# Jaipur School of Mass Communication

## Bachelor Of Arts

## (Journalism & Mass Communication)

## Study Scheme and Syllabi: 2025-2028

| | New Schemes and Syllabus Proposed as per UGC guidelines |
|---|---|
| | Implemented from Session 2024-2025 |
| | Schemes and Syllabus of Semester I to VIII |
| **BAJMC** | 1-year UG Certificate Journalism & Mass Communication -40 credits<br>2-Year UG Diploma Journalism & Mass Communication (Major) – 80 credits<br>3-Year UG Degree Journalism & Mass Communication (Major) – 120 credits<br>4-Year UG Degree Honors with or without Research Journalism & Mass Communication (Major) – 160 credits |

## Program Educational Objectives (PEOs)

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

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

## Programme Learning Outcomes (PLOs)

The key learning outcomes planned in this undergraduate programme in Mass Communication & Journalism are as follows:

1. Shall acquire fundamental knowledge of Mass Communication & Journalism and related areas of study.
2. Shall acquire knowledge related to media and its impact.
3. Shall be competent enough to undertake professional jobs as per the demands and requirements of the Media & Entertainment (M&E) industry.
4. Shall empower themselves with communication, professional, and life skills.
5. Shall be able to enhance leadership abilities.
6. Shall become socially responsible citizens with a global vision.
7. Shall be equipped with ICT competencies including digital literacy.
8. Shall become ethically committed media professionals and entrepreneurs, adhering to human values, Indian culture, and global culture.
9. Shall understand the importance of lifelong learning and acquiring knowledge throughout life.
10. Shall acquire primary research skills and understand the importance of innovation, entrepreneurship, and incubation abilities.
11. Shall acquire an understanding of the importance of cooperation and teamwork.

## Program Specific Outcomes (PSOs)

The B.A. (Journalism and Mass Communication) Program offered in the School aims to achieve the following program-specific outcomes:

- **PSO1:** Graduates will be able to write, edit, and proofread content for mass media like newspapers and magazines.
- **PSO2:** Students will be skilled in writing, editing, interviewing, and presenting for radio news and current affairs programs as responsible citizens.
- **PSO3:** The program will provide an understanding of program production and management in government and private television channels as well as in cinema.
- **PSO4:** Students will be proficient in the latest digital audio-video and multimedia technologies and will be able to critically assess agendas and propaganda in web media like Facebook and Twitter.
- **PSO5:** Students will be able to measure public opinion through media research techniques.

# BAJMC 1st Semester

| S.N. | Sub Code | Subject | Lecture Credit | Practical Credit | Total Credit | Course Type |
|------|----------|---------|----------------|------------------|--------------|-------------|
| 1 | BJM001D | Broadcast Media | 3 | 0 | 3 | Core |
| 2 | BJM002D | Broadcast Production Lab | 0 | 1 | 1 | Core Lab |
| 3 | BJM003D | Media Writing | 0 | 1 | 1 | Core Lab |
| 4 | BJM004D | Advertising & Public Relations | 3 | 0 | 3 | Core |
| 5 | BJM005D | Advertising & Public Relations Lab | 0 | 1 | 1 | Core Lab |
| 6 | | Minor 1 | 4 | 0 | 4 | Minor |
| 7 | DEN001C | Communication Skills | 1 | 0 | 1 | Foundation(AEC) |
| 8 | DEN001D | Communication Skills Lab | 0 | 1 | 1 | Foundation(AEC) |
| 9 | DCH010A | Environmental Education | 2 | 0 | 2 | Foundation(VAC) |
| 10 | DCO021A | Digital Data and AI Literacy | 0 | 2 | 2 | Foundation (SEC) |
| | | | **13** | **6** | **Total Credit-19** | |

# Broadcast Media

| Course Code:BJM001D | L:3 | T/P:0 | CREDITS:3 |
|---|---|---|---|

## Course Objectives:

1. Introduce fundamentals of radio and television journalism.
2. Teach script writing for radio and TV formats.
3. Explain basics of news reporting and production techniques.
4. Build practical skills in broadcast editing and packaging.
5. Discuss trends, ethics, and regulations in broadcast media.

## Unit 1: Introduction to Broadcast Media

- Evolution, scope, and significance of broadcast media (radio and television).
- Characteristics of electronic media vs. print media.
- Key milestones in Indian broadcast history.
- Role of broadcast media in contemporary society.

## Unit 2: Radio Journalism

- Basics of radio as a medium: strengths, limitations, and reach.
- Radio news bulletins, interviews, talks, and features.
- Script writing for radio (news, features, commercials, jingles).
- Radio reporting and editing techniques.
- Community and educational radio.

## Unit 3: Television Journalism

- Introduction to television as a mass medium: strengths and challenges.
- TV news formats: news bulletins, news features, documentaries, talk shows.
- TV script writing: visual and spoken language.
- Basics of TV production: news gathering, camera work, sound, and lighting.
- TV reporting, anchoring, and interviewing skills.

## Unit 4: Broadcast Media Production Techniques

- Pre-production, production, and post-production processes.
- Studio vs. field production.
- Digital editing and packaging for radio and TV.
- Use of graphics, visuals, and sound effects.
- Introduction to newsrooms and control rooms.

## Unit 5: Contemporary Trends and Issues in Broadcast Media

- Digital transition: podcasting, web radio, and streaming TV.
- Convergence of broadcast and online media.
- Regulatory frameworks (TRAI, Prasar Bharati, NBSA).
- Broadcast media ethics and legal issues.
- Current challenges: TRPs, fake news, social responsibility.
- Case studies on innovative programs and landmark events.

**Course Outcomes :**

1. CO1: Explain basics of radio and TV as mass media.
2. CO2: Write scripts and news for broadcast formats.
3. CO3: Apply production and editing skills for radio/TV.
4. CO4: Demonstrate news reporting and anchoring abilities.
5. CO5: Analyze legal, ethical, and current issues in broadcasting.

## Course Articulation Matrix: (Mapping of COs with POs and PSOs)

| Course Outcome | Program Outcomes | | | | | | | | | | | | Program Specific outcomes | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 | |
| CO1 | | 3 | 2 | | | 3 | 1 | 2 | | 3 | 2 | 3 | 3 | 2 | 1 | | |
| CO2 | | | 1 | | | | 1 | | 2 | | | 2 | | 3 | 3 | 3 | |
| CO3 | 3 | 3 | | | | 3 | | 1 | 2 | 3 | | 3 | 3 | 3 | 3 | | |
| CO4 | 3 | 2 | | | | | | | | | 3 | 2 | 3 | 2 | 1 | 2 | |
| CO5 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | |

### *Note1:Instructions for Paper Setter/Moderator forExternalExamination;*

| Maximum Marks | 100(Maximummarkswillbeconvertedproportionatelyinto50marks) |
|---|---|
| Time | 3hours |
| Compulsory question | |
| Setting of other questions | Q.no.2.Veryshorttypequestions5X2marks=10(Maximumword limit50words)<br> Q.no.3.shorttypequestion5X7marks=35(Maximumword limit150words)<br>Q.no.4.Longtypequestion5X11marks=55(Maximumwordlimit300 words) |

*Note2:InstructionsforPaperSetter/ModeratorInternalExaminations;*
**Methodology for Evaluation**

*1.* Internal Assessment (Theory)
   *a)* Assignments: One from each Unit   :  20 Marks (20% weightage)
   *b)* In Semester Tests (Minimum two tests) :  40 Marks (30% weightage)
*2.* Term End (Theory)                     :100 Marks (50%weightage)

*3.* Internal Assessment (Lab)
   *(a)* HomeDaily Performance in the Lab            :  50 Marks
*4.* Term End (Lab)                   :  50 Marks

| Course Code:BJM002D | L:0 | T/P:1 | CREDITS:1 |
|---|---|---|---|

**Course Objectives:**

1. Develop practical skills in radio and TV production.
2. Train students in audio and video recording techniques.
3. Practice editing and mixing audio-video content.
4. Enhance on-camera and live broadcast presenting abilities.
5. Understand planning and technical aspects of broadcast production.

1. **Radio News Bulletin Preparation**
   o Write, record, and produce a 5-minute radio news bulletin using current events.
2. **Voice Modulation and Mic Practice**
   o Practice voice warm-ups, reading scripts, and mic handling for clear audio delivery.
3. **Field Report for Radio**
   o Record a news story or interview outdoors and edit the field audio for clarity and relevance.
4. **Radio Jingle Production**
   o Script, record, and mix a short radio jingle for a product or public service.
5. **Podcast Episode Creation**
   o Plan, record, and edit a 10-minute podcast episode using music, segments, and intros/outros.
6. **Television News Script Writing**
   o Write scripts for a TV news bulletin, including headlines, news stories, and anchor links.
7. **On-Camera News Reading and Delivery**
   o Practice and record news reading in a studio, focusing on body language and clarity.
8. **TV News Reporting (Field/ENG)**
   o Shoot and report a short TV news package outside the studio, using a phone or camera.
9. **Studio Camera Operation**
   o Learn studio camera functions: framing, focus, movement, and white balance.
10. **Basic Video Editing**
    o Edit a raw video news package using software (e.g., Premiere Pro, Final Cut, DaVinci Resolve).
11. **Interview Techniques for TV/Radio**
    o Conduct and record a live or studio-based interview, focusing on questions and technical setup.
12. **Panel Discussion or Talk Show Production**
    o Produce and record a mock panel discussion or talk show, assigning roles (host, guests, technical crew).
13. **Broadcast Packaging**
    o Combine video, graphics, headlines, and soundbites into a cohesive news segment.
14. **Live News Anchoring Simulation**
    o Simulate a live news anchoring session, handling breaking news and live cues.
15. **Production Planning and Rundown**
    o Create a detailed rundown or production schedule for a 30-minute news or feature program, assigning tasks and timing.

**Course Outcomes:**
   CO1: Produce and edit quality radio and TV segments.
   CO2:Operate broadcast equipment confidently.
   CO3:Demonstrate effective voice modulation and presentation.
   CO4:Conduct and record interviews and live sessions.
   CO5:Plan and execute broadcast production schedules.

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

**InternalAssessment:**Studentshouldbeevaluatedonthebasisofhis/herperformancewhileundertaking various exercises andsubmissionof assignments. Allthestories shouldbedocumented ina file& soft copy duly checked and signed by concerned faculty. The marks assigned for internalevaluationare50.

**Methodology for Evaluation**

1. Internal Assessment (Theory)
c)   Assignments: One from each Unit          :  20 Marks (20% weightage)
d)  In Semester Tests (Minimum two tests)  :  40 Marks (30% weightage)
   2.  Term End (Theory)                         :  100 Marks (50%weightage)

   3.  Internal Assessment (Lab)
(b) Performance in the Lab                     :  50 Marks
   4.  Term End (Lab)                            :  50 Marks

# Media Writing

| Course Code:BJM003D | L:0 | T/P:1 | CREDITS:1 |
|---|---|---|---|

**Course Objectives:**

1. Build basic news and feature writing skills.
2. Develop headline and caption writing abilities.
3. Practice editing and proofreading techniques.
4. Enhance interviewing and review writing skills.
5. Adapt media content for print, radio, and digital platforms.

**Exercises/Assignment**

1. **Writing News Reports**
   o Write a news report on a recent event on your campus or locality. Focus on the 5 Ws and 1 H (Who, What, When, Where, Why, How).
2. **Headline Writing**
   o Rewrite dull or lengthy headlines from a newspaper to make them concise, catchy, and accurate.
3. **Interview Assignment**
   o Conduct an interview with a local personality (teacher, athlete, artist) and write a 300-word feature story based on their responses.
4. **Feature Writing**
   o Develop a human-interest feature or profile on a classmate, community member, or local event.
5. **Editing and Proofreading**
   o Edit a provided news story draft for grammar, clarity, factual accuracy, and legal/ethical concerns.
6. **Writing Reviews**
   o Write a review of a recently released film, book, or television program. Use the format and tone suitable for a youth magazine section.
7. **Captions and Photo Stories**
   o Select a set of three to five photographs and write suitable captions and a short photo story around them.
8. **Opinion/Editorial Piece**
   o Write an editorial or opinion article about a current social, political, or environmental issue, presenting your viewpoint clearly and logically
9. **Converting News across Media**
   o Transform a given news report for print into a script suitable for radio or television broadcast
10. **Interview Question Preparation**
    o Prepare a set of five to eight questions for interviewing a guest visiting your class (real or hypothetical, e.g., a local celebrity or expert)

**Course Outcomes**

1. CO1: Write clear and accurate news stories.
2. CO2: Craft effective headlines and captions.
3. CO3: Edit and proofread media texts competently.
4. CO4: Conduct interviews and write feature stories.
5. CO5: Adapt reports for different media formats.

**Methodology for Evaluation**

5. Internal Assessment (Theory)
   e) Assignments: One from each Unit    :   20 Marks (20% weightage)
   f) In Semester Tests (Minimum two tests) :   40 Marks (30% weightage)
6. Term End (Theory)                      :100 Marks (50% weightage)

7. Internal Assessment (Lab)
   (c) HomeDaily Performance in the Lab         :   50 Marks
8. Term End (Lab)                         :   50 Marks

# Advertising and Public Relations

| Course Code:BJM004D | L:3 | T/P:0 | CREDITS:3 |
|---|---|---|---|

## Course Objectives

1. Explain fundamentals of advertising and PR.
2. Introduce principles and practices of media campaigns.
3. Teach advertising media, agency, and copywriting basics.
4. Develop PR writing and crisis communication skills.
5. Explore trends, ethics, and digital strategies in advertising & PR.

## Unit 1: Introduction to Advertising and Public Relations

- Definition, nature, scope, and functions of **advertising** and **public relations** (PR)
- Growth and history of advertising and PR in India
- Differences and similarities between advertising, PR, publicity, propaganda, and marketing
- Role, importance, and ethics in society and business

## Unit 2: Advertising – Principles and Practices

- Objectives, principles, and evolution of advertising
- Types and classification: commercial, non-commercial, product, service, corporate, government, social, political, and digital advertising
- Social and economic aspects of advertising
- Theories, appeals, and brand positioning
- Women and children in advertising; legal and social concerns

## Unit 3: Advertising Media, Agencies, and Campaigns

- Traditional and new media for advertising: print, electronic, digital, outdoor
- Structure, functions, and departments of an ad agency
- Media planning, selection, scheduling, and budgeting
- Campaign planning and execution: concept, design, and copywriting
- Basic advertising research, effectiveness and evaluation

## Unit 4: Public Relations – Principles and Practices

- PR as a management function: structure, tools, and techniques
- Difference between in-house PR and PR consultancies
- Writing for PR: press releases, backgrounders, rejoinders, newsletters, speeches, blogs
- PR process: research, planning, implementation, and evaluation (RACE/RPCE model)
- Crisis communication, reputation and image management
- Professional organizations: PRSI, PRCI, IPRA

## Unit 5: Contemporary Trends and Issues

- Political PR, corporate PR, social marketing, event management
- Public affairs, lobbying, advocacy, and CSR communication
- PR and media relations: press conferences, media tours, interviews
- Use of digital media, social networks, and technology in advertising & PR
- Laws, ethics, and regulatory frameworks relevant to advertising and PR in India (ASCI, PRSI codes, etc.)
- Emerging trends and case studies

**Course Outcomes**

1. Define key concepts in advertising and PR.
2. Plan and write basic ad and PR content.
3. Describe structures of ad agencies and PR departments.
4. Apply skills in PR communication and media relations.
5. Analyze ethical and regulatory issues in advertising and PR.

**Methodology for Evaluation**

9. Internal Assessment (Theory)
    g) Assignments: One from each Unit     :   20 Marks (20% weightage)
    h) In Semester Tests (Minimum two tests) :   40 Marks (30% weightage)
10. Term End (Theory)               :100 Marks (50% weightage)

11. Internal Assessment (Lab)
    (d) HomeDaily Performance in the Lab       :   50 Marks
12. Term End (Lab)                  :   50 Marks

## 6. Course Articulation Matrix: (Mapping of COs with POs andPSOs)

| Course Outcome | Program Outcomes | | | | | | | | | | | | Program Specific outcomes | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 2 | 3 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 1 | | | | 1 | | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | | | | 3 | | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | |
| CO4 | 3 | 2 | | | | | | 2 | 2 | | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 3 |

# Advertising and Public Relations Lab

| Course Code:BJM005D | L:0 | T/P:1 | CREDITS:1 |
|---|---|---|---|

**Course Objectives**

1. Develop practical skills in ad copywriting and design.
2. Train students in PR writing and event promotion.
3. Practice crisis communication and media handling.
4. Enhance abilities in digital and social media advertising.
5. Build experience in campaign planning and execution.

1. **Ad Copywriting Practice**
   o Write compelling ad copy for a chosen product or service (print, digital, or radio/TV).
2. **Print Ad Design**
   o Design a static print advertisement (poster or magazine) using text, images, and branding guidelines.
3. **Radio Jingle Creation**
   o Script, record, and edit a catchy 20–30 second radio jingle for a product or social cause.
4. **Television Commercial Storyboard**
   o Prepare a visual storyboard and script for a 30-second TV commercial.
5. **Social Media Ad Campaign**
   o Plan and create a multi-post social media advertising campaign with hashtags, visuals, and copy.
6. **Advertisement Evaluation**
   o Analyze recent ad campaigns (any medium) for effectiveness, message, creativity, ethics, and target audience.
7. **Press Release Writing**
   o Write a press release for a new product launch, event, or organizational achievement.
8. **Event Promotion (PR Exercise)**
   o Develop a PR plan, including press invites, releases, and pitching strategies, for a college event or fest.
9. **Media Kit Preparation**
   o Compile a basic media kit for a brand or organization with fact sheets, press releases, and company backgrounders.
10. **Crisis Communication Simulation**
    o Role-play a media crisis; draft holding statements, FAQs, and prepare spokesperson briefing notes.
11. **Mock Press Conference**
    o Organize and participate in a simulated press conference as PR officials and journalists.
12. **Influencer Outreach Plan**
    o Identify influencers and draft emails/messages for a product/brand campaign collaboration.
13. **Outdoor Advertising Concept**
    o Conceptualize and design a hoarding/billboard or transit ad for a local business.
14. **CSR Communication**
    o Develop a communication plan and write content for a company's Corporate Social Responsibility (CSR) initiative.
15. **Digital News Release**
    o Write and optimize a news release for online publication, including multimedia elements and SEO-friendly headline.

