4. Digital tools are changing price: Price Overview, Online Price Search, Pay What You Want

Unit 2. Mobile Marketing

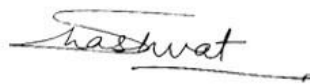
1. Introduction to Mobile Marketing.
2. Mobile Applications or Apps
3. Website Optimization
4. Testing Methodologies and Tools for Analytics

Unit 3. Digital Marketing Analytics

1. Search Engine Optimization (SEO)
2. Google Analytics: Tracking and segmenting users
3. Use of Social Media tools for digital marketing
4. Email marketing
5. Hashtag

Unit 4. Reaching the maximum Customers

1. Framework for successful planning and execution of a digital marketing strategy
2. Search Psychology



3. Keyword Management and Research
4. Website management and Optimization
5. Campaign and Ad group Organization
6. Measure, analyse and optimise digital marketing campaigns

Shail

Manish Arora

Shashwat

Shubham

Digital Media Marketing and Analytics Lab

| | | | | |
|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM030A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: use Google add.

CO2: use SEO tool.

CO3: understanding about Web search skills.

CO4: aware of various social media platforms.

CO5: know about Twitter campaign.

Exercises/Assignments

1. Learn to use Google add
2. Making a report using Google Analytics of a website
3. Identifying keywords for SEO
4. Study the features of mobile applications used for digital marketing
5. Drafting an Emailer
6. Optimizing a website for Search
7. Setting up a Twitter Campaign Using Ads Manage
8. Comparing the pricing of display ad on various social media platforms

Shail

Smriti Arora

Shashwat

Shubham

Online Advertising

| | | | | |
|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM031A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

- CO1:** be aware about competitive analysis.
- CO2:** have understanding about SEO strategies.
- CO3:** create an SEO campaign.
- CO4:** know about Social Media tools for advertising.
- CO5:** know about potential clients.

Unit 1 (Introduction to Optimizing a Website for Google Search)

1. Why do a Competitive Analysis?
2. How to Perform a Competitive Keyword Analysis
3. Analysing Your Competition
4. Develop a Plan to Compete
5. Creating a Keyword Map for Clients

Unit 2 (Advanced SEO Strategies)

1. Competitive Content Analysis
2. Internal Content Audit
3. Organizing and Evaluating Content
4. Strategy for Optimizing Content
5. Different Types of Content, Creating Impactful Content

Unit 3 (Creating an SEO Campaign)

1. Creating an SEO Campaign
2. Scoping an SEO
3. Proving Your Value to Potential Clients
4. Managing Client Expectations
5. Reporting Progress to Your Client

Unit 4 (Social Media tools for advertising)

1. Facebook, LinkedIn, YouTube, Instagram/Snapchat
2. Lead Ad, Call Ad, Traffic Ad, Reach Ad
3. LinkedIn and Social Selling
4. YouTube and Social Video Marketing
5. Google ad



Shail Anshu Arora Shashwat

Online Advertising Lab

| | | | | |
|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM032A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: create FB lead ads.

CO2: create strategy about maximum reach through social media tools.

CO3: create online ads.

CO4: make circulation strategy for online ad.

CO5: analyze the various online ad products.

Exercises/Assignments

1. Creating and posting a Lead ad on Facebook
2. Posting Call ad on Facebook/Instagram/Quora
3. Crating and posting Traffic ad on Facebook/Instagram
4. Drafting Reach ad for Facebook/Instagram/Quora/Twitter
5. Posting Google ad for your organisation
6. Circulating ad through YouTube
7. Identifying three competitors of your product/service exist in the market. Review their advt. strategy (Group)
8. Research and find top 3 online advertisements of the products in same categories. You need to explain why these ads appeal to call them better than others.

Shail

Smriti Arora

Shashwat

Shubham

TRACK: FILM MEDIA

Film Theories and Appreciations

| | | | | |
|-----------------------|-------|-------|------|-------------|
| Course Code : BJM033A | L : 4 | T : 0 | P: 0 | CREDITS : 4 |
|-----------------------|-------|-------|------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: know about various film theories to interpret the film content.

CO2: know about the world cinema history.

CO3: understand the film language.

CO4: interpret the aesthetics of various traits of film i.e. script, sound, music etc.

CO5: to get trained for film journalism.

Unit 1: The Development of Film Theory

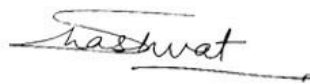
1. Film Theory, Genre Theory, Apparatus theory, Auteur Theory, Feminist Film Theory
2. Italian New-Realism, Andre Bazin, New Wave Cinema, Classical Hollywood
3. French New Wave, Spanish Cinema, Chinese Cinema
4. Ideology in Cinema
5. Montage: Concept and Types of Montage, Sergei Eisenstein, Vsevolod Pudovkin, Psychoanalysis

Unit 2: Aspects of cinema

1. Action Cinema
2. Lecture: Deewar
3. Aspects of Cinema: Melodrama
4. Formalism in Cinema
5. The Language of Cinema
6. Devdas
7. City Cinema
8. The Semiotics of Cinema
9. Raging Bull
10. Robert Bresson
11. Studio Cinema: Part -1
12. Studio Cinema: Part 2

Unit 3: World Cinema

1. New Hollywood Cinema



2. World Cinema: African cinema, Iranian cinema, Canadian Cinema, Eastern European Cinema, European Cinema Hungary, Sweden, Greece

Unit 4: Indian Cinema

1. History of Hindi Cinema
2. Film and Narrative
3. Mythological Cinema in India, The Cinema of Satyajit Ray, Hindi Film Music
4. Satyajit Ray: PatherPanchali, Our Films and Their Films
5. Amy Villarejo: The Language of Film
6. Angry Youngman
7. Small towns in cinema
8. Film sequels, remakes and cult films
9. Parallel Cinema from India

Shail

Manish Arora

Shashwat

Shubham

Film Appreciation Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM034A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: write film blogs.

CO2: write film articles.

CO3: write film reviews.

CO4: write story board.

CO5: analyze film as an art and craft.