**Course Outcomes**

1. Create effective ad copies and visual advertisements.
2. Write press releases and organize PR events.
3. Respond to media crises with appropriate communication.
4. Manage social media ad campaigns and influencer outreach.
5. Plan and implement advertising and PR strategies.
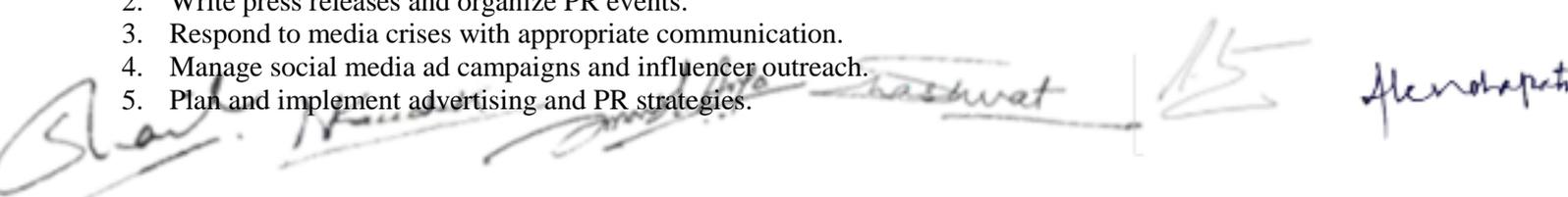
**Methodology for Evaluation**

13. Internal Assessment (Theory)
    i)    Assignments: One from each Unit         :    20 Marks (20% weightage)
    j)    In Semester Tests (Minimum two tests) :   40 Marks (30% weightage)
14. Term End (Theory)                              :100 Marks (50% weightage)

15. Internal Assessment (Lab)
    (e) HomeDaily Performance in the Lab                   :    50 Marks
16. Term End (Lab)                                              :   50 Marks

# Environmental Education

| Course Code: DCH010A | L:2 | T/P:0 | CREDITS:2 |
|---|---|---|---|

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 the public through students to participate in environmental protection and improvement.
5. To acquire skills to help concerned individuals in identifying and solving environmental problems.

*MarksforInternalAssessment:50*

| | |
|---|---|
| *UNIT1* | ***TheMultidisciplinaryNatureofEnvironmentalStudies:***_TheMultidisciplinaryNature ofEnvironmentalStudiesDefinition,scopeandimportanceneedfor publicawareness._ |
| *UNIT1* | ***NaturalResourcesRenewableandNon-renewableResources***_:•Naturalresourcesandassociatedproblems._<br>_(a) Forestresources:Useandover-exploitation,deforestation,casestudies.Timberextraction,mining, dams andtheireffects onforestsandtribal people._<br>_(b) Waterresources:Useandover-utilizationofsurfaceandgroundwater,floods,drought, conflictsover water,dams- benefitsand problems._<br>_(c) Mineral resources: Use and exploitation, environmental effects of extractingandusing mineralresources, case studies._<br>_(d) Foodresources:Worldfoodproblems,changescausedbyagriculture andovergrazing,effectsofmodernagriculture,fertilizer-pesticideproblems, waterlogging, salinity,Casestudies._<br>_(e)Energyresources:Growing energyneeds,renewableandnon-renewableenergysources,useofalternateenergy sources.Case studies._<br>_(f)Landresources:Landasaresource,landdegradation,maninducedlandslides,soiler osion anddesertification._<br>_• Roleofanindividualinconservationofnaturalresources.Equitableuseofresourcesfor sustainablelifestyles._ |

| | |
|---|---|
| *UNIT2* | ***Ecosystems,BiodiversityandItsConservation:***•*Conceptofanecosystem.* <br> •*Structureandfunctionofanecosystem.* <br> •*Producers,consumersanddecomposers.* <br> • *Energyflowintheecosystem.Ecologicalsuccession.* <br> •*Foodchains,foodwebsandecologicalpyramids.* <br> •*Introduction,types,characteristicfeatures,structureandfunctionofthefollowin g ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desertecosystem(d)Aquaticecosystems(ponds,streams,lakes,rivers,oceans,est uaries)* <br> ***BiodiversityandItsConservation*** <br> •*Introduction,definition:genetic,speciesandecosystemdiversity.* <br> •*BiogeographicalclassificationofIndia.* <br> • *Valueofbiodiversity:consumptiveuse,productiveuse,social,ethical,aesthet icand optionvalues.* |

| | |
|---|---|
| | •*Biodiversity at global, National and local levels.*<br>•*India as a mega-diversity nation. Hot-spots of biodiversity.*<br>•*Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.*<br>•*Endangered and endemic species of India.*<br>• *Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.* |
| *UNIT3* | ***EnvironmentalPollution:** •Definition*<br>• *Causes, effects and control measures of*<br>*(a)Air pollution          (b)Water pollution          (c)Soil pollution*<br>*(d) Marine pollution*<br>*(e) Noise pollution        (f)Thermal pollution        (g)Nuclear hazards*<br>• *Solid waste management :Causes, effects*<br>*and control measures of urban and industrial wastes.*<br>• *Role of an individual in prevention of pollution.* •*Pollution case studies.*<br>•*Disaster management: Foods, earthquake, cyclone and landslides.* |
| *UNIT4* | ***Social Issues and the Environment, Human Population and the Environment, FieldWork:** •From unsustainable to sustainable development.*<br>• *Urban problems related to energy.*<br>•*Water conservation, rain water harvesting, watershed management.*<br>• *Resettlement and rehabilitation of people; its problems and concerns.Case studies.*<br><br>•*Environmental ethics: Issues and possible solutions.*<br>•*Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holo caust. Case studies.*<br>•*Wasteland reclamation.*<br>• *Consumeism and waste products.*<br>• *Environment Protection Act.*<br>• *Air (Prevention and Control of Pollution)Act.*<br>•*Water (Prevention and Control of Pollution)Act.*<br>• *Wildlife Protection Act.                    •Forest Conservation Act.*<br>•*Issues involved in enforcement of environmental legislation.*<br>•*Public awareness.*<br>***HumanPopulation and the Environment***<br>•*Population growth, variation among nations.*<br>•*Population explosion—Family Welfare Programme.*<br>• *Environment and human health.*<br>• *Human rights.*<br>•*Value educatio*<br>*n. HIV/AIDS.*<br>• *Women and Child Welfare.* •*Role of Information Technology in environment and human health.*<br>***FieldWork***<br>•*Visit to a local area to document environmental assets— river/forest/grassland/hill/mountain.*<br>• *Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.*<br>• *Study of common plants, insects, birds.*<br>•*Study of simple ecosystems—pond, river, hill slopes, etc.(Fieldwork equal to **5 lecture hours**)•CaseStudies.* |
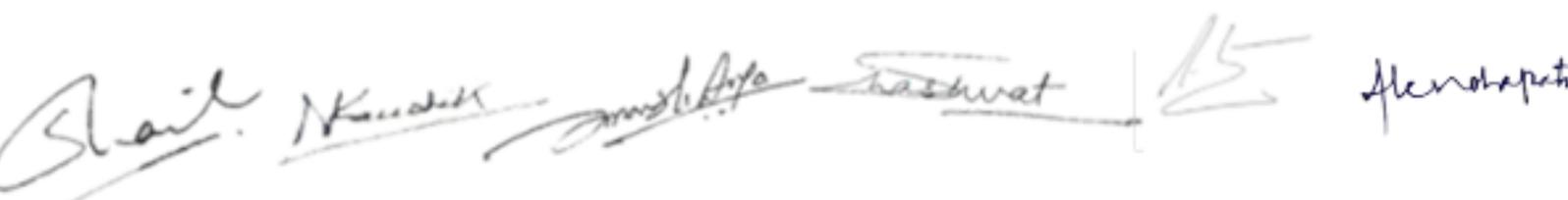
**Course Outcomes (COs)**

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

- **CO1:** Recognize the history, structure, function, interactions, and trends of key socio-environmental systems on personal, organizational, and intellectual levels through different media.
- **CO2:** Examine the generation of scientific knowledge and how that knowledge is presented, evaluated, framed, and applied for environmental protection by conservation of natural resources.
- **CO3:** Articulate a coherent philosophy of the environment and consider ethical bases for responding to environmental questions.
- **CO4:** Understand the role of conservation of resources and public awareness in prevention of pollution and ultimately for the sustainable development of society.
- **CO5:** Understand the social responsibility towards protection of environment and society.

| Course Outcome | ProgramLearningOutcomes | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 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 | | | | | |

*Note1:InstructionsforPaperSetter/ModeratorforExternalExamination;*

| MaximumMarks | 100(Maximum marks will be converted proportionately into 50marks) |
|---|---|
| Time | 3hours |
| Compulsoryquestion | |
| Setting of other questions | Q.no.1.Veryshorttypequestions5X2marks=10(Maximumword limit50words)<br>Q.no.2.shorttypequestion5X7marks=35(Maximumword limit150words)<br>Q.no.3.Longtypequestion5X11marks=55(Maximumword limit300words) |

*Note2:InstructionsforPaperSetter/ModeratorInternalExaminations;*

**Methodology for Evaluation**

17. Internal Assessment (Theory)
    k) Assignments: One from each Unit     :   20 Marks (20% weightage)
    l) In Semester Tests (Minimum two tests) :   40 Marks (30% weightage)
18. Term End (Theory)                               :100 Marks (50%weightage)

19. Internal Assessment (Lab)
    (f) HomeDaily Performance in the Lab                       :  50 Marks
20. Term End (Lab)                                          :  50 Marks

**SuggestedReadings:**

1. P.CJoshi&NamitaJoshi      ATextBookofEnvironmentalScience,A.P.H.pub NewDelhi,ISBN81-313-0456-3
2. DrB.SChauhan      EnvironmentalStudies,LaxmiPublication
3. AnubhaKaushik& C.P.Kaushik      EnvironmentalStudies,NewAgeInternational

# Communication Skills

| Course Code:DEN001C/DEN001D | L:1 | T/P:2 | CREDITS:2 |
|---|---|---|---|

## Course Objectives

1. Identify common communication problems that maybe holding learners back.
2. Perceive what the non-verbal messages are communicating to others.
3. Understand the role of communication in the teaching-learning process.
4. Learn to communicate through the digital media.
5. Understand the importance of empathetic listening.
6. Explore communication beyond language.

## Course Outcomes (CO):

**At the end of this course students will have:**

CO1: Get a clear understanding and improve good communication skills : Listening and speaking specifically.

CO2: Improve their reading and writing skills and use effective strategies for writing in different modes of writing.

CO3: Use digital literacy in their professional life for communication, by demonstrating basic functionalities of trending technologies like ML ,AI and IoT.

CO4: Use ethical digital behaviours and use practices that incorporate transparency, responsibility and accountability, also Identify core networking and infrastructure components and the roles they serve in preparing a secured system.

CO5: Realize the importance of non verbal communication, and use non verbal communication effectively in communication as an aid.

## Syllabus: Theory (DEN001C)

| UNIT 1 | 1. Listening<br>2 . Speaking |
|---|---|
| UNIT 2 | 3. Reading<br>4.  Writing and Different Modes of Writing |
| UNIT 3 | 5 . Digital Literacy and Social Media |
| UNIT 4 | 6 . Digital Ethics and Cyber Security |
| UNIT 5 | 7 . Non-Verbal Communication |

## Syllabus: Lab (DEN001D)

| UNIT 1 | 1 : Listening, Question and Answer Activity, Speech Listening **(2 activities)**<br>2 : Speaking , words learned every week, usage of dictionary & Thesaurus, video record of own speech\talk **(2 activities)** |
|---|---|
| UNIT 2 | 3 : Reading<br>4 : Writing and Different Modes of Writing, learn about writing different types of emails, prepare exemplar HDR proposal and discuss in small groups, write an essay.**(3 activities)** |
| UNIT 3 | 5 : Digital Literacy and Social Media , create a google form, create a presentation on Education and their passion, create a virtual media platform.**(3 activities)** |
| UNIT 4 | 6 : Digital Ethics and Cyber Security , list of activities to prevent Cyber attacks,  prepare advantages of cyber security, essay on plagiarism.   **(3 activities)** |
| UNIT 5 | 7 : Non-Verbal Communication , short mono act, display and identify different facial expressions **(2 activities)** |

## Methodology for Evaluation

6. Internal Assessment (Theory)
   m) Assignments: One from each Unit        :   20 Marks (20% weightage)
   n) In Semester Tests (Minimum two tests) :   40 Marks (30% weightage)
7. Term End (Theory)                                    :100 Marks (50%weightage)

8. Internal Assessment (Lab)
   (g) HomeDaily Performance in the Lab                         :  50 Marks
9. Term End (Lab)                                              :  50 Marks

**Suggested Reading:**Every module has reading and video references given at the end note for the faculty to go through.

### Course Articulation Matrix: (Mapping of COs with POs andPSOs)

| Course Outcome | Program Outcomes | | | | | | | | | | | | Program Specific outcomes | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 2 | 3 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 1 | | | | 1 | | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | | | | 3 | | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | |
| CO4 | 3 | 2 | | | | | | 2 | 2 | | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 3 |

## BAJMC 2nd Semester

| S. No. | Sub Code | Subject | Lecture Credit | Practical Credit | Total Credit | Course Type |
|--------|----------|---------|----------------|------------------|--------------|-------------|
| 1 | BJM006D | Film Studies | 3 | 0 | 3 | Core |
| 2 | BJM007D | Digital Media | 3 | 0 | 3 | Core |
| 3 | BJM008D | Digital Media Lab | 0 | 1 | 1 | Core Lab |
| 4 | BJM009D | Media Laws, Ethics and Regulations | 3 | 0 | 3 | Core |
| 5 | | Minor 2 | 4 | 0 | 4 | Minor |
| 6 | DEN002C | Professional Skills | 1 | 0 | 1 | Foundation(AEC) |
| 7 | DEN002D | Professional Skills Lab | 0 | 1 | 1 | Foundation(AEC) |
| 8 | | Inculcation of Human Values and Professional Ethics in Higher Education Institutions | 2 | 0 | 2 | Foundation(VAC) |
| 9 | DCA004A | Advanced Excel | 0 | 2 | 2 | Foundation(SEC) |
| 10 | | EDP | 0 | 1 | 1 | Foundation(SEC) |
| | | | **17** | **4** | **Total Credit-21** | |

# Film Studies

| CourseCode:BJM006D | L:3 | T/P:0 | CREDITS:3 |
|---|---|---|---|

## Course Objectives

1. Introduce film language and cinematic forms.
2. Explain milestones in world and Indian cinema.
3. Teach approaches to film criticism and analysis.
4. Outline basics of film production and roles.
5. Discuss trends, technology, and cinema's social impact.

## Unit 1: Introduction to Film and Cinema Language

- Definition and evolution of cinema; Film as mass media and art.
- Language of cinema: shot, scene, sequence, mise-en-scène, montage, editing, genre.
- Visual storytelling, the Five C's of cinematography.
- Classical Hollywood cinema development.
- Basic theories: Realism, Formalism, Expressionism, Montage.

## Unit 2: History and Milestones of World and Indian Cinema

- Early cinema globally and in India.
- Major movements: Soviet montage, Italian neorealism, French New Wave, Parallel Cinema.
- Indian Cinema: Early era, Studio era, post-independence developments.
- Contributions of key directors: D.W. Griffith, Satyajit Ray, Guru Dutt, Raj Kapoor, Mehboob Khan, Aparna Sen, Shyam Benegal, etc.
- Influence of cinema on society and culture.

## Unit 3: Approaches to Film Analysis and Criticism

- Introduction to film criticism and appreciation.
- Auteur theory and notable auteurs (e.g., Satyajit Ray, Akira Kurosawa).
- Genre studies and film narrative.
- Introduction to film movements and feminist readings.
- Film reviewing: writing and critical analysis.
- Film festivals and the culture of cinephilia.

## Unit 4: Film Production Basics (Overview)

- Fundamental stages: Pre-production, production, post-production.
- Elements of scriptwriting/storyboarding for film.
- Basics of cinematography: camera operations, shot composition, lighting.
- Introduction to editing and sound design.
- Understanding roles on set: director, cinematographer, editor, producer.
- Brief overview of censorship, certification, and distribution in India.

## Unit 5: Contemporary Cinema and New Media

- New trends: Digital cinema, web series, OTT platforms.
- Documentary and short film: genres and impact.
- Emerging Indian and regional cinemas; global perspectives.
- Film and social change: case studies.
- Film, society, and culture in the 21st century.
- Film and new technologies: animation, VFX, virtual reality.

**Methodology for Evaluation**

21. Internal Assessment (Theory)
    o)  Assignments: One from each Unit        :   20 Marks (20% weightage)
    p)  In Semester Tests (Minimum two tests) :   40 Marks (30% weightage)
22. Term End (Theory)                         :100 Marks (50% weightage)

23. Internal Assessment (Lab)
    (h) HomeDaily Performance in the Lab                      :  50 Marks
24. Term End (Lab)                                           :  50 Marks

**Recommended Readings:**

- Haywood, S. *Cinema Studies: The Key Concepts* (Routledge)
- Monaco, J. *How to Read a Film* (OUP)
- Nelmes, J. *An Introduction to Film Studies* (Routledge)
- Thompson, K. & Bordwell, D. *Film History: An Introduction* (McGraw-Hill)

**Course Outcomes**

1. CO1:Identify key concepts of film language and genres.
2. CO2:Summarize major movements and figures in cinema history.
3. CO3:Analyze and critique films using theoretical frameworks.
4. CO4:Describe basic steps and roles in film production.
5. CO5:Evaluate contemporary film trends and cultural influence.

**Course Articulation Matrix: (Mapping of COs with POs and PSOs)**

| Course Outcome | Program Outcomes | | | | | | | | | | | | Program Specific outcomes | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | | 3 | 2 | | | 3 | 1 | 2 | | 3 | 2 | 3 | 3 | 2 | 1 | | 2 |
| CO2 | | | 1 | | | | 1 | | 2 | | | 2 | | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | | | | 3 | | 1 | 2 | 3 | | 3 | 3 | 3 | 3 | | |
| CO4 | 3 | 2 | | | | | | | | | 3 | 2 | 3 | 2 | 1 | 2 | 3 |
| CO5 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 3 |

# Digital Media

| Course Code:BJM007D | L:3 | T/P:0 | CREDITS:3 |
|---|---|---|---|

**Course Objectives**

1. Introduce basics of digital media and platforms.
2. Build skills in digital content creation and writing.
3. Teach online news production and management.
4. Train in using digital media tools and analytics.
5. Discuss ethics, laws, and issues in digital media.

## Unit 1: Foundations of Digital Media

- Evolution and significance of digital media
- Key concepts: digitalization, convergence, interactivity
- Overview of digital transformation in journalism and mass communication
- Types and platforms of digital media (websites, blogs, social media, OTT, podcasts)
- Characteristics and credibility of digital media: digital literacy, net neutrality, digital divide

## Unit 2: Digital Content Creation and Writing

- Writing for various digital platforms: websites, blogs, social media
- Social media writing and engagement strategies
- E-content creation and multimedia storytelling: combining text, audio, visuals, and video
- Citizen journalism, user-generated content, and participatory media
- Search engine optimization (SEO), headlines, and formatting for online audiences

## Unit 3: News Production and Management in Digital Media

- Online news gathering, verification, and fact-checking
- Writing and editing for online news platforms
- Principles of digital news selection and specialized reporting
- Multimedia news packaging: infographics, data visualization
- Content management systems (CMS) for digital journalism

## Unit 4: Digital Media Tools & Techniques

- Tools for digital storytelling and online broadcasting
- Mobile journalism (MoJo): capturing, editing, and publishing via mobile devices
- Audio/video production and podcasting for digital platforms
- Digital audience measurement, analytics, and engagement
- Introduction to data journalism and interactive content creation

## Unit 5: Ethics, Laws, and Contemporary Issues in Digital Media

- Ethical challenges in online journalism: accuracy, privacy, verification, transparency
- Online media laws, intellectual property, copyright, and regulatory frameworks
- Fake news, misinformation, trolls, and digital safety
- Social, economic, and political impact of digital media
- Emerging trends: digital activism, influencer culture, AI in media, and global perspectives
- Relevant regulatory documents (IT Act, Copyright Act, Data Protection Bill, etc.)

## Course Outcomes

1. Explain core concepts of digital media.
2. Create content for web, social, and mobile platforms.
3. Manage and edit online news and multimedia.
4. Use digital journalism tools and analyze audience data.
5. Assess ethical and legal issues in the digital landscape.

## Methodology for Evaluation

25. Internal Assessment (Theory)
    q) Assignments: One from each Unit        :   20 Marks (20% weightage)
    r) In Semester Tests (Minimum two tests) :   40 Marks (30% weightage)
26. Term End (Theory)                        :100 Marks (50% weightage)

27. Internal Assessment (Lab)
    (i) HomeDaily Performance in the Lab               :   50 Marks
28. Term End (Lab)                                     :   50 Marks

## Recommended Readings:

- "The Online Journalism Handbook" by Paul Bradshaw & Liisa Rohumaa
- "Digital Storytelling in the Classroom" by Jason B Ohler

### Course Articulation Matrix: (Mapping of COs with POs and PSOs)

| Course Outcome | Program Outcomes | | | | | | | | | | | | Program Specific outcomes | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | | 3 | 2 | | | 3 | 1 | 2 | | 3 | 2 | 3 | 3 | 2 | 1 | |
| CO2 | | | 1 | | | | 1 | | 2 | | | 2 | | 3 | 3 | 3 |
| CO3 | 3 | 3 | | | | 3 | | 1 | 2 | 3 | | 3 | 3 | 3 | 3 | |
| CO4 | 3 | 2 | | | | | | | | | 3 | 2 | 3 | 2 | 1 | 2 |
| CO5 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 3 |

# Digital Media Lab

| Course Code: BJM008D | L:0 | T/P:2 | CREDITS:1 |
|---|---|---|---|

**Course Objectives:**

1. Develop skills in digital content creation and publishing.
2. Train in multimedia storytelling using digital tools.
3. Practice social media management and analytics.
4. Enhance abilities in editing and fact-checking digital news.
5. Build a professional digital journalism portfolio.

1. **Blog Creation and Maintenance**
   o Create and manage a personal or group blog on a relevant news or social topic. Regularly update with posts, images, and videos.
2. **Social Media Campaign Design**
   o Develop a social media campaign (Facebook, Instagram, Twitter) for a real or hypothetical cause. Plan posts, hashtags, schedules, and engagement strategies.
3. **Digital News Story Production**
   o Write, edit, and publish a multimedia news story for an online platform, including text, images, and embedded video/audio.
4. **Podcast Episode Production**
   o Record, edit, and publish a short podcast episode (5–10 minutes) on a chosen news or feature topic.
5. **Live Tweeting Simulation**
   o Cover a simulated or recorded event via live-tweeting, creating a thread with real-time updates and multimedia.
6. **Video News Package Creation**
   o Shoot, edit, and publish a 2-minute mobile journalism (MoJo) video news report using a smartphone and basic editing tools.
7. **Infographics and Data Visualization**
   o Research data on a current topic and design a simple infographic or data visualization using online tools.
8. **Online News Editing**
   o Edit user-submitted or AI-generated drafts for a website by correcting language, verifying facts, adding hyperlinks, and optimizing SEO.
9. **Website Design for Journalism**
   o Use basic web tools (e.g., WordPress, Blogger, Wix) to design a simple news or magazine website including sections, navigation, and branding.
10. **E-paper/Magazine Content Creation**
   o Write and format content for an e-paper or digital magazine with proper design, linking, and multimedia integration.
11. **Social Media Analytics**
   o Track and analyze engagement on posts/campaigns using social media analytics tools. Present findings in a short report.
12. **Digital Fact-checking and Verification**
   o Fact-check viral news/content using online tools and write a verification report with supporting evidence.
13. **YouTube/Short-form Video Channel Setup**
   o Create, brand, and upload news explainer videos or shorts to a YouTube or Instagram channel, optimizing titles and tags.
14. **Scriptwriting for Digital News**

o Prepare scripts for podcasts, explainer videos, or live anchors, focusing on digital storytelling style and format.
15. **Digital Portfolio/Showcase**
    o Compile best lab assignments (multimedia news, blogs, videos, infographics) into a digital portfolio for assessment.

**Course Outcomes:**

1. CO1: Create and publish digital media content confidently.
2. CO2: Employ multimedia tools for effective storytelling.
3. CO3: Manage social media campaigns and analyze engagement.
4. CO4: Edit, verify, and fact-check online news items.
5. CO5: Present a digital portfolio showcasing journalistic work.

**Methodology for Evaluation**

*29.* Internal Assessment (Theory)
   *s)* Assignments: One from each Unit          :   20 Marks (20% weightage)
   *t)* In Semester Tests (Minimum two tests) :   40 Marks (30% weightage)
*30.* Term End (Theory)                          :100 Marks (50% weightage)

*31.* Internal Assessment (Lab)
   *(j)* HomeDaily Performance in the Lab                    :   50 Marks
*32.* Term End (Lab)                                         :   50 Marks

**Course Articulation Matrix: (Mapping of COs with POs and PSOs)**

| Course Outcome | Program Outcomes | | | | | | | | | | | | Program Specific outcomes | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | | 3 | 2 | | | 3 | 1 | 2 | | 3 | 2 | 1 | 1 | 2 | 1 | | 2 |
| CO2 | 1 | | 1 | | | | 1 | | 2 | | | 1 | | | | | 3 |
| CO3 | 1 | | | 1 | | 3 | | 1 | 2 | 3 | | | 3 | | | | |
| CO4 | 1 | | | | 2 | | | | | | 3 | 1 | 1 | 2 | 1 | 2 | 3 |
| CO5 | 3 | 3 | 1 | 2 | | | 3 | 2 | | | 2 | | 2 | | 2 | 3 | |

# BAJMC 3rd Semester

| S.N. | Sub Code | Subject | Lecture Credit | Practical Credit | Total Credit | Course Type |
|------|----------|---------|----------------|------------------|--------------|-------------|
| 1 | BJM010D | Development Communication | 4 | 0 | 4 | Core |
| 2 | BJM012D BJM013D  BJM014D BJM047D  BJM015D BJM048D  BJM016D BJM017D  BJM018D BJM019D | **Major DE 1** (Contemporary Scenario of Digital Media/ Contemporary Scenario of Digital Media Lab OR Radio Production or हिंदी पत्रकारिता Radio Production Lab or हिंदी पत्रकारिता लैब OR Advertising: Principles & Concepts/ Advertising: Principles & Concepts Lab OR Film Theories and Appreciations/ Film Theories and Appreciations Lab | 3 | 2 | 5 | Discipline Elective |
| 3 | | Minor | 4 | 0 | 4 | Minor |
| 4 | | Leadership and Management skill | 2 | 0 | 2 | Foundation (AEC) |
| 5 | BJM045D | Bhagavad Gita: A Guide for Holistic Wellbeing | 2 | 0 | 2 | Foundation (VAC) |
| 6 | | Prompt Engineering (Generative AI) Program Specific | 0 | 2 | 2 | Foundation (SEC) |
| 7 | | Open Elective 1 | 3 | 0 | 3 | Open Elective (MDC) |
| | | | 18 | 4 | Total Credit-22 | |

# Development Communication

| Course Code:BJM010D | L:4 | T/P:0 | CREDITS:4 |
|---|---|---|---|

**Course Objectives**

1. Explain development and its communication theories.
2. Build skills to design media for social change.
3. Analyze media's role in development sectors.
4. Explore ICT tools and digital approaches for development.
5. Discuss contemporary issues and case studies in the field.

## Unit 1: Introduction to Development and Development Communication

- Concept and meaning of development
- Characteristics of developing countries and development indicators
- Historical background of development communication in India and internationally
- Definitions, scope, and significance of development communication
- Models and theories: Modernization, Dependency, Alternative, Gandhian, Diffusion of Innovation

## Unit 2: Paradigms and Approaches to Development Communication

- Major paradigms: Dominant, Dependency, Participatory, Alternative communication
- Key approaches and strategies: Empathy, Magic Multiplier, Bottom-Up, Trickle-Down, Diffusion of Innovation
- The role of communication in development: education, health, agriculture, and social change
- Media's role: Bridging the rural-urban divide, empowerment, and community participation

## Unit 3: Media for Development and Message Design

- Comparative study of media (print, radio, television, digital, and traditional/folk) for development communication
- Designing messages for different media and audiences
- Strategies for effective communication: message design, audience analysis, community mobilization
- Media campaigns and rural communication: SITE, Kheda, Krishi Darshan, Community Radio

## Unit 4: Technologies, ICT, and New Media for Development

- Role and impact of Information and Communication Technologies (ICT) in development
- E-governance, e-choupal, telecenters, National Knowledge Network
- Digital divide: challenges and opportunities in access to development information
- Social media, mobile, and online platforms for advocacy and awareness
- Critical appraisal of mainstream and digital media coverage of development issues

## Unit 5: Policies, Campaigns, and Trends in Development Communication

- Government policies, major campaigns, and NGOs in development communication
- Development support communication: health, agriculture, environment, gender, education, and empowerment
- Planning, implementation, and evaluation of development campaigns

- Participatory approaches, advocacy, media mapping, and monitoring
- Contemporary issues: sustainability, climate change, global frameworks, and case studies

**Recommended Readings:**

- Singhal, A. & Rogers, E. *India's Information Revolution*
- Srinivas Melkote, *Communication for Development in the Third World: Theory and Practice*
- Wilbur Schramm, *Mass Media and National Development*
- U. Narula, *Development Communication*

**Course Outcomes**

1. Define concepts and theories of development communication.
2. Prepare messages for diverse media and development needs.
3. Assess the impact of communication on social change.
4. Use ICT and new media for development purposes.
5. Evaluate policies, campaigns, and trends in development communication.

**Methodology for Evaluation**

*33.* Internal Assessment (Theory)
   *u)* Assignments: One from each Unit    :   20 Marks (20% weightage)
   *v)* In Semester Tests (Minimum two tests) :  40 Marks (30% weightage)
*34.* Term End (Theory)                 :100 Marks (50% weightage)

*35.* Internal Assessment (Lab)
   *(k)* HomeDaily Performance in the Lab        :  50 Marks
*36.* Term End (Lab)                         :  50 Marks

**Course Articulation Matrix: (Mapping of COs with POs and PSOs)**

| Course Outcome | Program Outcomes | | | | | | | | | | | | Program Specific outcomes | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | | 3 | 2 | | | 3 | 1 | 2 | | 3 | 2 | 3 | 3 | 2 | 1 | | 2 |
| CO2 | | | 1 | | | | 1 | | 2 | | | 2 | | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | | | | 3 | | 1 | 2 | 3 | | 3 | 3 | 3 | 3 | | |
| CO4 | 3 | 2 | | | | | | | | | 3 | 2 | 3 | 2 | 1 | 2 | 3 |
| CO5 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 3 |

# BHAGAVAD GITA: A GUIDE FOR HOLISTIC WELLBEING

| Course Code:BJM045D | L:2 | T/P: | CREDITS:2 |
|---|---|---|---|

## Course Objectives

1. To deeply comprehend the Bhagavad Gita, including its historical context, key themes, and teachings.
2. To learn the scientific aspects of the Bhagavad Gita.
3. To explore how the timeless wisdom of the Gita can be integrated into modern life to foster holistic well-being.
4. To learn techniques and philosophies from the Gita to attain mental and emotional balance in everyday life.
5. To discover practical methods from the Gita to manage and reduce stress, anxiety, and overwhelm in personal and professional life.
6. To explore the concept of dharma (duty) and learn how to make ethical/dharmic decisions aligned with personal values, both in life and as a leader.
7. To learn practices that promote physical health and vitality.
8. To gain insights from the Gita on building meaningful and harmonious relationships, enhancing effective communication, and critical thinking.
9. To encourage community service and social responsibility by discussing the Gita's emphasis on selfless action and service to others.
10. To develop mindfulness and meditation practices based on Gita teachings to enhance self-awareness, inner peace, and bhakti for achieving the ultimate goal of life.

## Learning Outcome

1. Throughout the course, participants will engage in discussions, reflective exercises, meditation sessions, and practical applications of Gita teachings to achieve these objectives, enhancing their overall well-being and leadership capabilities.
2. They are expected to develop a modern scientific and philosophical outlook based on the Bhagavad Gita.

## SYLLABUS

### Unit 1: Introduction to the Bhagavad Gita (2 hours)

- Historical and cultural context
- Key characters and setting
- Position of the Bhagavad Gita in Sanatan Dharma

### Unit 2: Broad framework of Bhagavad Gita (3 hours)

- Structure of Logic, metaphysics, epistemology, and ethics in the Bhagavad Gita
- Five topics in the Bhagavad Gita: Isvara, Jiva, Kala, Karma, and Prakriti

## Unit 3: Nature of Proof (Epistemology) in the Bhagavad Gita (2 hours)

- Various philosophical schools and system of pramanas
- Vedic Epistemology vs Scientific Method
- Top-down vs Bottom-Up approach and role of preceptor and parampara
- Subjectivity of faith and its verifiability

## Unit 4: Introduction to the Consciousness Science in Bhagavad Gita (3 hours)

- Mind-Body problem and its solution in the Gita
- Matter and Consciousness in light of Samkhya system of the Gita
- Unit of consciousness and its empirical foundation
- Atman as self and its moral, social, and ethical implication
- Yoga and its relation to modern science
- Meditation and mindfulness in the Gita

## Unit 5: Tri-Gunas theory and levels of consciousness (3 hours)

- Classifying different levels of consciousness and quality of life by gunas
- Current mental health issues and improving quality of life
- Empirical studies on modes of nature

## Unit 6: Positive Psychology and Mental Well-being (4 hours)

- Understanding the mind and its fluctuations
- Techniques for managing stress and anxiety
- Self-realization and mental health
- Practical exercises for inner peace

## Unit 7: Leadership, Management, and Dharmic Ethics (3 hours)

- Leadership lessons from the Bhagavad Gita
- The qualities of an ideal leader (Dharma Yuddha)
- Decision-making and ethical dilemmas
- Application of Gita teachings in modern leadership

## Unit 8: Varnasrama System and Symbiotic divisions of society (2 hours)

- Varnasrama system: an introduction to social and spiritual division
- Jativad: a perverted relic of varnashrama system
- Sanatan Dharma: attaining life's highest goal

## Unit 9: Hierarchy of life's goals and Yoga systems (6 hours)

- Divisions of faith and objectivity in religion
- Yoga: the traditional science of connecting with God

- Karma Yoga
- Jnana Yoga
- Dhyana Yoga
- Bhakti Yoga
- Relevance of yoga system in modern society

## Unit 10: Prayojana: Attaining the nature of the Absolute (4 hours)

- Four Purusharthas: differentiating spiritual and material goals of life
- Philosophical foundation for God and God's Attributes
- Progressive realization of the Absolute truth
- Nine-fold means of expression of love
- Bhagavad Gita's message for humanity at large

## Unit 11: Practical Project Work (10 hours)

Students will choose one of these three topics, in groups of 4-5 students. Alternative projects may be proposed and require instructor approval. Presentations will be 10-15 slides.