Exercises:

Assigning the film blog & forums:

You will write your own weekly film commentary by setting up a personal learning blog and allowing access to the instructor and your fellow students. The blog is designed for critical commentary, dialogue and questions. You will use the blog at allav.com & drishtitoday.com to post your thoughts about the films at various stages as directed, writing at least 250-500 words per week. This may include your immediate, emotional response immediately after viewing a film, and later after you've had a chance to apply analytic tools to the work or sections of it. You will also write about what the film makes you think about, as well as themes and details you see as important, insight into the readings, which all should come from your own informed and unique perspective. You will at times also contribute to a featured forum where questions will be posted as well, which will expand on class discussion.

Storyboards:

For several assignments you will design original storyboards of a short scenes using parameters set up in class. Each storyboard will demonstrate key filmic strategies or techniques studied in class like camera angles, movement, or lighting. This exercise is designed for you to apply what you're learning in a challenging and fun way.

Film Mashup Project:

Have you seen JAWS remade as a love triangle? After learning about remix culture and film mashups, you will put skills from class to use as you analyze and deconstruct a scene or film, then reconstruct various elements either into a trailer or scene that creates new meaning out the original material. The 45 second to 2 minute video product will be posted online along with the original scene for viewing during the last week of class.



Shail Anshika Shashwat Anshika Anshika

Film Production and Distribution

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM035A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: To Identify global perspectives and promote cross-cultural understanding of distribution models.

CO2: To Develop an understanding of the aesthetics and theoretical basis of distribution funding models

CO3: To design a complete post-production technical workflow

CO4: To explore the incorporation of final mastering with graphics, sound/audio mixing, color correction, and all media deliverables

Unit- 1

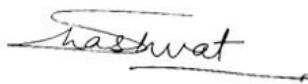
1. Introduction to Production and Distribution
2. Pre-Production, Production & Post Production
3. Production Equipment
4. Production Sound
5. Production Process and Techniques

Unit-2

1. Script and Screenplay
2. Direction
3. Cinematography
4. Editing
5. History of Production Design

Unit-3

1. Production Management
2. Sound Dubbing and EFX
3. Production Design
4. Hindi Film Distribution in India
5. Film Business and Regulations



Unit-4

1. Film Management & Marketing
2. Economics of Film Distribution
3. Exhibition: Single Screen Theatres to Multiplexes
4. Distribution & Star System
5. Digital Film Production

Suggested Readings:

1. Edgar, Robert. (2015)The language of Film. Bloomsbury: London.
2. Hayward, Susan. (2018) Cinema Studies The Key Concepts. London and New York: Routledge.
3. Monaco, James. (1977)How to Read a Film. Oxford University Press.
4. Sikov,ed. (2010) Film studies and production. New York: Columbia university press.
5. Belavad, Vasuki. (2013)Video Production, India: Oxford University Press

Shail

Smashika Arya

Shashwat

Shubham

Film Production and Distribution Lab

| | | | | |
|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM036A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: To Identify global perspectives and promote cross-cultural understanding of distribution models.

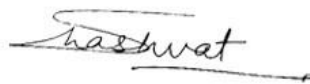
CO2: To Develop an understanding of the aesthetics and theoretical basis of distribution funding models

CO3: To design a complete post-production technical workflow

CO4: To explore the incorporation of final mastering with graphics, sound/audio mixing, color correction, and all media deliverables

Exercises:

1. Script Development Lab
2. Project on set design of Padmavat
3. Short Film Production on 16mm Film
4. Production Sound Lab
5. Film Editing Lab
6. Lighting Lab
7. Cinematography Lab



Documentary Film

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM037A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, students will be able to;

CO1: aware of craft and aesthetic of Documentary cinema.

CO2: aware of history of documentary cinema.

CO3: produce the documentary film.

CO4: grammar and various theories of documentary cinema.

CO5: understand the distribution system of documentary cinema.

Unit 1

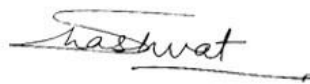
1. Understanding the Documentary
2. Introduction to the debate on realism
3. Six Modes of Documentary Representation:
4. Participatory, Expository, Observational, Performative, Reflexive, and Poetic
5. Ethical Debates in the Documentary Encounter
6. Defining the Subject/Social Actor/Participant
7. Voice in the Documentary: Problematics of 'Voice of God' Narrator & Different Posturings of the Narration, Participant, Filmmaker, & Audience

Unit 2

1. India and world: Historical journey
2. A. World Documentary:
3. Dziga Vertov: Man with the movie camera
4. Robert Flaherty: Nanook of the North
5. Joris Ivens: Spanish Earth, Bart Hanstra: Zoo, Glass
6. Propaganda Documentary [Reference Film: The Triumph of the Will (1935)]
7. Direct Cinema, Cinema Verite, British Documentary
8. B. Indian Documentary:
9. Films Division, Independent Filmmakers
10. Film analysis: Night & Fog; Rabindranath, Planet Earth (TV Series)

Unit 3

1. Documentary Production: Pre-Production, Production
2. Documentary Sound, Documentary Cinematography – a responsive filmic encounter
Location Research Researching the Documentary



3. Writing a concept: telling a story, Writing a Treatment
4. Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching Issues of Primary and Secondary Audience
5. Technologies and Techniques
6. Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, and Checklist Crowd Funding

Unit 4

1. Documentary Production: Post-Production
2. Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects
3. Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy
4. Distribution and Exhibition Spaces (Traditional and Online) Festivals and International Market

Suggested Practical Exercise : Making a short documentary (5-10 minutes).

Suggested Readings:

1. Erik Barnow and Krishnaswamy Documentary
2. Charles Musser —Documentary in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333
3. Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36 Trisha Das How to Write a Documentary
4. Documentary: A History of the non-fiction Film by Erik Barnouw
5. A History of Narrative Film by David A. Cook
6. Documentary Display: Re-visiting Nonfiction Film and Video by Keith Beattie
7. Documentary Films in India: Critical Aesthetics at Work by Aparna Sharma
8. A Fly in the Curry: Independent Documentary Film in India by K. P. Jayshankar
9. Filming Reality: The Independent Documentary Movement in India by Shoma A. Chatterjee

Shail

Smruti Anja

Shashwat

Shubham

Documentary Cinema Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM038A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, students will be able to;

CO1: appreciate the documentary films.

CO2: to analyse the various creative aspects of documentary films.

CO3: apply the research process required for making a documentary film.