- Contemporary Societal Application: Identify contemporary issues or challenges (ethical dilemmas, personal struggles, societal conflicts) and analyze how Bhagavad Gita's teachings offer guidance or solutions through presentations, essays, or multimedia projects.
- Environmental Ethics and Sustainability: Explore ecological implications of Gita's teachings on interconnectedness and stewardship; study scientific concepts on sustainability, biodiversity, climate change; analyze how Gita emphasis on dharma and respect for nature align with environmental ethics.
- Sattva-Rajas-Tamas based personality traits: Using machine learning, analyze behaviors representing the three gunas. Collect and preprocess data, extract features, label behaviors, train models, and evaluate performance with at least 100 questionnaire responses; interpret results in the light of Bhagavad Gita.

## References

1. Prabhupada, A.C. Bhaktivedanta Swami, and Bhaktivedanta Swami. Bhagavad-Gita as it is. Los Angeles: Bhaktivedanta Book Trust, 1972.
2. Schweig, Graham M. Bhagavad Gītā: the beloved Lord's secret lovesong. Harper San Francisco, 2007.
3. Theodor, Ithamar. Exploring the Bhagavad Gita: Philosophy, structure and meaning. Routledge, 2016.

# BAJMC 4th Semester

| S.No. | Sub Code | Subject | L | P/ T | Total Credit | Course Type |
|---|---|---|---|---|---|---|
| 1 | BJM011D | Business Journalism | 3 | 0 | 3 | Core |
| 2 | BJM020D BJM021D<br><br>BJM022D BJM023D<br><br>BJM024D BJM025D<br><br>BJM026D BJM027D | **Major DE 2**<br>Digital Media Marketing/ Digital Media Marketing Lab<br>OR<br>TV Production/<br>TV Production Lab<br>OR<br>Creative Advertising & Copywriting / Creative Advertising & Copywriting Lab<br>OR<br>Introduction to Screen Writing/ Introduction to Screen Writing Lab | 3 | 2 | 5 | Discipline Elective |
| 3 | | Universal Human Value | 2 | 0 | 2 | Foundation (AEC) |
| 4 | BJM046D | Indian Knowledge System in Town Planning and Governance | 2 | 0 | 2 | Foundation (VAC) |
| 5 | | SPSS/R with Python (Program Specific) | 2 | 0 | 2 | Foundation (SEC) |
| 6 | | Open Elective | 3 | 0 | 3 | Open Elective (MDC) |
| 7 | | Minor | 4 | 0 | 4 | Minor |
| | | | **19** | **2** | **Total Credit- 21** | |

# Business Journalism

| Course Code:BJM011D | L:3 | T/P: | CREDITS:3 |
|---|---|---|---|

**Course Objectives:**

1. Introduce fundamentals of business and economic news.
2. Build skills in reporting and sourcing business stories.
3. Teach writing and editing for business journalism.
4. Develop understanding of sectoral and policy coverage.
5. Explore digital trends and challenges in business reporting.

## Unit 1: Foundations of Business Journalism

- Definition, evolution, and scope of business journalism
- Importance and role of business journalism in society
- Overview of Indian and global economic environment
- Characteristics of business news vs. general news
- Key skills and ethics for business journalists

## Unit 2: Reporting on Business and Economy

- Sources and types of business news: companies, markets, policy, foreign trade
- Understanding financial statements and economic data
- Beat reporting: stock markets, banking, government, small business, entrepreneurship
- Techniques for sourcing and verifying business information
- Interviewing business leaders and economic experts

## Unit 3: Writing and Editing Business News

- Formats: news reports, features, analysis, briefs
- Writing for different platforms: print, TV, digital
- Simplifying complex economic concepts for a mass audience
- Headline and lead writing for business news
- Editing for clarity, accuracy, and legal issues in business journalism

## Unit 4: Sectoral and Thematic Business Coverage

- Industry and sectoral reporting: IT, agriculture, manufacturing, services, startups
- Personal finance, consumer rights, and investment journalism
- Corporate social responsibility, sustainable business, and ESG (Environmental, Social, Governance) reporting
- Coverage of government policy: budgets, monetary policy, trade policy
- Case studies: famous business stories and investigative reporting

## Unit 5: Contemporary Trends and Tools in Business Journalism

- Impact of technology: data journalism, infographics, and visualization
- Digital and multimedia business news platforms
- Regulatory frameworks: SEBI, RBI, Ministry of Corporate Affairs, Competition Commission

- Challenges: fake news, PR spin, conflicts of interest, advertiser pressure
- Global perspectives: comparison of Indian and international business journalism
- Emerging issues: start-up ecosystem, fintech, sustainable business trends

**Course Outcomes :**

1. CO1: Identify and explain business news concepts.
2. CO2: Report and source information on economic and corporate topics.
3. CO3: Write and edit clear business news for various platforms.
4. CO4: Analyze key sectors, policies, and emerging business trends.
5. CO5: Apply digital tools and ethical practices in business journalism.

**Recommended Readings:**

- "The Indian Media Business" by Vanita Kohli-Khandekar
- "Business Journalism: How to Report on Business and Economics" by Keith Hayes
- Business dailies and online portals (The Economic Times, Bloomberg, Reuters)

RBI, SEBI, and Ministry of Finance publications

**Methodology for Evaluation**

37. Internal Assessment (Theory)
    w) Assignments: One from each Unit        :   20 Marks (20% weightage)
    x) In Semester Tests (Minimum two tests) :   40 Marks (30% weightage)
38. Term End (Theory)                         :100 Marks (50% weightage)

39. Internal Assessment (Lab)
    (l) HomeDaily Performance in the Lab              :   50 Marks
40. Term End (Lab)                            :   50 Marks

# Indian Knowledge System in Town Planning and Governance

| Course Code:BJM046D | L:2 | T/P: | CREDITS:2 |
|---|---|---|---|

## Course Objectives

- Understand the premise of Indian Knowledge System (IKS) in town planning and governance.
- Recognize the relevance of this knowledge in contemporary contexts.
- Acquaint with Rajya (state), Varna (social order), and Sthan Vyavastha (spatial organization).

## Learning Outcome

Students will be able to interpret texts related to town planning and governance with contextual examples.

## Syllabus

### Unit 1: Ancient Text and Town Planning

- Introduction to ancient texts relevant to town planning and governance.
- Terminologies, Indic languages, and the chronology of ancient texts and evolving principles.

### Unit 2: Socio-Cultural Expression in Spatial Planning (Varna Vinyas)

- Study of dwelling typologies, social infrastructure (gathering places, worship places, entertainment, cremation sites).
- Interpretation of sociocultural development through spatial forms.

### Unit 3: Geopolitics and Economy in Ancient India (Rajya Vinyas)

- Geopolitical relations in kingdoms: dynasties, kingship, alliances, supremacy.
- State economy through trade, taxation; land management; trade routes and centers; urban settlement dynamics.
- Reference to Arthashastra on governance and town planning.

### Unit 4: Principles of Town Planning (Sthan Vinyas)

- Urbanization in ancient India with towns of diverse sizes and shapes.
- Theoretical frameworks for town layouts based on geography, population, communities, using geometry and formulae.

### Unit 5: Ancient Towns and Present Planning Practices

- Discussion on city evolution inspired by ancient town planning principles.

- Examples linking ancient knowledge with modern planning practices, bridging theory and practice.

## Selected References and Learning Resources

Includes foundational and classical texts such as:

- Acharya, P.K. - Indian architecture according to Manasara (1931)
- Kautilya's Arthashastra (various editions)
- Samarangana Sutradhara, Mayamata (Indian treatises on architecture and housing)
- Various historical, archaeological, philosophical, and architectural sources covering Indian town planning, governance, economy, and social structure, ranging from 19th century to contemporary publications.

This comprehensive syllabus and resource list showcase the deep integration of Indian philosophical and practical knowledge into town planning and governance studies, oriented for in-depth academic inquiry and real-world application.

.

## BAJMC 5th Semester

| S.No. | Sub Code | Subject | L | P/T | Total Credit | Course Type |
|-------|----------|---------|---|-----|--------------|-------------|
| 1. | BJM028D BJM029D<br><br>BJM030D BJM031D<br><br>BJM032D BJM033D<br><br>BJM034D BJM035D | **Major DE 3**<br>(Digital Storytelling/<br>Digital Storytelling Lab<br>OR<br>Newsroom and Anchoring Skills/<br>Newsroom and Anchoring Skills Lab<br>OR<br>Corporate Communication /<br>Corporate Communication  Lab<br>OR<br>Cinematography and Visual Aesthetics /<br>Cinematography and Visual Aesthetics Lab | 3 | 2 | 5 | Discipline Elective |
| 2. | BJM036D BJM037D<br><br>BJM038D BJM039D<br><br>BJM040D BJM041D<br><br>BJM042D BJM043D | **Major DE 4**<br>Social Media Management and Strategy/<br>Social Media Management and Strategy Lab<br>OR<br>Radio Jockey Skills and Voice Dubbing/<br>Radio Jockey Skills and Voice Dubbing Lab<br>OR<br>Event Management/<br>Event Management Lab<br>OR<br>Film Production and Distribution /<br>Film Production and Distribution Lab | 3 | 2 | 5 | Discipline Elective |
| 3. | | Open Elective | 3 | 0 | 3 | Open Elective (MDC) |
| 4. | | Minor 5 | 4 | 0 | 4 | Minor |
| 5. | | Minor 6 | 4 | 0 | 4 | Minor |
| | | | **17** | **4** | **Total Credit- 21** | |

# BAJMC 6th Semester

| S.No. | Sub Code | Subject | L | P/ T | Total Credit | Course Type |
|-------|----------|---------|---|------|--------------|-------------|
| 1 | BJM044D | Industry Internship | 0 | 16 | 16 | Core |
| | | | | | **Total Credit-16** | |
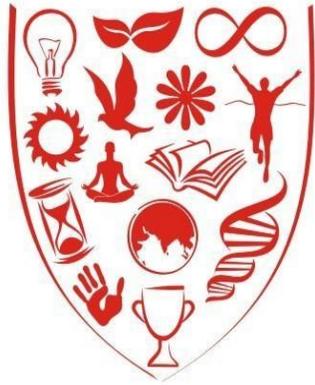
# Jaipur School of Mass Communication

# SYLLABUS

## Of

**BACHELOR OF ARTS (JOURNALISM&MASSCOMMUNICATION)**

**[B.A(JMC)]**

## For

**First to Sixth Semester**

**Discipline Elective Courses**

**(w.e.f. Academic Session2025-2028)**

# TRACK: Digital Media

# Contemporary Scenario of Digital Media

| CourseCode:BJM012D | L:3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

**Course Objectives**

1. Understand digital media foundations and evolution.
2. Analyze digital platforms and storytelling formats.
3. Identify trends and innovations shaping digital journalism.
4. Examine digital media's political, economic, and social impact.
5. Prepare for ethical challenges and future careers in digital media.

## Unit 1: Foundations and Evolution of Digital Media

- Definition and scope of digital media
- Historical development: From traditional to digital platforms
- Understanding characteristics of digital media: Interactivity, hypertext, virtuality, telepresence
- Evolution of audience behavior in the digital age
- Key digital transformations in global and Indian context

## Unit 2: Digital Media Platforms and Formats

- Overview of digital platforms: Websites, blogs, vlogs, podcasts, OTT
- Social media: Facebook, Twitter, Instagram, and new platforms
- Multimedia storytelling: Integration of text, visuals, audio, and video
- Mobile journalism (MoJo) and apps for reporting
- Writing, reporting, and editing for digital platforms

## Unit 3: Trends and Innovations in Digital Journalism

- Impact of AI and automation in newsrooms
- Data journalism: Sourcing, analyzing, and visualizing big data
- Hyperlocal journalism and audience engagement
- Fact-checking, combating misinformation, and ethics
- Personalization, immersive media (AR/VR), and emerging technologies

## Unit 4: Political Economy, Governance, and Digital Society

- Media ownership patterns and their effect on democracy
- Regulatory considerations: Laws, policies, net neutrality, digital rights
- Digital divide, language barriers, and digital literacy
- Political communication and role of digital media in social movements
- Press freedom, fake news, and safeguarding public interest

## Unit 5: Challenges, Opportunities, and Future Prospects

- Sustainable digital media business models
- Trauma-informed and sensitive reporting
- Platform disruption, emerging global content trends
- Media convergence and audience fragmentation
- Preparing for future careers: Skills for the evolving digital landscape

**Course Outcomes**

1. CO1:Demonstrate knowledge of digital media's core concepts.
2. CO2:Effectively use digital tools for journalistic practices.
3. CO3:Critically assess the impact of digital media on society.
4. CO4:Apply ethical standards to digital journalism.
5. CO5:Exhibit skills for success in the fast-changing digital media landscape.

**Further reading**

1. Mott,R.,SoundEffects:Radio,TV,andFilm.FocalPress, 1990Norberg,E.,RadioProgramming:tacticsandstrategy.
2. FocalPress,1996Priestman,C.,WebRadio.FocalPress,2 001 Quinn,S.,DigitalSub-EditingandDesign. FocalPress,2001
3. Reese,D.andGross,L.,RadioProductionWorktext(3rdedn).FocalPress, 1998Rudin,R.andIbbotson,Introduction toJournalism.Focal Press,2002 Schultz,B.,SportsBroadcasting.FocalPress,2001
4. Stephenson,A.,BroadcastAnnouncingWorktext(2ndedn).FocalPress , 2004Trewin,J., PresentingonTVand Radio. FocalPress, 2003 Utterback,A., BroadcastVoiceHandbook (3rdedn).BonusBooks,2000
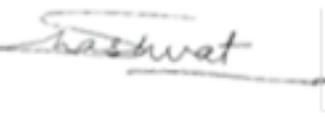
# Contemporary Scenario of Digital Media Lab

| Course Code:BJM013D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

**Course Objectives**

1. Develop practical digital journalism skills.
2. Gain proficiency in multimedia content creation.
3. Learn effective social media and online campaign strategies.
4. Practice digital news verification and ethical standards.
5. Analyze trends and audience engagement in digital media.

**Exercises:**
## 1. Media Usage Log & Analysis

- Maintain a 24-hour log of all digital media usage (websites, apps, platforms).
- Analyze content types, time spent, and multitasking habits, then reflect on digital audience behavior.

## 2. Digital News Story Creation

- Develop a digital news story using multimedia elements (text, images, audio, or video).
- Choose the appropriate format, research, write, and publish the piece on a class blog or website.

## 3. Social Media Campaign Simulation

- Design and execute a short-term awareness campaign using platforms like Twitter, Instagram, and Facebook.
- Create posts, schedule content, and analyze engagement with digital tools.

## 4. Mobile Journalism (MoJo) Reporting

- Use a mobile device to report, record, and edit a short news segment.
- Focus on shooting, editing, and publishing using mobile apps for journalism.

## 5. Fact-Checking and Verification Exercise

- Identify a trending news story, research for accuracy, and document the process of debunking misinformation with fact-checking tools.

## 6. Web Writing vs. Print Writing

- Rewrite a given news item for both web and print formats.
- Highlight differences in style, layout, and engagement techniques.

## 7. Data Visualization & Infographic Creation

- Collect basic data (e.g., COVID stats, local polls), then use online tools (Canva, Infogram) to create a news-related infographic.

**8. Podcast or Audio Story Production**

- Plan, script, record, and edit a brief news podcast or audio story using free audio editing software like Audacity or mobile apps.

**9. SEO Content Optimization**

- Optimize a news article or blog post for search engines.
- Utilize headline writing, keywords, and meta descriptions to improve online visibility.

**10. Blog Management and Analytics**

- Set up a class blog, publish a short article, and monitor basic analytics (views, comments, shares) to gauge digital readership.

**11. Comparative Media Analysis**

- Compare coverage of a major news event on two different digital media platforms (e.g., a news website vs. a social feed).
- Analyze differences in delivery, engagement, and multimedia use.

**12. Online Interview Skills**

- Conduct and record a remote interview using digital tools (Zoom, Google Meet, WhatsApp).
- Prepare questions, manage tech, and edit highlights for web publication.

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

1. CO1:Create and publish multimedia news content.
2. CO2:Demonstrate mobile journalism and podcasting skills.
3. CO3:Execute digital fact-checking and SEO techniques.
4. CO4:Analyze digital news engagement and campaign results.
5. CO5:Conduct online interviews and data-driven reporting.

# Digital Media Marketing

| Course Code: BJM020D | L :3 | T:0 | P: 0 | CREDITS: 3 |
|---|---|---|---|---|

## Course Objectives

1. Introduce fundamentals and evolution of digital marketing.
2. Explain website structure, SEO, and digital tools.
3. Develop social media and content marketing strategies.
4. Practice paid advertising, analytics, and performance tracking.
5. Explore emerging trends and formulate digital marketing plans.

## UNIT I: Introduction to Digital Marketing

- Definition, scope, and evolution of digital marketing
- Traditional vs. digital marketing
- Key concepts: inbound vs. outbound marketing, owned-earned-paid media
- 5Ds of digital marketing: Digital devices, platforms, media, data, and technology
- Role of digital marketing in the modern business ecosystem

## UNIT II: Website and SEO Basics

- Types of websites and landing pages
- Website structure, UX/UI fundamentals
- Introduction to Search Engine Optimization (SEO)
- On-page and off-page SEO techniques
- Google Search Console and keyword research tools

## UNIT III: Social Media Marketing (SMM)

- Role of social media in marketing strategy
- Platform-specific marketing: Facebook, Instagram, Twitter/X, LinkedIn, YouTube
- Content planning and calendar development
- Engagement metrics: likes, shares, reach, CTR
- Influencer marketing and community building

## UNIT IV: Paid Advertising and Analytics

- Google Ads: Search, Display, Shopping, and Video campaigns
- Social media ads: Facebook Ads Manager, LinkedIn Ads
- Budgeting, bidding, and A/B testing
- Introduction to web analytics: Google Analytics overview
- Conversion tracking, ROI, and performance analysis

## UNIT V: Emerging Trends and Strategy Planning

- Email marketing and automation tools
- Mobile marketing and SMS strategies
- Affiliate marketing and remarketing
- Digital marketing strategy development and case studies
- Legal, ethical, and data privacy considerations in digital media marketing (GDPR, Indian IT Act)

**Course Outcomes**

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

1. CO1:Understand and apply key digital marketing concepts.
2. CO2:Design basic websites and implement SEO techniques.
3. CO3:Create effective social media campaigns and analyze engagement.
4. CO4:Plan and execute paid ads with analytics and ROI assessment.
5. CO5:Develop digital marketing strategies considering trends and legal issues.

**Recommended Readings & Resources**

1. Ryan Deiss & Russ Henneberry – *Digital Marketing for Dummies*
2. Philip Kotler – *Marketing 4.0 / 5.0*
3. Deepak Kanakaraju – *Edge of Digital Marketing*
4. HubSpot Academy & Google Skillshop (Online Certifications)
5. Blogs: Neil Patel, Moz, Content Marketing Institute
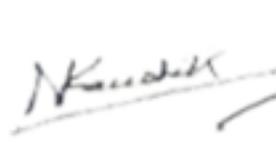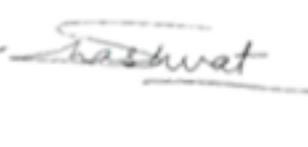
# Digital Media Marketing Lab

| Course Code: BJM021D | L:0 | T:0 | P :4 | CREDITS:2 |
|---|---|---|---|---|

**Course Objectives**

1. Develop foundational digital marketing skills through hands-on exercises.
2. Build proficiency in website evaluation, SEO, and analytics.
3. Plan and execute social media and paid ad campaigns.
4. Practice content creation for diverse digital platforms.
5. Formulate and present strategic digital marketing plans.

**Exercise 1: Digital Marketing Audit**
- Conduct a digital presence audit of a brand (website, social media, SEO).

**Exercise 2: Website Analysis & UX Review**
- Evaluate the user interface and user experience of a brand's website.

**Exercise 3: Keyword Research for SEO**
- Use Google Keyword Planner, Ubersuggest, or SEMrush to identify high-ranking keywords.

**Exercise 4: On-Page SEO Optimization**
- Optimize a blog/article with keywords, meta descriptions, alt tags, and proper headings.

**Exercise 5: Google Ads Campaign Setup**
- Create a sample Google Search or Display Ad campaign.

**Exercise 6: Social Media Content Calendar**
- Plan a 1-week content calendar for a brand on Instagram or Facebook.

**Exercise 7: Facebook/Instagram Ad Design**
- Design a visual ad using Canva or Adobe Express.

**Exercise 8: YouTube or Video Marketing**
- Create a short promotional video or explainer for a product.

**Exercise 9: Email Marketing Campaign**
- Draft a 3-part email sequence (welcome, offer, reminder).

**Exercise 10: Influencer Collaboration Proposal**
- Identify relevant micro-influencers for a campaign.

**Exercise 11: Google Analytics & Metrics**
- Analyze website traffic reports using Google Analytics (demo or screenshot-based).
- Report key metrics like bounce rate, session time, and traffic sources.

**Exercise 12: Final Campaign Strategy Presentation**
- Plan and present a complete digital campaign for a brand or social cause.
- Include platform mix, budget, goals, KPIs, and creatives.

**Course Outcomes**

1. CO1:Conduct comprehensive digital audits for brands.
2. CO2:Analyze and improve website UX/UI and SEO performance.
3. CO3:Create and manage campaign content across digital channels.
4. CO4:Design and evaluate paid ads and email marketing sequences.
5. CO5:Present data-driven digital marketing strategies with measurable KPIs.

**Suggested Tools & Platforms**

- Google Ads, Google Analytics, Keyword Planner
- Canva, Mailchimp, Buffer, Meta Business Suite
- Ubersuggest, SEMrush (freemium), HubSpot tools

# Digital Storytelling

| CourseCode: BJM028D | L:3 | T:0 | P :0 | CREDITS:3 |
|---|---|---|---|---|

**Course Objectives**

1. Introduce concepts and evolution of digital storytelling.
2. Analyze narrative structure and elements in multimedia contexts.
3. Develop skills using modern storytelling tools and production workflows.
4. Explore platform-specific formats and transmedia storytelling strategies.
5. Examine ethical, copyright, and social impact issues in digital storytelling.

**UNIT I: Introduction to Digital Storytelling**

- Definition, scope, and relevance in the digital age
- Evolution from oral, print, and broadcast to digital narratives
- Characteristics of digital stories: interactivity, multimedia, non-linearity
- Role of digital storytelling in journalism, marketing, education, activism

**UNIT II: Elements and Structure of a Digital Story**

- Core elements: character, setting, conflict, resolution, theme
- Visual grammar and storytelling language
- Narrative arcs in digital media
- Storyboarding and scripting for multimedia narratives

**UNIT III: Media Formats and Platforms**

- Types of digital storytelling: video stories, photo stories, podcasts, social media stories, interactive web stories
- Choosing the right format and platform: Instagram, YouTube, TikTok, WebDocs, AR/VR
- Transmedia storytelling and cross-platform narratives
- Case studies of impactful digital campaigns and stories

**UNIT IV: Tools, Techniques & Production Workflow**

- Tools for digital storytelling: audio, video, images, animation, text
- Basics of multimedia production and editing
- Storytelling software and apps: Canva, Adobe Spark, Audacity, Premiere Rush
- Workflow: Pre-production, Production, Post-production

**UNIT V: Ethics, Copyright, and Impact**

- Ethics of digital storytelling: representation, manipulation, bias
- Digital rights, creative commons, and copyright issues
- Measuring impact: engagement, reach, and social change
- Role of AI, data storytelling, and future trends

**Course Outcomes**

1. CO1: Explain core principles and relevance of digital storytelling in the digital age.
2. CO2: Identify, create, and structure compelling multimedia stories.
3. CO3: Utilize digital tools and platforms for story production and distribution.
4. CO4: Critically evaluate digital campaigns and story impacts across platforms.
5. CO5: Apply ethical guidelines and copyright protocols in storytelling projects.

**Recommended Readings & Resources**

1. **Lambert, Joe** – *Digital Storytelling: Capturing Lives, Creating Community*
2. **Alexander, Bryan** – *The New Digital Storytelling*
3. **Ryan, Marie-Laure** – *Narrative as Virtual Reality*
4. **Jenkins, Henry** – *Convergence Culture*
5. Articles and examples from **StoryCenter**, **The New York Times Visual Stories**, **BBC Stories**, etc.

**Assignments & Learning Activities**

- Weekly analysis of digital stories from platforms like Instagram Reels, Vox Media, or Netflix Docs
- Written story concept pitches and storyboards
- Digital storytelling critiques and ethics debates
- Mid-semester proposal for final story project
- End-semester story idea presentation with research and design plan
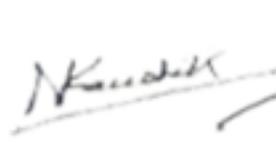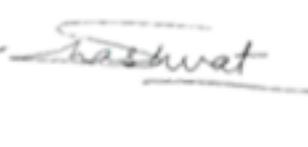
# Digital Storytelling Lab

| Course Code: BJM029D | L:0 | T:0 | P :4 | CREDITS:2 |
|---|---|---|---|---|

## Course Objectives

1. Foster creativity in ideating digital story concepts.
2. Teach structure, scriptwriting, and visual storytelling techniques.
3. Develop audio, video, and photo production skills for digital stories.
4. Practice platform adaptation and multi-format storytelling.
5. Promote ethical, impactful, and audience-centered digital narratives.

**Lab Exercise 1: Story Idea Brainstorming**
- Objective: Learn how to ideate and select compelling digital story concepts.
- Activity: Students brainstorm 3 story ideas and present loglines (1-sentence summaries) for each.

**Lab Exercise 2: Story Mapping & Narrative Structure**
- Objective: Understand storytelling arcs and flow.
- Activity: Use a story map (beginning–middle–end or hero's journey) to plot one selected idea.

**Lab Exercise 3: Writing a Script or Storyboard**
- Objective: Convert ideas into visual or spoken form.
- Activity: Write a short script or storyboard for a 1–2-minute digital story using visuals and dialogue/narration.

**Lab Exercise 4: Voiceover and Narration Recording**
- Objective: Practice clear and emotive storytelling with audio.
- Activity: Record a 30–60 second voiceover narration using a mobile recorder or mic.

**Lab Exercise 5: Photo Story Creation**
- Objective: Learn visual sequencing and image-based narration.
- Activity: Create a 6–8 photo story with captions or voiceover using tools like Canva or Google Slides.

**Lab Exercise 6: Digital Audio Story (Podcast Clip)**
- Objective: Understand sound-based storytelling.
- Activity: Record and edit a 1–2 minute audio story or micro-podcast using Audacity or online tools.

**Lab Exercise 7: Video Micro-Story**
- Objective: Practice filming and editing short videos.
- Activity: Shoot and edit a 30–60 second vertical video story (e.g., a Reels/Shorts format).

**Lab Exercise 8: Creating a Story for Social Media**
- Objective: Adapt narratives for platform-specific formats.
- Activity: Design a story carousel or short video for Instagram or YouTube Shorts with visual hooks.

**Lab Exercise 9: Interview-Based Storytelling**
- Objective: Learn to use interviews in narrative form.
- Activity: Conduct a short interview and extract a 1-minute segment for story use (video/audio/text).

**Lab Exercise 10: Transmedia Story Extension**
- Objective: Practice multi-platform storytelling techniques.
- Activity: Reframe your core story to fit two different platforms (e.g., Instagram + podcast or blog + YouTube).

**Lab Exercise 11: Interactive / Scroll-Based Story**
- Objective: Explore user-driven narrative formats.
- Activity: Create a basic scroll-based or clickable interactive story using tools like Knight Lab or Canva.

**Lab Exercise 12: Final Digital Story Project**
- Objective: Apply all skills to create a finished story.
- Activity: Create a 2–4 minute digital story (video/audio/photo/interactive) with script, visuals, voiceover, and background music.

**Course Outcomes**

1. CO1:Brainstorm and present effective digital story ideas and loglines.
2. CO2:Plan, script, and visually map compelling narrative structures.
3. CO3:Record and edit audio stories, voiceovers, and short video narratives.
4. CO4:Adapt stories for diverse digital and social media platforms.
5. CO5:Produce and present a complete, multi-element digital storytelling project.

**Tools and Software Suggestions**

- **Audio:** Audacity, GarageBand
- **Video:** Adobe Premiere Rush, CapCut, InShot
- **Storyboarding:** Canva, Storyboard That
- **Presentation/Publishing:** Google Slides, Adobe Express, Knight Lab, Instagram, YouTube

# Social Media Management and Strategy

| Course Code: BJM036D | L :3 | T:0 | P:0 | CREDITS: 3 |
|---|---|---|---|---|

**Course Objectives**

1. Understand social media platforms, types, and ecosystem evolution.
2. Develop content strategies tailored to different audiences and platforms.
3. Plan, execute, and evaluate social media campaigns effectively.
4. Analyze performance metrics and optimize social media marketing efforts.
5. Learn ethical practices, crisis management, and future trends in social media.

**UNIT I: Introduction to Social Media Ecosystem**

- Evolution of social media platforms and networks
- Types of social media: social networking, microblogging, video-sharing, messaging apps
- Role of social media in communication, marketing, branding, and politics
- Key platforms overview: Facebook, Instagram, X (Twitter), LinkedIn, YouTube, TikTok

**UNIT II: Content Strategy and Audience Engagement**

- Understanding digital audiences and demographics
- Creating content calendars and platform-specific strategies
- Content types: text, image, video, story, reel, meme, carousel
- Storytelling, virality, and user-generated content
- Influencer marketing and collaborations

**UNIT III: Social Media Campaign Planning**

- Components of a successful campaign: objectives, messaging, CTA, KPIs
- Paid vs organic strategies
- Hashtag strategy, trend surfing, and challenge campaigns
- Case studies of successful and failed social media campaigns
- Tools for campaign planning and scheduling (e.g., Buffer, Hootsuite)

**UNIT IV: Analytics, Metrics, and Performance Monitoring**

- Understanding metrics: impressions, reach, engagement, CTR, conversion
- Platform analytics dashboards (Facebook Insights, Instagram Analytics, YouTube Studio)
- ROI in social media marketing
- A/B testing, optimization strategies
- Reporting formats and tools (e.g., Google Analytics, Sprout Social)

**UNIT V: Ethics, Crisis Management & Future Trends**

- Ethics and etiquette in social media communication
- Misinformation, trolling, data privacy, algorithmic bias
- Handling online PR crises and negative feedback
- Social media policy and brand voice guidelines
- AI, automation, AR/VR, and emerging trends in social media marketing

**Course Outcomes**

1. CO1: Demonstrate knowledge of key social media platforms and their uses.
2. CO2:Create and manage engaging, platform-specific content calendars.
3. CO3:Design social media campaigns with measurable objectives and KPIs.
4. CO4:Use analytics tools to monitor, report, and improve campaign performance.
5. CO5:Apply ethical guidelines and handle crises in social media communications.

**Recommended Readings & Resources**

1. **Tuten, Tracy L. & Solomon, Michael R.** – *Social Media Marketing*
2. **Li, Charlene & Bernoff, Josh** – *Groundswell*
3. **Kaplan & Haenlein** – *Users of the world, unite! The challenges and opportunities of Social Media*
4. Case studies from brands like Zomato, Amul, Netflix India, Swiggy, Durex, etc.
5. Online tools: **Meta Business Suite**, **Canva**, **Later**, **Google Trends**, etc.

**Assignments & Activities**

- Weekly platform analysis
- Writing content calendars for real or fictional brands
- Campaign analysis reports
- Strategic proposal for a brand or cause-based campaign
- Class debates on ethical dilemmas in social media

# Social Media Management and Strategy Lab

| Course Code: BJM037D | L :0 | T:0 | P:4 | CREDITS: 2 |
|---|---|---|---|---|

**Course Objectives**

1. Teach practical brand auditing and social presence evaluation.
2. Develop audience research, persona, and targeting skills.
3. Strengthen ability to create, schedule, and adapt content for multiple platforms.
4. Foster campaign planning, execution, and analytics skills.
5. Prepare students for handling real-world social media crises and strategic presentations.

**Lab Exercise 1: Social Media Audit**
- **Activity:** Choose a brand and audit its social media presence on 3 platforms.

**Lab Exercise 2: Audience Persona Development**
- **Activity:** Create 2–3 target audience personas based on brand/product.

**Lab Exercise 3: Content Calendar Creation**
- **Activity:** Create a 7–14 day content calendar for Instagram and Facebook.

**Lab Exercise 4: Platform-Specific Content Design**
- **Activity:** Design 3 different posts (e.g., Instagram Reel, LinkedIn post, Twitter thread).

**Lab Exercise 5: Hashtag Strategy and Trend Surfing**
- **Activity:** Research current trends and hashtags, create a post aligned with them.

**Lab Exercise 6: Social Media Copywriting**
- **Activity:** Write 5 post captions each for Instagram, Twitter, and LinkedIn on different themes.

**Lab Exercise 7: Influencer Mapping and Strategy**
- **Activity:** Identify 3 relevant micro/macro influencers for a product and outline a campaign idea.

**Lab Exercise 8: Ad Campaign Planning**
- **Activity:** Design a Facebook/Instagram ad with targeting details and call-to-action.

**Lab Exercise 9: Analytics and Report Making**
- **Activity:** Use a simulated or real page to analyze reach, engagement, and conversion.

**Lab Exercise 10: Crisis Communication Simulation**
- **Activity:** Create a mock social media response to a fictional brand crisis.

**Lab Exercise 11: Campaign Execution Simulation**
- **Activity:** Execute a 3–5 day campaign simulation with scheduled posts.

**Lab Exercise 12: Final Campaign Strategy Presentation**
- **Activity:** Develop and present a 360° social media strategy for a brand or cause.

**Course Outcomes**

1. CO1:Conduct detailed audits of brand social media presence.
2. CO2:Create audience personas and effective content calendars.
3. CO3:Design, write, and adapt content for various platforms and audiences.
4. CO4:Plan, execute, and report on campaign performance using analytics.
5. CO5:Simulate crisis responses and present a comprehensive social media strategy.

**Recommended Tools & Software**

- **Content Creation:** Canva, Adobe Express
- **Scheduling:** Buffer, Later, Meta Business Suite
- **Analytics:** Instagram Insights, Facebook Creator Studio, Google Analytics
- **Research:** Google Trends, AnswerThePublic
- **Project Management:** Trello, Notion

# Track: Broadcast Media

## Radio Production

| Course Code: BJM014D | L :3 | T:0 | P:0 | CREDITS: 3 |
|---|---|---|---|---|

**Course Objectives**

1. Introduce fundamentals and history of radio broadcasting.
2. Teach technical aspects of radio studio equipment and transmission.
3. Develop skills in writing and scripting for radio programs.
4. Train in radio production processes including recording and editing.
5. Understand programming, regulations, and ethical standards in radio.