CO4: aware of various exhibition models of documentary cinema.

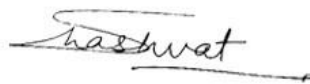
CO5: make a documentary film.

1. Making of a Documentary Film of maximum 5 to 10 minutes by a group of around 5 students.

- a) Decide upon a concept.
- b) Research work on the concept.
- c) Shooting & editing based on the research work.

Viewings:

1. Man with a Movie Camera dir. Dziga Vertov USSR 1928
2. Examples from Contemporary Documentaries Agnes Varda films. The Act of Killing.
3. Topic: Social Democracy and the Voice of the People
4. Viewings: The Plow that Broke the Mountains dir. Piro Lorenz US 1936
5. Housing Problems, British Commercial Gas Association 1935
6. Triumph of the Will, dir. Leni Riefenstahl 1934
7. Kuhle Wampe, scr. Bertolt Brecht 1932
8. *** Shooting the video project
9. Topic: Surrealism and the unconscious
10. From Salvador Dali and Luis Bunuel to Chris Marker
11. Viewings: Land Without Bread, dir. Luis Bunuel Spain 1932
12. La Jetee, Dir. Chris Marker, France
13. Sans Soleil, dir. Chris Marker, France 1983
14. Meshes of the Afternoon, dir. Maya Deren, US 1943
15. Editing the video project



TRACK: TV MEDIA

Television Theories

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|-----------------------|-------|-------|------|-------------|
| Course Code : BJM039A | L : 4 | T : 0 | P: 0 | CREDITS : 4 |
|-----------------------|-------|-------|------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: know about TV history.

CO2: understand TV as a medium.

CO3: know about contemporary trends of TV.

CO4: TV organizational structure and production.

CO5: be skilled about TV interview.

Unit 1 [History of Television]

1. History of TV in India: SITE, Terrestrial, Colour TV, Cable and Satellite
2. Development of Television news industry.
3. Satellite television institutions and regulations,
4. Television and globalization and the Future of Television.

Unit 2[Understanding the medium]

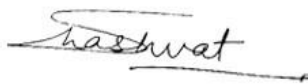
1. Understanding the medium - Nature and Language of TV
2. Formats and types for TV Programmes
3. Use of TV for education and development
4. Interview – types of news interview, art of conducting a good interview

Unit 3[Contemporary trends]

1. Indian TV Industry
2. Public service TV broadcasting
3. Commercial TV broadcasting
4. Economics of TV broadcasting
5. National and International TV news agencies

Unit 4[TV organizational structure and production]

1. Organizational structure of TV news channels
2. TV Anchoring
3. Packaging
4. Field Interview



TV Writing and Presenting Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM040A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: write and review TV serial script.

CO2: make story board.

CO3: evaluate the TV program.

CO4: do VOX-POP projects.

CO5: write TV news bulletin script.

Exercises:

1. Write script for a TV serial
2. Review script of a TV Serial
3. Write character arch of a serial's Protagonist or Antagonist
4. Storyboard Lab
5. Evaluate the success of *Tarak Mehta k Ooltah Chashmah*
6. Prepare News for TV News Bulletine
7. VOX-POP: - In the VOX-POP project each student will record interviews on any topic.
8. VO: -In the VO project each student use video and natural sound to help tell a story.
9. (PTC): -Students learn introductory techniques of —stand-ups/PTCl.
10. INTERVIEW: -Students learn introductory techniques of —TV Interviewl.
11. Prepare a Complete Script of News Bulletin.

Shail

Smriti Arora

Shashwat

Shubham

TV Production

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM041A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: get skilled about operation and handling of TV equipment.

CO2: produce a TV program.

CO3: be aware about all the stages of TV production.

CO4: be skilled about grammar of light used in TV production.

CO5: have understanding about post production tools.

UNIT 1:

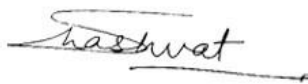
1. Introduction to camera, Types of Cameras & Other Equipment, Parts of video camera and their functions, Compositions –different types of shots, camera angles and camera movements
2. Types of Production- Pre Production, Production, Post-Production.
3. Advantages and Disadvantages of Production.
4. Pre-Production Stage: Generating idea; mind map, scripting, writing the treatment, storyboarding, planning, auditioning, budgeting, shooting schedule.

UNIT 2:

1. Production Stage: Managing video equipment, Blocking, Rehearsing, Shooting, Planning and Executing Shoots,
2. Handling the master Shot, Dealing with visualizing problems, reviewing the shots,
3. Post Production Stage: Logging, Editing, Closing the file.
4. Use of graphics and special effects

UNIT 3:

1. T.V. Genres and Formats,
2. Lighting: Properties of light;
3. Factors influencing lighting needs;
4. Lighting instruments;
5. Sound: properties of sound, Microphones, different, audio equipment for studio and location recording.



UNIT 4:

1. Editing: Need of editing;
2. Grammar of Edit and Transitions.
3. Types of Editing Linear Editing and Non Linear Editing
4. Single camera vs multi-camera production.
5. virtual studios.

Shail

Manish Arora

Shashwat

Shubham

TV Production Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM042A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: write TV script.

CO2: be skilled about production schedule.

CO3: use video editing softwares.

CO4: prepare ENP.

CO5: prepare a TV news bulletin.

Exercises:

1. Prepare shooting script
2. Prepare a production schedule
3. Prepare a production schedule
4. Finalise production crew
5. Training in operating and handling video camera.
6. Live Reporting at outdoor location.
7. Training to prepare complete Electronic News Package using teleprompter.
8. Video-Editing using Adobe Premiere, Edius.
9. Prepare a TV News bulletin

Shail

Smriti Arora

Shashwat

Shubham

Over the Top TV

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM043A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: know about various types of Video service providers.

CO2: explain and analyze the process of delivering TV over the web.

CO3: know about various dynamics of OTT new generation TV.

CO4: know the various dynamics of OTT TV advertising.

CO5: analyze the complete OTT TV phenomenon.