**Unit I: Introduction to Radio & Evolution**

- Nature and characteristics of radio as a mass medium
- Historical development and evolution of radio broadcasting
- Growth of radio in India: Public (AIR), private and community radio
- Role of radio in society and new trends (FM, Internet Radio, Podcasts)
- Strengths, limitations, and future prospects of radio

**Unit II: Radio Technology & Studio Fundamentals**

- Overview of radio transmission: AM, FM, satellite, online
- Radio studio setup: Studio layout, acoustics, and basic equipment
- Microphones: Types, selection, and placement
- Audio console, cables, speakers, headphones, and recording devices
- Introduction to digital recording and editing software

**Unit III: Writing & Scripting for Radio**

- Principles of audio/radio scriptwriting: Clarity, brevity, writing for the ear
- Formats of radio scripts: News, features, interviews, documentaries, talks, discussions, drama, ads
- Scripting and compiling radio bulletins, magazine shows, promos, and station IDs
- Newsgathering and writing for different programs
- Voice modulation, narration, and presentation skills

**Unit IV: Radio Production Process**

- Stages of production: Pre-production (planning, research), production (recording), post-production (editing, mixing)
- Roles and responsibilities of key personnel: Producer, presenter, news reader, RJ
- Recording single and multi-track programs—studio and field production
- Audio editing: Sound effects, music, mixing, and broadcast standards
- Packaging, archiving, and syndication

**Unit V: Programming, Governance & Ethics**

- Types of radio programs: News bulletins, magazine programs, radio plays, phone-ins, vox pops, special audience content
- Audience research, feedback analysis, and program review
- Role of regulatory bodies (e.g., Prasar Bharati, TRAI) and compliance with legal frameworks
- Ethics, codes for broadcasting, and challenges in the digital era
- Emerging trends: Community radio, podcasting, monetization, and new career avenues in radio

**Course Outcomes**

1. CO1:Explain the evolution and role of radio as a mass medium.
2. CO2:Operate basic radio studio equipment and production tools.
3. CO3:Write clear and effective scripts for various radio formats.
4. CO4:Produce, edit, and package radio programs professionally.
5. CO5:Apply ethical and regulatory knowledge in radio broadcasting.

**Suggested Readings**

1. Radio Programme Production by Neelamalar M.
   o Covers history, formats, scripting, production, and ethics of radio in India.
2. Radio Production by Paramvir Singh
   o Comprehensive Hindi text on the fundamentals and practice of radio production
3. History of Radio and Programme Production by Dr. Nagendra
   o Explores the historical evolution and major milestones of radio in India.
4. Akashvani: A Century of Stories from All India Radio by Vikrant Pande and Neelesh Kulkarni
   o Anecdote-rich coverage of AIR's impact and evolution in Indian society.
5. Radio Journalism in India by Vartika Nanda
   o Discusses the landscape, challenges, and case studies in Indian radio journalism.
6. This is All India Radio: A Handbook of Radio Broadcasting in India by U.L. Baruah
   o Official and practical guide to broadcasting in India, combining technical and narrative details.
7. Other Voices: The Struggle for Community Radio in India by Vinod Pavarala & Kanchan K. Malik
   o Delves into the movement and policy of Indian community radio and its challenges.
8. Indian Broadcasting by H.R. Luthra
   o Authoritative account of Indian broadcasting, its origins, policy, and development.
9. Radio और संगीत: Process of Production and Broadcasting by Dr. Ashok Kumar (Hindi)
   o Focuses on production with a blend of theory and practical elements, in Hindi.
10. Print Media and Broadcast Journalism: Ink to Airwaves by Neeta Khandelwal
    o Connects principles of both print and radio journalism from the Indian context and practice.

# Radio Production Lab

| CourseCode:BJM015D | L:0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

**Course Objectives**

1. Develop fundamental radio production skills.
2. Enhance voice modulation and scriptwriting abilities.
3. Train in recording and editing radio content.
4. Practice diverse radio program formats.
5. Prepare for live and studio-based radio broadcasting.

**Exercises**

1. **Radio Listening Log:**
   Maintain a log of daily radio programs and analyze formats/styles.
2. **Voice Modulation Practice:**
   Record vocal exercises focusing on pitch, tone, and clarity.
3. **Scriptwriting:**
   Write a one-minute radio news or PSA script.
4. **News Bulletin Recording:**
   Record and edit a short news bulletin.
5. **Interview Recording:**
   Conduct and record a brief radio interview.
6. **Field Reporting:**
   Capture ambient sound and produce a field report clip.
7. **Panel Discussion Show:**
   Script and record a group discussion or talk show segment.
8. **Ad/Promo Production:**
   Create a 30-second radio advertisement or jingle.
9. **Audio Editing Basics:**
   Edit a raw recording using basic audio software.
10. **Radio Drama/Feature:**
    Produce and record a short radio drama or documentary.
11. **Station ID & RJ Link:**
    Write and record a station ID and radio jockey link.
12. **Live Show Simulation:**
    Plan and enact a simulated live radio show with time cues and transitions.

**Course Outcomes**

1. Demonstrate effective radio scriptwriting and narration.
2. Operate recording and editing equipment confidently.
3. Produce various radio program segments.
4. Apply voice and presentation techniques professionally.
5. Conduct and manage live radio shows with coordination.

# TV Production

| Course Code:BJM022D | L:3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

## Course Objectives

1. Introduce fundamentals and history of TV as a mass medium.
2. Develop skills in TV reporting, scripting, and anchoring.
3. Teach technical aspects of camera, lighting, and audio for TV.
4. Train in TV production stages including editing techniques.
5. Explain programming, governance, and emerging trends in TV.

## Unit I: Introduction to Television as a Mass Medium

- Characteristics and role of television in mass communication
- Evolution and growth of TV in India and worldwide
- Types of television (public, private, satellite, cable, OTT)
- TV studio setup and basic workflow
- Overview of television program genres and formats

## Unit II: TV Reporting, Scripting, and News Production

- Fundamentals of TV reporting: skills and ethics
- Writing and reporting for TV news: packages, voiceovers, sound bites
- Anchoring: live shows, news bulletins, interviews
- Scripting for TV: formats for news, talk shows, documentaries, features
- Interview techniques and field reporting basics

## Unit III: Camera, Lighting, and Audio Techniques

- Types of TV cameras, lens, shots, and movements
- Framing, composition, and visual grammar for television
- Studio and field lighting: equipment, placement, effects
- Microphones and audio equipment for studio/location
- Audio mixing, music, ambience, and sound effects

## Unit IV: TV Production Stages and Editing

- Stages: pre-production, production, post-production
- Production roles: producer, director, technical crew
- Single and multi-camera production approaches
- Basics of video editing: linear vs. nonlinear, online/offline
- Editing software overview and editing for narrative/visual flow

## Unit V: Programming, Governance, and Emerging Trends

- Types of TV programs: news, magazine shows, reality, fiction, infotainment
- Regulations and codes for television broadcasting (Indian context)
- Audience research and feedback in TV production
- Ethics and challenges: TRP, sensationalism, representation
- Digital convergence, OTT, and future prospects of TV production

**Course Outcomes**

1. Demonstrate understanding of TV's role and evolution.
2. Produce and script news and multimedia TV content.
3. Apply camera, lighting, and audio skills professionally.
4. Edit video content using standard TV production workflows.
5. Analyze TV programming, regulations, ethics, and future trends.

# TV Production Lab

| Course Code:BJM023D | L:0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

## Course Objectives

1. Develop practical skills in TV production techniques.
2. Enhance abilities in TV scriptwriting and anchoring.
3. Train in camera operation, lighting, and audio recording.
4. Build competence in video editing and post-production.
5. Prepare students for live TV production and program planning.

## Exercises

1. **TV News Watching Log:**
   Maintain a log of different TV news programs and analyze reporting styles.
2. **Scriptwriting for TV Bulletins:**
   Write a one-minute news or talk show script for television.
3. **Anchoring Practice:**
   Record a short video as a news anchor or show host.
4. **Interview Recording:**
   Conduct and record a studio or field interview segment.
5. **Field Reporting:**
   Shoot a short on-location news or video report.
6. **Camera Operation Basics:**
   Practice basic shots (wide, close-up, pan, tilt) using a video camera.
7. **Lighting Setup Exercise:**
   Set up basic three-point or field lighting for a shoot.
8. **Studio Audio Recording:**
   Use microphones to record crisp audio for TV content.
9. **Multi-Camera Switching:**
   Simulate or record a session with multi-camera switching.
10. **Video Editing Basics:**
    Edit a raw news report using non-linear editing software.
11. **Promos/PSA Production:**
    Script and produce a short TV promo or public service announcement.
12. **Live Show Simulation:**
    Plan and enact a simulated live TV segment with cues and transitions.

## Course Outcomes

1. Demonstrate proficiency in TV content scripting and presentation.
2. Operate cameras and lighting setups effectively.
3. Produce and edit professional video segments.
4. Conduct interviews and live show simulations confidently.
5. Analyze and apply TV production workflows and ethics.

# Newsroom and Anchoring Skills

| Course Code:BJM030D | L:3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

**Course Objectives**

1. Introduce news concepts, newsroom structure, and workflow for broadcast.
2. Teach anchoring roles, responsibilities, and essential on-camera skills.
3. Guide news writing, script preparation, and teleprompter usage.
4. Explain studio production, technical coordination, and live broadcast basics.
5. Explore digital news anchoring trends, challenges, and case studies.

**UNIT I: Introduction to News and Newsroom Structure**

- Definition and elements of news (timeliness, proximity, impact, etc.
- Types of news: hard, soft, breaking, bulletin, special reports
- Overview of newsroom structure: roles and responsibilities
- Workflow of news production: from assignment to telecast
- Functions of different desks: input, output, PCR, MCR

**UNIT II: News Anchoring – Roles and Responsibilities**

- Functions of a news anchor: information delivery, credibility, on-camera presence
- Types of news anchoring: bulletin anchoring, panel discussions, field anchoring
- Anchor vs. reporter vs. correspondent
- Ethics of anchoring: impartiality, balance, sensitivity
- Key qualities: presence, voice modulation, timing, body language

**UNIT III: News Writing and Script Preparation**

- Basics of news writing for broadcast (TV/radio)
- News script format: intro, body, closing
- Writing for the teleprompter: clarity, simplicity, brevity
- Headlines and news tickers
- Handling breaking news and live updates

**UNIT IV: Studio Production and Technical Coordination**

- Understanding production control room (PCR) operations
- Coordination between anchor, director, and producers
- Use of teleprompter, IFB (interruptible feedback), and studio cues
- Camera positions, framing, lighting for anchoring
- Handling live reporting, OB vans, remote inputs

**UNIT V: Evolving Trends and Digital News Anchoring**

- Digital-first newsrooms and mobile journalism
- Anchoring for online platforms: YouTube, Instagram, live streams
- Rise of opinion-based anchoring and infotainment
- Fake news, misinformation, and fact-checking in live anchoring
- Case studies of popular news anchors and formats (TV + digital)

**Course Outcomes**

1. CO1: Define news, classify types, and explain newsroom roles and workflow.
2. CO2: Demonstrate anchoring techniques, ethics, and effective presentation.
3. CO3: Write news scripts for TV and radio with clarity and conciseness.
4. CO4: Operate within studio setups, coordinating with technical and editorial teams.
5. CO5: Adapt to digital platforms, address misinformation, and analyze leading anchor formats.

**Suggested Readings & References**

1. *Broadcast Journalism: Techniques of Radio and Television News* – Andrew Boyd
2. *News Reporting and Anchoring* – Neelamalar M
3. *Handbook of Journalism and Mass Communication* – Vir Bala Aggarwal
4. *Television and Radio Announcing* – Stuart Hyde
5. Online Resources: Reuters Handbook, BBC Editorial Guidelines, YouTube Creator Studio

# Newsroom and Anchoring Skills Lab

| Course Code: BJM031D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

## Course Objectives

1. Develop voice control and modulation skills for anchoring.
2. Enhance on-camera presence and non-verbal communication.
3. Strengthen news script reading and bulletin delivery abilities.
4. Train in live anchoring, panel moderation, and field reporting.
5. Build coordination skills for newsroom production workflows.

**Lab 1: Voice Warm-up and Modulation**
- Breathing exercises, articulation, tone, and pacing drills.

**Lab 2: On-Camera Body Language & Presence**
- Practice non-verbal communication: posture, expression, eye contact.

**Lab 3: News Headlines and Script Reading**
- Reading headlines with appropriate tone and clarity using cue cards.

**Lab 4: Delivering a News Bulletin**
- Record a 2-minute bulletin covering headlines, weather, or sports.

**Lab 5: Breaking News Simulation**
- Real-time news script reading and response under time pressure.

**Lab 6: Panel Discussion Anchoring**
- Moderate a mock discussion with guests on a current topic.

**Lab 7: Talk Show Segment Anchoring**
- Host a 5-minute studio-based or online interview segment.

**Lab 8: Anchoring Field Reports (Mock OB)**
- Simulate live anchoring from a remote or field location.

**Lab 9: Preparing a News Rundown Sheet**
- Design a 10-minute bulletin layout with segment and time breakdowns.

**Lab 10: PCR Coordination & Timing Practice**
- Use anchor cues, hand signals, and time checks in mock production.

**Lab 11: Final News Show Production**
- Script, anchor, and record a complete 10-minute news bulletin with multiple segments.

**Lab 12: Final Viva + Peer Review**
- Present final project, self-assessment, and respond to viva questions.

## Course Outcomes

1. CO1:Demonstrate clear, engaging voice modulation and articulation.
2. CO2:Exhibit confident body language and on-camera presence.
3. CO3:Perform accurate and effective news reading and anchoring.
4. CO4:Manage live and simulated news production scenarios competently.
5. CO5:Coordinate efficiently with production control and team members.

# हिंदी पत्रकारिता

| Course Code:BJM047D | L:3 | T/P: | CREDITS:3 |
|---|---|---|---|

**पाठ्यक्रम उद्देश्य (Course Objectives)**

- पत्रकारिता की मूल अवधारणा और इतिहास को समझाना।
- समाचार लेखन, रिपोर्टिंग और संपादन की तकनीक सिखाना।
- प्रिंट, इलेक्ट्रॉनिक और डिजिटल मीडिया के महत्व से परिचित कराना।
- पत्रकारिता के नैतिक मानदंड और कानूनों का ज्ञान देना।
- व्यावहारिक पत्रकारिता कौशल और फील्ड अनुभव प्रदान करना।

यूनिट 1: पत्रकारिता का परिचय एवं इतिहास

- पत्रकारिता की परिभाषा, स्वरूप, महत्व
- भारतीय एवं हिंदी पत्रकारिता का इतिहास व विकास
- प्रमुख पत्रकार, संपादक और उनके योगदान
- समाचार की अवधारणा, प्रकार और मूल्य
- समाचार चयन के सिद्धांत एवं प्रक्रिया

यूनिट 2: संचार एवं जनसंचार

- संचार की प्रक्रिया, रूप, स्तर, प्रकार
- जनसंचार के सिद्धांत, मॉडल और समाज पर प्रभाव
- मीडिया और सार्वजनिक विमर्श का संबंध
- संचार के विभिन्न माध्यम: प्रिंट, इलेक्ट्रॉनिक, वेब

यूनिट 3: समाचार लेखन एवं रिपोर्टिंग

- समाचार संरचना – 5W & 1H, इनवर्टेड पिरामिड
- समाचार लेखन की शैलियाँ और विधियाँ
- रिपोर्टिंग – राजनीति, अपराध, खेल, विशेष रिपोर्टिंग
- इंटरव्यू, प्रेस वार्ता, प्रेस विज्ञप्ति, फीचर लेखन

यूनिट 4: संपादन एवं पृष्ठ निर्माण

- भाषा एवं शैली, शीर्षक लेखन, संक्षिप्तीकरण
- अखबार-पत्रिकाओं की संरचना, डिजाइन व लेआउट
- प्रूफरीडिंग, फोटो-पत्रकारिता, सूचना ग्राफिक्स
- संपादन के व्यावहारिक पहलू

यूनिट 5: मीडिया कानून, नैतिकता एवं परियोजना

- प्रेस स्वतंत्रता, अभिव्यक्ति की आज़ादी, प्रेस कानून
- मीडिया नैतिकता, पेशेवर आचार संहिता
- पत्रकारिता में सामाजिक उत्तरदायित्व
- मीडिया में समसामयिक मुद्दे, डिजिटल मीडिया, प्रैक्टिकल-फील्डवर्क, परियोजना

पाठ्यक्रम परिणाम (Course Outcomes)

- छात्र पत्रकारिता के सिद्धांत और उपयोग को समझ पाएंगे।
- समाचार एकत्रण, लेखन और संपादन में दक्षता प्राप्त करेंगे।
- विभिन्न मीडिया प्लेटफार्मों के लिए सामग्री तैयार कर सकेंगे।
- मीडिया कानून और नैतिकता के प्रति जागरूक होंगे।
- व्यावहारिक परियोजनाओं के माध्यम से अनुभव प्राप्त कर सकेंगे।

**Methodology for Evaluation**

1. Internal Assessment (Theory)
   a) Assignments: One from each Unit : 20 Marks (20% weightage)
   b) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
2. Term End (Theory)                            :100 Marks (50%weightage)


**हिंदी पत्रकारिता पुस्तकें:**
- हिन्दी पत्रकारिता — डॉ. कृष्णबिहारी मिश्र
- समाचार पत्र और पत्रकारिता — शश्वत पब्लिकेशन
- हिंदी पत्रकारिता का प्रतिनिधि संकलन — राजकमल प्रकाशन
  पत्रकारिता के सिद्धांत और अभ्यास — प्रो. रामलाल
- आधुनिक पत्रकारिता — डॉ. सुरेश कुमार शर्मा
- पत्रकारिता एवं जनसंचार — डॉ. मनीषा सिंह
- डिजिटल पत्रकारिता — डॉ. रविंद्र प्रताप
- पत्रकारिता का इतिहास — डॉ. अजय कुमार
- समाचार लेखन तकनीक — डॉ. रीता वर्मा
- फीचर लेखन और संपादन — डॉ. संजय चौहान
- भारतीय पत्रकारिता — डॉ. उमेश शर्मा
- फोटो पत्रकारिता और मीडिया — माधुरी कुमारी
- सोशल मीडिया और पत्रकारिता — डॉ. विनोद चौधरी

# हिंदी पत्रकारिता लैब

| Course Code:BJM048D | L:0 | T/P:4 | CREDITS:2 |
|---|---|---|---|

## हिंदी पत्रकारिता लैब अभ्यास सूची

1. समाचार लेखन अभ्यास – दी गई तथ्यों के आधार पर समाचार लिखना।
2. फीचर लेखन कार्य – किसी सामाजिक विषय पर फीचर लेख तैयार करना।
3. रिपोर्टिंग प्रैक्टिकल – विश्वविद्यालय परिसर या आसपास की घटना पर रिपोर्ट बनाना।
4. साक्षात्कार लेना – फैकल्टी सदस्य या छात्र का साक्षात्कार लेकर उसका ट्रांसक्रिप्शन तैयार करना।
5. सम्पादकीय लेखन – समसामयिक राष्ट्रीय मुद्दे पर सम्पादकीय लिखना।
6. फोटो पत्रकारिता – छात्र जीवन पर फोटो स्टोरी बनाकर कैप्शन लिखना।
7. समाचार विश्लेषण – एक ही समाचार को दो प्रमुख अख़बारों में पढ़कर उनकी तुलना करना।
8. समाचार बुलेटिन निर्माण – दो मिनट का हिंदी समाचार बुलेटिन तैयार करना और प्रस्तुत करना।
9. समाचार संपादन – दी गई कच्ची खबर की कॉपी को संपादित करना।
10. लीड लेखन – विभिन्न प्रकार की खबरों के लिए लीड लिखने का अभ्यास।
11. पत्रकारिता में सोशल मीडिया उपयोग – फेसबुक अथवा इंस्टाग्राम पर कैंपस न्यूज़ पोस्ट का नमूना तैयार करना।
12. साक्षात्कार विश्लेषण – किसी हिंदी अख़बार में प्रकाशित साक्षात्कार का विश्लेषण करना।
13. पत्रिका या पत्र निर्माण – साथियों के सहयोग से न्यूज़लेटर या पत्रिका तैयार करना।
14. विज्ञापन लेखन – युवाओं के लिए सामाजिक संदेश पर विज्ञापन कॉपी तैयार करना।
15. भाषाई शुद्धता अभ्यास – हिंदी की त्रुटिपूर्ण खबर को सही करना।

## हिंदी पत्रकारिता पुस्तकें:
- हिन्दी पत्रकारिता — डॉ. कृष्णबिहारी मिश्र
- समाचार पत्र और पत्रकारिता — शश्वत पब्लिकेशन
- हिंदी पत्रकारिता का प्रतिनिधि संकलन — राजकमल प्रकाशन
  पत्रकारिता के सिद्धांत और अभ्यास — प्रो. रामलाल
- आधुनिक पत्रकारिता — डॉ. सुरेश कुमार शर्मा
- पत्रकारिता एवं जनसंचार — डॉ. मनीषा सिंह
- डिजिटल पत्रकारिता — डॉ. रविंद्र प्रताप
- पत्रकारिता का इतिहास — डॉ. अजय कुमार
- समाचार लेखन तकनीक — डॉ. रीता वर्मा
- फीचर लेखन और संपादन — डॉ. संजय चौहान
- भारतीय पत्रकारिता — डॉ. उमेश शर्मा
- फोटो पत्रकारिता और मीडिया — माधुरी कुमारी
- सोशल मीडिया और पत्रकारिता — डॉ. विनोद चौधरी

# Radio Jockey Skills and Voice Dubbing

| Course Code: BJM038D | L :3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

## Course Objectives

1. Understand radio broadcasting history and voice fundamentals.
2. Develop skills in radio programming and content creation.
3. Enhance on-air communication and presentation techniques.
4. Learn voice dubbing processes and vocal expression.
5. Explore industry trends and career opportunities in voice media.

## UNIT I: Foundations of Radio and Voice

- History and evolution of radio broadcasting in India and globally
- Types of radio: AM, FM, Community, Online/Internet Radio
- Role of a Radio Jockey: Personality, Skills, and Ethics
- Basics of voice: Speech production mechanism, vocal cords, resonance
- Elements of effective speech: Articulation, modulation, pitch, tone, tempo, volume

## UNIT II: Radio Programming and Content Creation

- Structure of a radio show: formats, segments, timing
- Script writing for radio: dialogues, monologues, cues
- Researching content: news, infotainment, listener interests
- RJ as a content creator and community influencer
- Ethical and legal issues in radio content: defamation, obscenity, copyright

## UNIT III: On-Air Communication and Presentation Techniques

- Voice culture and development techniques
- Verbal and non-verbal communication on radio
- Audience engagement techniques: storytelling, humor, empathy
- Interviewing skills: pre-show planning, framing questions
- Handling emergencies and live call situations on air

## UNIT IV: Introduction to Voice Dubbing and Voiceover

- Overview of dubbing industry: cinema, animation, ads, gaming
- Process of dubbing: translation, lip-sync, timing
- Voiceover vs. dubbing: similarities and differences
- Vocal characterization and emotional expression
- Regional language dubbing and cultural adaptation (localization)

## UNIT V: Industry Trends and Career Opportunities

- Careers in RJ, voice dubbing, podcasting, and narration
- Emerging platforms: podcasts, YouTube, OTT, audiobooks
- Freelancing and self-branding for voice professionals
- AI and synthetic voices: future of voice work
- Case studies of popular RJs and dubbing artists

**Course Outcomes**

1. CO1:Explain key concepts of radio and voice production.
2. CO2:Create engaging radio show content and scripts.
3. CO3:Demonstrate effective on-air presentation and interviewing skills.
4. CO4:Perform voice dubbing with appropriate characterization.
5. CO5:Identify career paths and emerging trends in voice-related media.

**Suggested Readings:**

1. *Radio Production* – Robert McLeish
2. *Voice and the Actor* – Cicely Berry
3. *Broadcasting in India* – P.C. Chatterjee
4. *Modern Radio Production* – Carl Hausman
5. *The Art of Voice Acting* – James Alburger

# Radio Jockey Skills and Voice Dubbing Lab

| Course Code: BJM039D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

## Course Objectives

1. Develop foundational voice modulation and breathing control skills.
2. Enhance clarity, articulation, and expressive vocal techniques.
3. Train in radio scriptwriting, show planning, and segment structuring.
4. Practice microphone handling, studio recording, and dubbing methods.
5. Prepare students for producing professional RJ demos and dubbing portfolios.

## Exersices:

**Lab 1: Voice Warm-up and Breathing Techniques**
- Learn and practice breathing control, posture, and basic vocal warm-ups.

**Lab 2: Articulation, Pitch & Diction Drills**
- Perform tongue twisters, articulation exercises, pitch & tone variation practice.

**Lab 3: Emotion-Based Vocal Expression**
- Record voice samples expressing happiness, sadness, excitement, anger.

**Lab 4: RJ Voice Sample Recording & Playback**
- Record and self-evaluate dry voice clips; receive feedback on clarity and modulation.

**Lab 5: RJ Script Writing (Short Format)**
- Write a script for a 3-minute RJ show including intro, music cue, and sign-off.

**Lab 6: Segment Planning for a Themed Radio Show**
- Plan show segments: music, interview, talk segment, listener message.

**Lab 7: Microphone Handling & Studio Orientation**
- Practice mic techniques, posture, and understanding mic levels.

**Lab 8: Recording a Mini Radio Show (With Music & SFX)**
- Simulate a mini live show with music beds, sweepers, and transitions.

**Lab 9: Mock Call and Listener Interaction Practice**
- Simulate receiving and responding to a live listener call during a show.

**Lab 10: Basic Dubbing – Animation Clip**
- Dub a short cartoon clip with character-based vocal modulation.

**Lab 11: Film/TV Scene Lip-Sync Dubbing**
- Practice dubbing a movie scene with accurate lip-sync and emotion.

**Lab 12: Dubbing Commercials or Voiceovers**
- Record a voiceover for an advertisement or documentary narration.

**Lab 13: Create RJ Demo Reel**
- Compile best RJ recordings into a professional demo reel.

**Lab 14: Create Dubbing Showreel (Mixed Genres)**
- Submit a showreel containing animation, film, and ad dubbing samples.

**Lab 15: Final Project – Thematic Podcast or Group Radio Show**
- Produce and present a podcast or collaborative show with peer evaluation and viva.

**Course Outcomes**

1. CO1: Demonstrate vocal control with proper breathing and articulation.
2. CO2: Record and evaluate expressive RJ and dubbing voice samples.
3. CO3: Write and perform structured radio show scripts and segments.
4. CO4: Apply dubbing skills to animation, film, and commercials with emotion and lip-sync.
5. CO5: Create and present professional RJ and dubbing demo reels and group audio projects.

# Track 3- Advertising & Public Relations

# Creative Advertising and Copywriting

| Course Code: BJM024D | L :3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

## UNIT I: Introduction to Advertising

- Definition, nature, and scope of advertising
- Evolution and history of advertising in India and globally
- Types of advertising: print, electronic, digital, outdoor, ambient
- Functions of advertising: marketing, communication, branding, persuasion
- AIDA model and hierarchy of effects
- Ethics in advertising and regulatory bodies (ASCI, TRAI, FCC)

## UNIT II: Understanding the Creative Process

- Creativity in advertising: definition and relevance
- Stages of creative thinking: preparation, incubation, illumination, verification
- Creative brief: objectives, target audience, brand promise, key message
- Role of art director, copywriter, and creative director
- Ideation techniques: brainstorming, SCAMPER, mind mapping, storytelling

## UNIT III: Fundamentals of Copywriting

- Copywriting principles: clarity, brevity, originality, persuasion
- Types of copy: headlines, subheads, body copy, slogans, taglines, captions
- Tone and style: emotional, humorous, informative, conversational
- Copy for different media: print, radio, TV, digital, outdoor
- Writing for different product categories: FMCG, services, social issues

## UNIT IV: Campaign Planning and Message Strategy

- Components of an advertising campaign
- Message appeal strategies: rational, emotional, fear, humor, celebrity
- USP (Unique Selling Proposition) and positioning
- Integration of copy with visuals
- Brand storytelling and campaign themes

## UNIT V: Trends, Formats & Case Studies

- Digital advertising trends: native ads, influencer marketing, SEO/SEM copy
- Viral advertising and guerrilla marketing
- Integrated marketing communication (IMC) approach
- Analysis of successful ad campaigns (TVCs, print, digital)
- Emerging platforms: reels, OTT, branded content

**Suggested Readings:**

1. *Advertising and Promotion* – George E. Belch & Michael A. Belch
2. *The Copywriter's Handbook* – Robert Bly
3. *Hey, Whipple, Squeeze This* – Luke Sullivan
4. *Ogilvy on Advertising* – David Ogilvy
5. *Creative Advertising* – Mario Pricken

# Creative Advertising and Copywriting Lab

| Course Code: BJM025D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

## Course Objectives

1. Develop skills in analyzing and deconstructing advertisements.
2. Practice writing effective headlines, taglines, and brand copy for multiple media.
3. Create scripts and storyboards for radio, TV, and digital ads.
4. Learn copywriting techniques for diverse advertising formats including print, outdoor, and social causes.
5. Prepare and present comprehensive advertising portfolios and campaign concepts.

## Exercises:

**Lab 1:** Ad Observation and Deconstruction
**Lab 2:** Writing Headlines and Taglines
**Lab 3:** Brand Copy for Print Advertisement
**Lab 4:** Slogan and Jingle Writing
**Lab 5:** Radio Spot Scriptwriting (30 seconds)
**Lab 6:** TV Commercial Storyboard and Script
**Lab 7:** Digital Ad Copy – Social Media Posts
**Lab 8:** Website/Email Marketing Copy
**Lab 9:** Outdoor/Transit Ad Copy
**Lab 10:** Copywriting for Cause-Based/Social Campaign
**Lab 11:** Group Campaign Concept (3 Media Formats)
**Lab 12:** Final Portfolio Presentation + Viva

## Course Outcomes

1. Critically analyze and break down advertisements across media types.
2. Write compelling headlines, taglines, and copy for print and digital ads.
3. Develop creative scripts and storyboards for audio-visual advertising.
4. Produce persuasive copy for social, outdoor, and cause-based campaigns.
5. Present polished advertising portfolios and campaign proposals confidently.

## Recommended Tools & Resources:

- Canva / Adobe Photoshop / Illustrator (for visual support)
- MS Word / Google Docs (for scripting and writing)
- Inspiration from ad archives: Ads of the world, Lürzer's Archive, YouTube Ads Library

# Corporate Communication

| Course Code: BJM032D | L :3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

**Course Objectives**

1. Introduce key concepts and scope of corporate communication.
2. Explain internal and external communication tools and strategies.
3. Teach campaign planning, brand, and reputation management.
4. Discuss digital trends, ethical, and legal issues in communication.
5. Prepare students for careers and emerging challenges in the field.

**Unit I: Foundations of Corporate Communication**

- Definition, scope, and evolution of corporate communication
- Differences between PR and corporate communication
- Key functions: Image building, reputation management, and branding
- Role in organizational strategy and stakeholder relations
- Models and theories relevant to corporate communication

**Unit II: Internal Communication**

- Tools and channels: Newsletters, intranets, meetings, notice boards, emails
- Employee engagement, motivation, and change communication
- Leadership communication and organizational culture
- Crisis and conflict communication within organizations
- Measuring effectiveness of internal communication

**Unit III: External Communication**

- Media relations, press releases, and media conferences
- Communication with investors, customers, government, and public
- Managing digital presence: websites, social media, blogs
- Corporate events, sponsorships, and CSR communication
- Handling brand image in external crises

**Unit IV: Communication Strategy and Campaigns**

- Planning and executing corporate communication campaigns
- Message design, content calendars, and channel selection
- Monitoring and feedback in campaign management
- Case studies: Successful and failed campaigns
- Ethics and transparency in campaign communication

**Unit V: Emerging Trends and Challenges**

- Technology and digital transformation in corporate communication
- Issues of global communication, cross-cultural challenges
- Legal, ethical, and regulatory frameworks
- Sustainability and corporate social responsibility (CSR)
- Future trends: AI, data analytics, evolving job profiles

**Course Outcomes**

1. CO1:Define and explain core concepts of corporate communication.
2. CO2:Plan and implement effective internal and external communication.
3. CO3:Design and analyze corporate communication campaigns.
4. CO4:Address digital, legal, and ethical issues in practice.
5. CO5:Adapt to new trends and roles in corporate communication.

# Corporate Communication Lab

| Course Code: BJM033D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

## Course Objectives

1. Develop core practical skills in corporate communication tools.
2. Practice drafting releases, speeches, and change messages.
3. Train in crisis, CSR, and event communication strategies.
4. Strengthen digital, investor, and media relations communication.
5. Build confidence in designing and presenting communication campaigns.

## Exercises:

1. **Corporate Communication Audit**
   Analyze a company's internal and external communication channels.
2. **Writing a Press Release**
   Draft a press release for a product launch or CSR event.
3. **Internal Newsletter Creation**
   Design and write a newsletter for employees.
4. **Crisis Communication Simulation**
   Prepare statements and Q&A for a mock organizational crisis.
5. **CEO Speechwriting and Delivery**
   Write and present a short speech for a company leader.
6. **Media Relations & Pitch Email**
   Draft and send a media pitch to journalists for coverage.
7. **Social Media Strategy Planning**
   Create a social media communication plan for corporate branding.
8. **Investor Presentation Brief**
   Prepare a short briefing/presentation for stakeholders or investors.
9. **Organizational Change Communication**
   Draft an announcement for internal change (e.g., merger, new policy).
10. **CSR Campaign Planning**
    Plan a CSR communication strategy and materials.
11. **Event Communication Kit**
    Develop an event communication kit: invite, schedule, and press note.
12. **Final Group Campaign Presentation**
    Design and present a corporate campaign integrating internal and external tools.

## Course Outcomes

1. CO1:Analyze and evaluate corporate communication effectiveness.
2. CO2:Draft professional messages for diverse corporate scenarios.
3. CO3:Design campaigns for internal, external, and crisis contexts.
4. CO4:Apply digital, CSR, and branding communication techniques.
5. CO5:Present integrated communication strategies confidently.
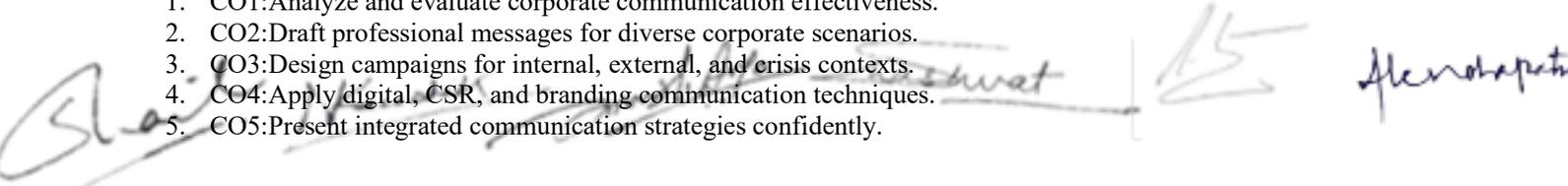
# Event Management

| Course Code: BJM040D | L :3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

**Course Objectives**

1. Introduce core concepts and types of event management.
2. Teach practical planning, budgeting, and logistics for events.
3. Develop skills in event marketing and media/promotional tools.
4. Train in execution, coordination, and on-site event operations.
5. Guide post-event evaluation, reporting, and career exploration.