Unit 1 - Types of video service providers

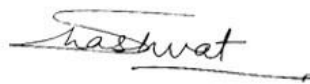
1. Broadcast, Pay TV, Cable, satellite, and Telco operators
2. OTT (Over-the-top), Direct to consumers from content originators
3. Digital Video Delivery, Broadband TV Landscape
4. Internet TV Delivery Platforms
5. Video Coding Standards, Video Streaming Protocols

Unit 2 - OTT Ecosystems

1. TV programmers
2. Movie studios
3. Broadcasters
4. Deliver content directly to the consumer
5. Web browsers or dedicated apps
6. Partnering with consumer electronics (CE) manufacturers
7. Devices, content, apps, storefronts, operating systems
8. Unified mechanism to deliver
9. Content to supported devices

Unit 3 - OTT TV: Next Generation TV, Today

1. Online video distributor (OVD)
2. Over-The-Top Home Entertainment Media
3. TV technology toward connected TVs
4. OTT TV vs. cable, satellite and IPTV
5. Over-the-top services



6. Chromecast, Roku or Apple TV, and freestanding smart TV
7. OTT TV Streaming
8. OTT TV Live
9. Video on Demand (VOD) offerings
10. OTT TV Mobile
11. OTT TV Subscriptions
12. Technology and business related

Unit 4: Content Delivery Networks (CDN)

1. Delivery from the broadcaster or producer
2. Independent data centers by third-party CDN providers
3. Amazon, Akamai, and others
4. Delivery by facilities-based pay-TV operators
5. CDN technologies
6. Aggregated delivery,
7. Delivery from the broadcaster or producer
8. Private CDN

Shail

Manish Arora

Shashwat

Shubham

OTT-TV Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM044A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: analyze OTT TV protocol.

CO2: understand the concept of SDN.

CO3: apply the process of OTT TV streaming.

CO4: apply the concept of AVOD, TVOD and SVOD.

CO5: perform video streaming.

Exercises:

1. OTT-TV Protocol Analysis
2. OTT-TV SDN Concepts
3. OTT-TV Streaming
4. Analyze the various Web series.
5. Plan a Web series project.
6. Make a textual draft about Content Management System (CMS) and create a sample file comprises of your own CMS.
7. Access and analyze Content Delivery Networks (CDNs).
8. Perform video streaming of any social media tool at TV screen.
9. Make some projects about Power of advertising (AVOD), pay-per-view (TVOD), and subscription (SVOD).

Shail

Smriti Arora

Shashwat

Shubham

TRACK: RADIO MEDIA

Introduction to Radio

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|-----------------------|-------|-------|----|-------------|
| Course Code : BJM045A | L : 4 | T : 0 | :0 | CREDITS : 4 |
|-----------------------|-------|-------|----|-------------|

Course Outcomes:

CO1: The intensive study of television and film production techniques

CO2: Responsible for learning in a variety of ways through the production of television broadcasts and segments.

CO3: To understand camera operation, basic lighting, operation of video equipment, audio production, planning, production procedures

Unit 1

Introduction – History of Radio in India, Radio as a medium of Communication, Advantages & Disadvantages of Radio, Broadcast writing- scripting for radio, Importance of Voice in Broadcast, Programmes in Radio, Radio News, Radio Features, Radio Interviews, Radio Documentaries, Radio Drama

Unit 2

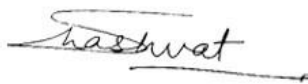
Music Programmes , Radio Discussion, Types of Radio: Community Radio Amateur Radio Internet Radio, Satellite Radio, Educational Radio, F.M Radio and new trends

Unit 3

Radio Commercials: Advantages of advertising on radio Public Service Announcements- Purpose

Unit 4

Radio Production Hands-on practical training in radio news writing, scripting, editing and sound recording A. Submission of script for a radio news bulletin of 5 minutes duration and its production B. Students have to produce a radio documentary/drama of maximum 15 minutes duration. The project will cover all aspects of sound design and production. Students can do documentary on any current affairs issue. C. Jingles D. Commentary (Live) E. News Feature



Text Books for Reference

Lanson, Jerry and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008.

Kumar, Keval J: Mass Communication in India, Mumbai, Jaico Publishing House, 2013

Hassan, Seema: Mass communication Principles and Concepts (second edition) CBS Publishers and Distributers, 2013.

Shail

Manish Arora

Shashwat

Shubham

Radio Writing Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM046A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1:write an audio script in general

CO2:write a Radio ad

CO3:write a script of Radio documentary

CO4:write a script of radio drama

CO5:write a script for radio bulletin

Exercises:

Writing a 60-second audio script

In this assignment you will write a 60-second audio script about one of the following subjects:

1. Don't drink and drive
2. Get a flu shot
3. Promote carpooling
4. Support the local SPCA (Society for the Prevention of Cruelty to Animals)
5. The medium/style can be:
6. radio commercial
7. radio news story
8. radio public service announcement
9. other audio format as approved by instructor

Shail

Smash Arya

Shashwat

Shubham

Radio Production

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|-----------------------|-------|-------|-----|-------------|
| Course Code : BJM047A | L : 4 | T : 0 | P:0 | CREDITS : 4 |
|-----------------------|-------|-------|-----|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: Know about nature and characteristics of radio

CO2: Know about radio studio and its equipment

CO3: learn radio interview skills

CO4: produce the VOX POP

CO5: learn radio news reading and presentation

Unit 1

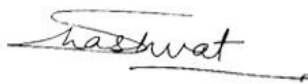
Characteristics of the medium, Radio makes pictures Radio speaks to millions Radio speaks to the individual The speed of radio Radio has no boundaries The transient nature of radio Radio on demand Radio as background Radio is selective Radio lacks space The personality of radio The simplicity of radio Radio is low cost Radio for the disadvantaged Radio teaches Radio has music Radio can surprise Radio can suffer from interference Radio for the individual Radio for society The public servant Types of radio station 'Outside' pressures Personal motivations

Unit 2: The radio studio

Studio layout The studio desk, mixer, control panel, console or board Digital compression Digital audio workstation Tape formats Editing principles Editing practice CDs, albums and other discs Microphones Stereo Equipment faults The newsroom operation Style book Radio car, mobile phone Equipment in the field The news conference and press release

Unit 3: Interviewing

The basic approach Types of interview Securing the interviewee What the interviewee should know Preparation before the interview The pre-interview discussion Question technique Question 'width' Devil's advocate Multiple questions Leading questions Non-questions Non-answers Non-verbal communication During the interview Winding up After the interview Style Interviewing 'cold' Interviewing through a translator Location interviews The triangle of trust



Unit 4: Vox pop

Phrasing the question Interviewing children Choosing the site The recorder Putting the question The editing Cues and links Information for the broadcaster Information for the listener Links

Unit 5: News reading and presentation

The seven Ps News reading Pronunciation Vocal stressing Inflection Quotation marks Alterations Corrections Lists and numbers Station style Continuity presentation Errors and emergencies Headphones Trails and promos The discussion Phone-ins Listener participation Music programming Sequences and magazines

Further reading – a selection

Mott, R., Sound Effects: Radio, TV, and Film. Focal Press, 1990
Norberg, E., Radio Programming: tactics and strategy. Focal Press, 1996
Priestman, C., Web Radio. Focal Press, 2001
Quinn, S., Digital Sub-Editing and Design. Focal Press, 2001
Reese, D. and Gross, L., Radio Production Worktext (3rd edn). Focal Press, 1998
Rudin, R. and Ibbotson, Introduction to Journalism. Focal Press, 2002
Schultz, B., Sports Broadcasting. Focal Press, 2001
Stephenson, A., Broadcast Announcing Worktext (2nd edn). Focal Press, 2004
Trewin, J., Presenting on TV and Radio. Focal Press, 2003
Utterback, A., Broadcast Voice Handbook (3rd edn). Bonus Books, 2000

Shail

Smash Anja

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Radio Production Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM048A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: write radio script

CO2: create audio visual script of any photographs

CO3: exercise SFX

CO4: learn radio interview skills

CO5: learn audio mix

Exercises:

Assignment 1: Write a radio script for a 10 minutes radio programme on women empowerment. Give details of background music, SFX, dialogues, commentary, interviews serially, that you plan to use in the programme. Follow the format given below to write the script.

Assignment 2: Visit an audio studio and prepare a report on the main components along with the photographs, which are essential in the process.

Shail

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Internet and Community Radio

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM049A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: know about the evolving history of Internet Radio.

CO2: be aware of mechanism of Internet Radio, Mobile Radio, FM Radio, and Community Radio.

CO3 be skilled in the production of various Internet Radio programs.

CO4: have a clear understanding to establish a Radio station.

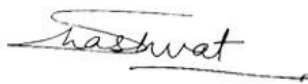
CO5: have analytical approach about target audience and the radio product design.

Unit I: Internet Radio: Introduction

1. History of Internet Radio, Technical Prerequisites to Internet Radio, Classical Radio vs. Internet Radio, Streaming, Components of Internet Radio Broadcast
2. Comparison of Mobile Radio, Web Radio, and FM Broadcast Setting up Mobile Radio: Options and Resources.
3. Characteristics of Internet radio formats, Features of available software, Podcasting.
4. Transmission technologies, UNICAST, MULTICAST, SHOUTCAST TECHNOLOGY DESCRIPTION,

Unit 2: Internet Radio: listeners and advertising

1. Economic conditions and financial model for Internet radio, Legal aspects of Internet Radio.
2. Targeting and selection of traditional radio advertising, Personalizing the schedule to the needs of listeners.
3. Classification of the products genres, main musical genres and trends, Music and Marketing, Survey.
4. Podcasting History, Podcast Genres, Pitching a Show, Story Telling, Writing for Podcasts, Sound Design.
5. Podcasting Topics, Distribution, Podcast Analytics and Your Audience, Monetizing the Podcast



Unit 3: Community Radio: Concept and History

1. Community: Characteristics and types, Location-based Communities, Identity-based Communities, Organizationally based Communities.
2. Public Sphere and Media, Democratic Participation and Citizenship, Emergence of community media, Indian and Global scenario, Age of formulation I, Age of formulation II, Understanding Community Radio.
3. Principles of Community Radio Operations, Distinct Features of Community Radio, Activities in Setting-Up a Community Radio, Community Radio Programming.
4. Governance at Community Radio: Introduction, Advisory and Management Committees, Checks and Regulations, Ensuring Transparency.
5. Introduction and Formats, Language and Style, Radio Formats and Announcements, Radio Feature, Radio Drama, Storytelling.

Unit 4: How to set up Community Radio

1. Introduction and Structure of Community Radio, Cost of Studio, steps to start a community radio, Convergence, Cost of Setting up Community Radio, Digitalization.
2. Financial Sustainability, Digital Services, Community Radio in Different Regions – Samples, Regulatory and Operational Challenges, Human Resources Challenges

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Internet and Community Radio Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM050A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
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Course Outcomes: After the completion of the course, the students will be able to;

CO1: write the scripts of Internet Radio programs.

CO2: create, edit the audio elements creatively.

CO3: create a Podcast.

CO4: get indulged in efficient process of circulation and wider reach of the program.

Write radio scripts for various formats.

CO5: skilled of radio editing.

Lab Assignments

1 - Essay/Intro:

- Create a 5-minute essay/introduction to your podcast.
- Push on various social media platforms.

2 - Audio Postcard:

- Record and incorporate sound elements and MOS Interviews and/or script into a 2-minute audio postcard.
- Push on various social media platforms.

3 - Expert Interview:

- Record and edit an expert on a topic relevant to your podcast 10-15 minutes' in length.
- Push on multiple social media sites

4 - Final Project: Scripted Podcast:

- Create a podcast, at least 10 minutes in length, incorporating sound, scene, visual writing and interview.
- Push on various social media platforms.

5- Writing PSA

- Radio commercials and PSA's. Writing the script.
- Guest Speaker, Radio Personality, how to Organize Talk Show Host



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C. Intro to documentary programming. Recording in the field.

6. Production

A. News actuality, Gathering and production techniques. Analysis of sample Radio documentaries and news.

B. Produce radio and audio programs.

C. An exercise in interviewing and editing.

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TRACK: ADVERTISING AND PUBLIC RELATIONS

Advertising: Principles & Concepts

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM051A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
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Course Outcomes: After the completion of the course, the students will be able to;

CO1: be aware of Advertising industry and it's history.

CO2: analyse the various concepts of Advertising.

CO3: skilled to create media planning.

CO4: be aware of law related to Advertising.

CO5: have insights about various mediums of Advertising i.e. TV, Digital etc.

Unit 1: Introduction to advertising

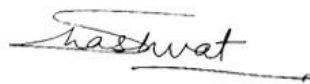
1. Classification of Advertising, Classification based on Target Audience, Objectives, Media Choice, and Source.
2. Theoretical Foundations of Advertising-- Advertising and Communication Models, Theories of Advertising, AIDA, Stimulus Response Theory, DAGMAR, Hierarchy of Effects Model
3. Consumer Behaviour, Analysing Human Behaviour, Consumer in Economic Theory
4. Market Segmentation, The Mechanics of the Market

Unit 2: Planning and Creation

1. Significance of Media Planning, Media Plan and Media Schedule, four types of media Factors, Media Planning decision making process
2. Creating Advertisements I (Ideation and Copywriting) -- Understanding the Creative Process, Idea Generation, Creative Approaches, Copywriting
3. Elements of an advertising copy, Copywriting Principles
4. Creating Advertisements: Illustrating, Types of Illustrations, Guidelines for using Illustrations, Advertising Layout, Considerations for developing a print layout, Types of layouts

Unit II [Advertisement Production Process]

1. Launching the Advertisement
2. Advertising Management in the Creative Phase
3. Print & Radio Advertising
4. Five common elements of Print & Radio Advertisement



5. Television advertising & Characteristics

Unit 5: Digital and Social Media Advertising

1. Role and scope of Digital media, advertising on Digital Media, Evolution of Digital Media Advertising.
2. Digital Advertising in India, Social Media in Brand Building, Case studies.
3. Legal and Ethical issues-- Laws and Acts concerning Advertising, Ethical concerns in Advertising, ASCI and Code of Ethics, Advertising and Intellectual Property Rights.
4. Advertising Agencies-- What is an Advertising Agency, Functions of an Advertising Agency, Types of Advertising Agencies, Structure of an Advertising Agency, Client-Agency-Media interface.

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Consumer Research and Product Packaging Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM052A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: have analytical approach about consumer behaviour.

CO2: have an insightful approach about product packaging process.

CO3: produce various advertisement products.

CO4: write copy for various types of advertisements.

CO5: have analytical ability of ad campaigns.

Exercises:

Assignment #1

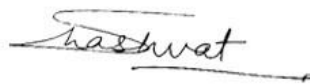
Select one of the following two. Do not do both:

1. Tape two hours of television during prime time soap opera programming (during the day). Tape another two hours of television during prime time hours (in the evening). Log the local and national advertisements during each period. Note whether the programming you taped was network or cable. Analyse the ads for their audience, whether the ads were local or national, quality of the ads, etc.
2. Contact a local radio station and interview the time salesperson about their time slots (dayparts), rates, and type of companies that use them.

Assignment #2

Select one of the following two. Do not do both:

1. Contact your local newspaper, ask for a copy of their rate card, and then interview the person responsible for selling a) classified advertising and b) display advertising. Think about the following issues:
 - A. Analyse the rate structure as to which rates appear to be most favourable, least favourable, what the best discounts are, and what rebates or special rates might be available.
 - B. Compare and contrast your two interviews. How did the approach, attitude, and perspective of each person or each area of advertising differ? What are the implications for the paper?



2. Visit ONE major magazine's Web site (below are a few URLs for reference). How does the content on the site differ from the print publication? Would you rather read the print copy or the online copy? Why?

Assignment #3

1. Keep a diary for a single day and note the different types of out-of-home media that you encounter. In your diary also note the average copy length (number of words) of the out-of-home signs that you review.

Assignment #4

1. Collect several direct-mail catalogues. Compare the features contained therein. How do you think you or whomever you got the catalogues from got on their mailing list? What is there in common between the types of catalogues you collected? What activities do you normally perform that might get you on a mailing list?

Assignment #5

Take a cultural group of your choice and derive a psychographic profile, values and lifestyles (VALs), of the group. How did you accomplish your task? What factors did you consider? How accurate do you think the profile is? What products do you think should focus in on the cultural group that is not now currently doing so? What types of advertising mediums would be appropriate?

Assignment #6

Find print ads that appear to be in the pioneering stage, competitive stage, and retentive stages. Explain why you think the product is in the specific stage. Attach ONE print ad sample for each stage with explanation.

Assignment #7

You are the advertising director for the Rajasthan tourism development office. You need to select an advertising agency to promote tourism. What criteria will you use in this selection process? Please see pages 200 – 201 in the text for agency discussion.

Assignment #8

On a shopping trip find what you consider to be strong packaging and brand identification. Get examples (either by purchasing, photographing, or by finding an ad that displays the product or package) and explain what makes the item strong in your opinion. Do they match



the characteristics used in chapter twenty-one? How do they lend themselves to the overall communication of the product?

Assignment #9

Write a NEW jingle and/or theme song for a commercial for a specific product (to help, try to think of a popular song that would go with your lyrics). See how much effort is required to produce a creative, memorable, clever theme or jingle.

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Corporate Communication

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM053A | L : 4 | T : 0 | P : 0 | CREDITS : 4 |
|-----------------------|-------|-------|-------|-------------|

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

CO1: Understand the philosophy and the concept of Corporate Communication

CO2: Analyse role of Corporate Communication

CO3: Produce and handle different tools and techniques of Corporate Communication activities.

CO4: Acquire the knowledge how to manage Corporate Communication

Unit-I [Corporate communication]

1. Definition of Corporate communication - Its need, nature and scope
2. Internal & External Communication
3. Working style of corporate communication
4. Corporate Communication, Difference between Corporate communication & PR

Unit-II [Tools & Techniques]

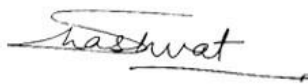
1. Tools and techniques of Corporate Communication
2. 7 effective internal tools
3. Robust Social Intranet for Corporate Communications
4. Corporate Communication Mix (Van Riel)
5. Company website, Internal Intranet, Emails news letter, Press release, Mobile employee communications apps, Blogs & Bulletin board

Unit – III [Role of Corporate Communication]

1. Dissemination of Persuasion & information
2. Branding Image & Reputation
3. Deals with controlled & uncontrolled media
4. Proactive communication planning
5. Global economy & Corporate Communication

Unit-IV [Managing Corporate Communication]

1. Media relation
2. Government relation
3. Employee relation
4. Stake holder & Advertising relations



Suggested Readings:

1. Corporate Communication(Principles & practices) Dr. J.Jethwaney
(Oxford Higher education)
2. Corporate Communication (7th edition) Mc.Graw.Hill

Shail

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Corporate Communication Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM054A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
|-----------------------|-------|-------|-------|-------------|

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the philosophy and the functioning of Corporate Campaigns.

CO2: Understand the production, marketing and distribution.

CO3: Deconstruct various campaigns of the brands.

CO4: Acquire fundamental knowledge of Crisis Management & Corporate Responsibility

CO5: Gain knowledge about brand building & manage good relations.

Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising

1. You have been invited to take part in the next stage of the selection process. You have been asked to send a report to the selection panel that
 - a. Explains the strategic objectives of Corporate Communication strategy
 - b. Assesses the desired impact of a corporate communication strategy
 - c. Develops appropriate measures to monitor the effects of a planned Corporate

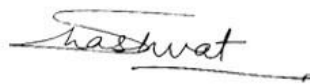
Communication strategy

d. Evaluates the effectiveness of current levels of organisational Corporate Communication for a named organisation

2. The CEO of XYZ company , has asked you to prepare a report investigating the question: ' why and how should managers master the corporate communication function '? in so doing she expects you to examine the following four subfunctions within the function :

- a. Identity , image and reputation
- b. Stake holders
- c. Crisis Management
- d. Corporate responsibility

World limit (2000 words)



Event Management

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|-----------------------|------|-------|------|-------------|
| Course Code : BJM055A | L :4 | T : 0 | P :0 | CREDITS : 4 |
|-----------------------|------|-------|------|-------------|

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the concept and functions of the Event Management. .

CO2: Plan and create an event and execute it in a proper manner. .

CO3: Coordinate different windows and generate and manage revenue. .

CO4: Control risk and crisis with the help of research.

CO5: Enhance the ability of leadership.

Unit-I

1. Events and Event Management: Concept of event, Types of Events & Event Management
2. Understanding Events
 - i. Events as a communication tool
 - ii. Events as a marketing tool
3. The Need: Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide.
4. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.

Unit-II

1. Conceptualization and Planning
 - i. The Nature of Planning, Project Planning, Planning the Setting, Location and Site
 - ii. The Operations Plan, The Business Plan, Developing the Strategic Plan
1. Organization
 - i. Setting up an Event Organization structure
 - ii. The Committee Systems, Committee and Meeting Management
2. Programming and Service Management
 - i. Programme Planning, The Elements of Style, Developing a Program Portfolio
 - ii. The Programme Life Cycle, Scheduling

Unit-III

1. Human Resource Management
 - i. Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation
2. Generating Revenue



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- i. Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship
- 3. Financial and Risk Management
 - i. The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, The Key Financial Statements, Measures of Financial Performance, Financial Controls, Risk Management

Unit-IV

- 1. Market Research
 - i. Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys
- 2. Communications-Reaching the Customer
 - i. The Communication Mix, Developing and Communicating a Positive Image.
- 3. Evaluation and Impact Assessment
 - i. Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

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Shubham

Event Management Lab

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|-----------------------|-----|-------|------|-------------|
| Course Code : BJM056A | L:0 | T : 0 | P :2 | CREDITS : 2 |
|-----------------------|-----|-------|------|-------------|

Course Outcomes: After the completion of the course, students will be able to;

CO1: develop the minute to minute plan of nevent .

CO2 plan and execute the plan of an event.

CO3: understand the concept of target audience clearly.

CO4: have written and verbal articulation ability to explain about the event.

CO5: have analytical ability to review an event.

Exercises/Assignments:

1. Design a project plan for organizing an event
2. Design publicity material [poster, brochure, invitation and print advertising]
3. Filing a final report about the success of event
4. Write a proposal for potential sponsor for the event
5. Develop activity chart
6. Develop minute-to-minute programme
7. Develop crisis management plan
8. Undertake a survey of target audience for pre event planning process

Shail

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TRACK: PRINT MEDIA

Photo Journalism

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|-----------------------|------|-------|------|-------------|
| Course Code : BJM057A | L :4 | T : 0 | P :0 | CREDITS : 4 |
|-----------------------|------|-------|------|-------------|

Course Outcomes: After the completion of the course, students will be able to;

CO1: Understand the skills of handling various types of still camera.

CO2: Analyze and use of light for Indoor and Outdoor shoots.

CO3: Understand the different genre of the photography.

CO4: Use photography in different beats of Journalism and Mass Communication.

CO5: Inculcate professionalism in photography.


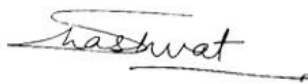
Unit-I

1. Photography: A Concept
2. Brief History of photography.
3. Photography: Role & importance, Principles of Photographic composition
4. Types of photography: Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night photography
5. Different problems related to Photography
6. Social-semiotic approach, Ethics in Photojournalism

Unit-II

Types of Camera: Simple Camera, Compact Camera, Reflex camera, Poloroid, GoPro Camera, Underwater Camera, Drone Camera & Digital Camera

1. Basic Parts of single lens reflex (SLR) [film & digital] :
 - a. Lens
 - b. Film Chamber (CCD & CMOS)
 - c. Aperture
 - d. Shutter
 - e. View finder
 - f. Pentaprism
 - g. Memory (Internal & External)
2. Lenses – controlling the image
 - a. Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens)
 - b. Depth of focus, Depth of Field and How they work
3. Exposure
 - i. Measurement of light – exposure metering system
 - ii. Exposure control – relationship between shutter speed and aperture



UNIT-III

1. Lighting

- i. Sources of light: Natural & Artificial
- ii. Nature and physical properties of light
- iii. Direction & angle of light : Front, side, top & back
- iv. Lighting contrast and its control by fill in lights
- v. One, two & three point lighting : Key, fill and back light

UNIT-IV [Printing techniques]

1. Printing of digital photographs : manipulation, choice of paper and choice of printers
2. Photo appreciation
3. Photo sheets, Matte finish, Glossy, Art Paper
4. DPI, LPI, and Resolution

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Photo Journalism Lab

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|-----------------------|------|-------|------|-------------|
| Course Code : BJM058A | L :0 | T : 0 | P :2 | CREDITS : 2 |
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Course Outcomes: After the completion of the course, students will be able to;

CO1: apply the theoretical concepts of photography.

CO2: have clear understanding about Outdoor and studio shoot process.

CO3: have a sense of aesthetics about still imagery.

CO4: have skill about photo editing.

CO5: to prepare a photo feature too.

Exercises/Assignments

1. Outdoor Shoot:
 - i. Using Digital SLR and Mobile camera/developing an idea and practice
 - ii. Making a Photo feature on a specific topic by using self-clicked photographs from Digital Camera
 - iii. Photographs should be of 4x6 size. A photo feature should comprise 10–16 photographs.
2. Studio Photo Shoot:

Shooting exercise in artificial lights.
3. Photo Lab
 - i. Use of software for modification of picture
 - ii. Editing of captured images with the help of Photoshop
 - iii. Preparing a softcopy of photo feature

Shail

Smriti Arora

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Content Writing

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|-----------------------|------|-------|------|-------------|
| Course Code : BJM059A | L :4 | T : 0 | P :0 | CREDITS : 4 |
|-----------------------|------|-------|------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: Understand and explain principles of creative writing, including form, technique, and style.

CO2: To interpret and evaluate both published works and the works of peer writers.

CO3: To apply creative principles to produce articles.

CO4: To familiarize with the publishing process in the literary market

Unit – I: Introduction of Content Writing

1. Content Writing: Introduction, Meaning and Importance
2. Process of Content Writing: Various Principles (ABCD and KISS rules)
3. Aim of Writing: Causes, writers view, readers demography and Approach of writer
4. Editorial, Article, Feature, Colom, Reportage, News, Story and Book writing

Unit – II: Basics of Content Writing

1. Selection and Importance of subject
2. Purpose of writing, Hypothesis of writing
3. Uses of dialects and Languages, Meaning and Importance
4. Difference between General writing and Creative Writing

Unit – III: Factors of Content Writing

1. Reliability and Imaginativeness
2. Relevance of writer opinion and thoughts
3. Importance of text, sign and symbol in creative content writing

Unit – IV: Writing for Media

1. Understanding and selection of the media, approach and target audience
2. Types of Media- Folk, Print, Broadcast, Film and News Media
3. Advantages and disadvantages of Print, Electronic (TV and Radio) and New Media (Facebook, Instagram, Twitter and other social media platforms)
4. Rules and Regulation of the writing for the various media platform



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Content Writing Lab

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|-----------------------|------|-------|------|-------------|
| Course Code : BJM060A | L :0 | T : 0 | P :2 | CREDITS : 2 |
|-----------------------|------|-------|------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: To create title for articles and news writings with audience and pieces in mind

CO2: To use editing skills to adhere to standard conventions of grammar and usage

CO3: To revise and edit original manuscripts and letter for standard conventions

CO4: To apply market guidelines to produce an appropriate manuscript

Exercises:

1. Identify popular phrases and words in any daily newspaper.
2. Take five news clippings from a newspaper of your choice – one each of political, economic, sports, and crime and entertainment stories. Paste them on a sheet and find the source of the story.
3. On the basis of the syllabus of the content writing theory, write an article on any contemporary issues. (500 words)
4. Do you think that the viewer of TV is shifting towards the OTT platform? Justify your answer in an article form. (500 words)
5. Write the movie review of a film recently watched.
6. Write the book review of a book recently read.
7. Identify a news idea from the health sector of your locality. Based on your field reporting, write a story with the authorities quotes.
8. After the analytical study of the (RaagDarbari) writings of famous Hindi writer Shree Lal Shukla, visit the nearest village of your house and make a report. (1500 Words)

Shail

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Print Design Software: Adobe Photoshop, In design and Corel Draw

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|-----------------------|------|-------|------|-------------|
| Course Code : BJM061A | L :4 | T : 0 | P: 0 | CREDITS : 4 |
|-----------------------|------|-------|------|-------------|

Course Outcomes: After the completion of the course, the students will be able to;

CO1: be aware of various file formats of design files.

CO2: create layout and dummy of newspaper

CO3: design any print media material

CO4: conversion of design files into PDF

Unit 1: Photoshop

1. Software overview, selection tools in Photoshop
2. Photo retouching, heal tool, patch tool, working on exposure
3. Change background /blur background, add text on photo
4. Create PNG in Photoshop, create passport size photos
5. Change eyes color, change lips color

Unit 2: Adobe InDesign: Software Overview

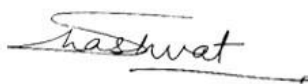
1. General Understanding File formats, Master Pages, Rulers and Guides Creating a book, Rearranging chapters, Creating independently numbered sections.

2. Building a table of contents Updating a list, Defining punctuation for an index, Tagging index entries.

3. Editing index entries Creating a cross-reference, Building a formatted index

Unit 3: Adobe InDesign: Layout and Dummy

- 1 Placing text, Graphics on the document pages,
- 2 Designing and editing, Developing paragraph
- 3 Character and object styles, wrapping text around a graphic
- 4 Exporting to an adobe PDF



Unit 4 : Coral Draw

1. Opening coreldraw,
2. Coreldraw application
3. Window window components
4. Tools overview

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Print Design Software Lab

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|-----------------------|-------|-------|-------|-------------|
| Course Code : BJM062A | L : 0 | T : 0 | P : 2 | CREDITS : 2 |
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Course Outcomes: After the completion of the course, the students will be able to;

CO1: Design a News story package.

CO2: Design complete newspaper.

CO3: Design a creative

CO4: Design a logo

CO5: Apply some effects to the design created

Assignments and Exercises

1. Design a poster using photoshop
2. Design a logo using Photoshop
3. Remove Background of a portrait using tools of Photoshop
4. Design a News Package of 4 stories all together but has no pictures
5. Create a Graphical package using InDesign tool
6. Prepare a cut-out to be used in Newspaper page.
7. Design a story package that has multiple versions, blurbs and other value addition content.
8. Prepare the First page of a Newspaper using InDesign
9. Create a design using free hand tool and its flyouts.
10. Apply some effects to the design created, using interactive blend tool.

Shail

Shashwat

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