**Unit I: Introduction to Event Management**

- Definition, scope, and importance of event management
- Types of events: corporate, social, cultural, sports, PR, and media events
- Role of event management in communication and branding
- Historical evolution and trends in the event industry
- Core principles and structure of event management

**Unit II: Event Planning and Pre-Production**

- Event planning process: concept, objectives, target audience
- Budgeting, sponsorship, and resource allocation
- Venue selection, logistics, and vendor management
- Risk assessment and contingency planning
- Event proposals and documentation

**Unit III: Event Marketing and Promotion**

- Marketing strategies for events: offline and digital approaches
- Publicity, media planning, and press relations
- Social media and influencer engagement for events
- Designing promotional materials: invites, posters, digital assets
- Registration systems and ticketing

**Unit IV: Event Execution and Coordination**

- On-ground coordination: scheduling, team roles, and checklists
- Audience management and hospitality
- Audio-visual, technical, and stage management
- Crisis and emergency response during events
- Quality control and experiential elements

**Unit V: Post-Event Activities and Evaluation**

- Post-event communication and follow-up
- Event impact assessment and feedback collection
- Preparing evaluation reports and documentation

- ROI analysis and learning outcomes
- Trends: sustainability, technology (virtual/hybrid events), career paths

**Course Outcomes**

1. Explain event management fundamentals and industry context.
2. Plan, budget, and organize pre-event processes effectively.
3. Design and implement marketing and communication strategies for events.
4. Coordinate event logistics and manage event-day operations confidently.
5. Evaluate and report on event success, identifying improvements and future prospects.

# Event Management Lab

| Course Code: BJM041D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

## Course Objectives

1. Teach event planning, budgeting, and logistics fundamentals.
2. Develop skills in marketing, sponsorship, and media communication.
3. Train students in program scheduling and team coordination.
4. Prepare for risk management and crisis handling during events.
5. Equip students to evaluate and report event outcomes professionally.

## Exercises:

1. **Event Conceptualization**
   Develop event ideas based on target audiences and objectives.
2. **Event Proposal Writing**
   Write a detailed proposal outlining event purpose, budget, and logistics.
3. **Venue Selection and Layout Planning**
   Choose a venue and create a layout plan addressing capacity and facilities.
4. **Budget Planning Exercise**
   Prepare a budget including costs for venue, logistics, promotion, and contingencies.
5. **Sponsorship Pitching**
   Draft a sponsorship proposal and identify potential sponsors.
6. **Event Marketing Plan**
   Design a promotional strategy including social media, print, and PR activities.
7. **Content and Program Scheduling**
   Create an event schedule and timeline, assigning roles and timings.
8. **Team Coordination Simulation**
   Role-play coordination among staff for smooth event execution.
9. **Media Relations Exercise**
   Write press releases and media advisories for event coverage.
10. **Risk and Crisis Management Plan**
    Identify potential risks and draft contingency and emergency response plans.
11. **On-site Event Coordination Simulation**
    Manage a mock event day focusing on guest handling, time management, and troubleshooting.
12. **Post-Event Evaluation and Report**
    Collect feedback through surveys, analyze data, and prepare a comprehensive event report.

## Course Outcomes

1. CO1:Create detailed event plans including budgets and layouts.
2. CO2:Design marketing and sponsorship strategies for events.
3. CO3:Coordinate event activities and team roles effectively.
4. CO4:Develop and implement crisis and risk management plans.
5. CO5:Analyze event success and prepare post-event reports for stakeholders.

<div align="center">
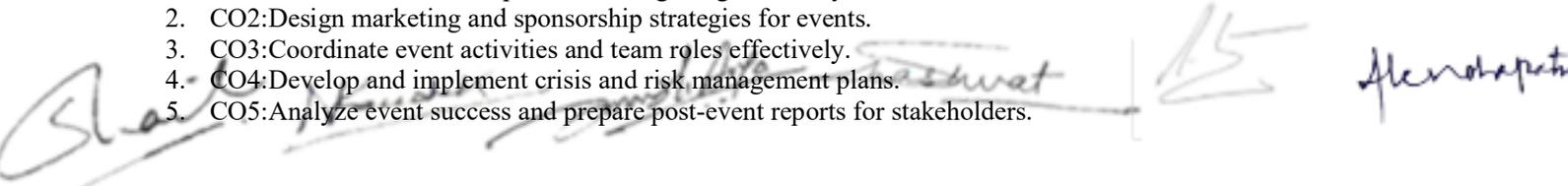
**Track 4- Film Studies**

# Film Theories and Appreciation

</div>

| Course Code: BJM018D | L :3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

## Course Objectives

1. Introduce classical and contemporary film theories.
2. Build film analytical and review-writing skills.
3. Compare Indian and world cinema aesthetically and thematically.
4. Foster critical viewing and discussion through labs and screenings.
5. Enable appreciation of contemporary issues and evolving film forms.

## Unit I: Introduction to Film Theories

- Definition, nature, and appreciation of film as an art form
- Major classical and contemporary film theories: Auteur, Formalist, Realist, Psychoanalytic, Feminist, Marxist
- Introduction to key theorists (Eisenstein, Bazin, Metz, Mulvey, etc.)
- Importance of film theory in understanding cinema

## Unit II: Elements of Film Analysis

- Mise-en-scène: composition, lighting, set design, costumes
- Cinematography: camera angles, movement, framing
- Editing techniques and their narrative impact
- Sound, music, and their contribution to film meaning
- Narrative structure, genre, and characterization

## Unit III: Indian and World Cinema Appreciation

- A brief history of Indian and world cinema
- Regional cinemas and their unique aesthetics
- Major movements: Italian Neorealism, French New Wave, New Hollywood, Parallel Cinema in India
- Landmark films and directors (global and Indian)
- Cross-cultural themes and impact

## Unit IV: Practical Film Criticism

- Critical viewing: scene deconstruction and review writing
- Analyzing symbolism, motifs, and cinematographic choices
- Comparative analysis: short film, documentary, feature film
- Group screenings and discussions
- Peer presentations on selected movies and theoretical approaches

## Unit V: Trends and Contemporary Concerns

- Digital age: new forms of film and video

- Documentary and experimental film aesthetics
- Gender, politics, and representation in cinema
- Film festivals, criticism, and audience trends
- The future of film criticism and appreciation

**Course Outcomes**

1. Explain and apply major film theories to cinema analysis.
2. Analyze mise-en-scène, editing, sound, and narrative with critical insight.
3. Compare, discuss, and appreciate diverse world and Indian films.
4. Write informed reviews and participate in peer film criticism sessions.
5. Recognize and explain contemporary themes, trends, and challenges in film appreciation.

# Film Theories & Appreciation Lab

| Course Code: BJM019D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

**Course Objectives**

1. Teach classical, modern, and Indian film theories.
2. Develop visual analysis and film review-writing skills.
3. Foster comparative appreciation of world and Indian cinema.
4. Practice applying critical theory through screenings and discussion.
5. Build portfolio and presentation skills for film criticism.

**Exercises:**

1. **Film Theory Concept Mapping**
   Research and create a mind-map of key classical and modern film theories.
2. **Visual Language Analysis**
   Analyze a film scene for mise-en-scène, camera movement, and editing.
3. **Genre Study Assignment**
   Compare two films from different genres and discuss stylistic differences.
4. **Key Director Case Study**
   Present on the unique style and influence of a world or Indian filmmaker.
5. **Film Review Writing**
   Watch a film and write a critical appreciation/review applying theory.
6. **Editing & Sound Analysis**
   Break down a film segment focusing on editing, sound, and music.
7. **Motif & Symbolism Hunt**
   Identify recurring motifs or symbols in a classic or contemporary movie.
8. **Screening & Group Discussion**
   Watch a selected film and conduct a guided group appreciation.
9. **Cultural Context in Cinema**
   Analyze a film's depiction of culture, politics, or society.
10. **Poster or Visual Analysis Exercise**
    Deconstruct the visual language and symbolism in a film poster.
11. **Peer Film Recommendations**
    Recommend and justify a film for class screening using theoretical frameworks.
12. **Film Appreciation Viva/Portfolio**
    Compile reviews, essays, and analyses into a portfolio and present in viva.

**Course Outcomes**

1. Explain and apply film theories to scene and film analysis.
2. Analyze visual and aural film components critically.
3. Compare and critique diverse genres and directors' works.
4. Write informed reviews and participate in screenings and debates.
5. Present a film appreciation portfolio showing theoretical insight.

# Introduction to Screenwriting

| Course Code: BJM026D | L :3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

**Course Objectives**

1. Explain the fundamentals and formats of screenwriting.
2. Teach narrative structures and plot development for visual stories.
3. Develop character creation and effective dialogue writing skills.
4. Explore genres, themes, and unique storytelling styles.
5. Prepare students for script development, revision, and industry practices.

**UNIT I: Fundamentals of Screenwriting**

- What is screenwriting? Nature, scope, and importance in visual storytelling
- Differences between writing for film, television, and web series
- The role of the screenwriter in the production process
- Understanding screenplay format: slug lines, action lines, dialogues
- Key elements: story, structure, character, conflict, dialogue

**UNIT II: Narrative Structure and Plot Development**

- Classical Three-Act Structure (Setup – Confrontation – Resolution)
- Alternative narrative structures (non-linear, circular, episodic)
- Scene construction and sequencing
- Building dramatic tension and pacing
- Plot points, turning points, midpoint, climax, and resolution

**UNIT III: Character Development and Dialogue Writing**

- Types of characters: protagonist, antagonist, supporting characters
- Character arc, motivation, and transformation
- Creating memorable and believable characters
- Writing purposeful and natural-sounding dialogue
- Subtext, tone, and exposition through conversation

**UNIT IV: Genre, Theme, and Style**

- Understanding major genres: drama, comedy, thriller, horror, romance, sci-fi
- Genre conventions and audience expectations
- Crafting a central theme or message
- Visual storytelling and showing vs. telling
- Writing with voice and unique narrative style

**UNIT V: Script Development and Industry Insights**

- Writing loglines, synopses, and treatment
- Script revisions and feedback process
- Basics of pitching and selling a script
- Screenwriting software and formatting tools (Final Draft, Celtx, WriterDuet)
- Overview of screenwriting opportunities in film, TV, web, and advertising

**Suggested Readings & References**

1. *Screenplay: The Foundations of Screenwriting* – Syd Field
2. *The Anatomy of Story* – John Truby
3. *Save the Cat!* – Blake Snyder
4. *The Screenwriter's Workbook* – Syd Field
5. *Into the Woods: How Stories Work* – John Yorke

**Course Outcomes**

1. Demonstrate understanding of screenwriting formats and elements.
2. Construct compelling plots using various narrative structures.
3. Create memorable characters and write authentic dialogue.
4. Analyze and apply genre conventions and visual storytelling techniques.
5. Develop, revise, and pitch scripts for film, TV, or web platforms.

# Introduction to Screenwriting Lab

| Course Code: BJM027D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

**Course Objectives**

1. Develop original story concepts and loglines for screen.
2. Build skills in character creation, scene writing, and dialogue.
3. Teach narrative and structural techniques for screenwriting.
4. Foster peer feedback, script revision, and storytelling clarity.
5. Prepare students for script formatting, pitching, and presentation.

**Lab 1: Logline and Concept Writing**
- **Objective:** Write 3–5 original loglines for short films or web series.

**Lab 2: Genre-Based Story Idea Development**
- **Objective:** Choose a genre and develop a brief story premise (100–150 words).

**Lab 3: Writing a Character Biography**
- **Objective:** Create a detailed character profile (name, age, backstory, goals, flaws).

**Lab 4: Scene Writing – Visual Description**
- **Objective:** Write a short scene with emphasis on action and visual storytelling (no dialogue).

**Lab 5: Writing Naturalistic Dialogue**
- **Objective:** Write a two-character scene using realistic, purposeful conversation.

**Lab 6: Scene Structure and Transitions**
- **Objective:** Write a 2-scene sequence showing clear setup, conflict, and transition.

**Lab 7: Three-Act Structure Breakdown**
- **Objective:** Break down a known film (or your story) into 3 acts with plot points.

**Lab 8: Writing a Short Film Script (Draft 1)**
- **Objective:** Begin scripting a 5–7 minute short film using proper format.

**Lab 9: Peer Review and Feedback**
- **Objective:** Exchange scripts and provide constructive feedback on story, character, pacing.

**Lab 10: Script Revision and Rewriting**
- **Objective:** Redraft your short film script based on feedback (focus on clarity and impact).

**Lab 11: Writing a Synopsis and Treatment**
- **Objective:** Create a one-page synopsis and a 2-page treatment of your script.

**Lab 12: Final Script Submission + Presentation**
- **Objective:** Submit a completed short film script (5–7 pages) and present the idea.

**Course Outcomes**

1. CO1:Generate compelling loglines, premises, and character bios.
2. CO2:Write effective scenes with strong visual and dialogue elements.
3. CO3:Construct scripts using narrative structures and genre conventions.
4. CO4:Revise and improve screenplays based on peer and instructor feedback.
5. CO5:Present and submit a polished short film script for assessment.

# Cinematography and Visual Aesthetics

| Course Code: BJM034D | L :3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

**Course Objectives**

1. Introduce fundamental concepts and history of cinematography.
2. Teach camera, lens, movement, and shot techniques.
3. Explain lighting principles and their narrative effects.
4. Develop skills in visual composition and color theory.
5. Analyze cinematographic styles, influences, and visual storytelling.

**UNIT I: Introduction to Cinematography**

- Role of the cinematographer / Director of Photography (DOP)
- Cinematography vs. videography
- Basic elements: frame, shot, scene, sequence
- The visual language of cinema: composition, color, movement
- Evolution of cinematography from celluloid to digital

**UNIT II: Camera and Lenses**

- Types of cameras (DSLR, cinema cameras, smartphone, etc.)
- Camera formats and sensors
- Lenses: prime vs. zoom, focal length, depth of field
- Camera movements: pan, tilt, dolly, handheld, Steadicam, drone
- Shot types: wide, close-up, medium, over-the-shoulder, POV

**UNIT III: Lighting for Visual Storytelling**

- Role of lighting in creating mood and meaning
- Types of lighting: natural vs. artificial
- Lighting techniques: three-point lighting, high-key, low-key, chiaroscuro
- Understanding shadows, contrast, and highlights
- Lighting setups for indoor, outdoor, night, and special effects

**UNIT IV: Visual Composition and Aesthetic Principles**

- Rule of thirds, balance, symmetry, framing, and leading lines
- Color theory and color grading: warm vs. cool tones
- Texture, space, shape, and perspective
- Mise-en-scène and its components (set, costume, performance, lighting)
- Symbolism and visual metaphor in film

**UNIT V: Cinematographic Styles and Influences**

- Realism vs. stylization in cinematography
- Study of influential cinematographers and their work (e.g., Roger Deakins, Vittorio Storaro, Emmanuel Lubezki)
- Visual aesthetics across genres: drama, thriller, documentary, fantasy
- Contemporary trends: natural lighting, handheld realism, virtual cinematography
- Case studies of visually iconic films and scenes

**Suggested Readings & References**

1. *Cinematography: Theory and Practice* – Blain Brown
2. *Painting with Light* – John Alton
3. *Film Art: An Introduction* – David Bordwell & Kristin Thompson
4. *The Visual Story* – Bruce Block
5. *In the Blink of an Eye* – Walter Murch (for visual editing and continuity)

**Course Outcomes**

1. Describe the role and techniques of a cinematographer.
2. Operate cameras, select lenses, and compose a variety of shots.
3. Apply lighting setups to create mood and narrative impact.
4. Analyze composition, color, and visual metaphors in film scenes.
5. Critically discuss major cinematographic styles and influences in cinema.

# Cinematography and Visual Aesthetics Lab

| Course Code: BJM035D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

**Course Objectives**

1. Teach manual camera operation and visual composition skills.
2. Develop understanding of shot types, movements, and lenses.
3. Train in lighting setups and visual mood creation.
4. Build skills in mise-en-scène and film scene recreation.
5. Enable application of cinematographic principles in short film production.

**Lab 1: Introduction to the Camera**
- **Exercise:** Operate the camera in manual mode and capture stills with different settings.

**Lab 2: Shot Composition and Framing**
- **Exercise:** Capture five different compositions representing these techniques.

**Lab 3: Types of Shots**
- **Exercise:** Create a storyboard using these shots for a simple action (e.g., entering a room).

**Lab 4: Camera Movements**
- **Exercise:** Shoot a 30-second moving scene using at least three different camera movements.

**Lab 5: Understanding Lenses and Focal Length**
- **Exercise:** Shoot the same subject using three different focal lengths.

**Lab 6: Three-Point Lighting Setup**
- **Exercise:** Light a subject in an interview setup and photograph or record.

**Lab 7: High-Key and Low-Key Lighting**
- **Exercise:** Set up one high-key and one low-key lighting scene using a single subject.

**Lab 8: Natural vs. Artificial Lighting**
- **Exercise:** Shoot a scene twice: once using natural light (e.g., by a window) and once using studio lights.

**Lab 9: Color and Mood in Visuals**
- **Exercise:** Create two contrasting moods (e.g., warm and inviting vs. cold and tense) using color.

**Lab 10: Mise-en-scène Planning and Execution**
- **Exercise:** Record a short 15–30 sec shot that reflects strong visual storytelling through mise-en-scène.

**Lab 11: Scene Recreation – Iconic Cinematography**
- **Exercise:** Choose a classic scene and replicate it as closely as possible.

**Lab 12: Final Visual Aesthetics Short Film**
- **Exercise:** Submit the film and explain the visual style choices during viva/presentation.

**Course Outcomes**

1. CO1:Operate cameras and compose varied shot types confidently.
2. CO2:Demonstrate use of lenses, movements, and framing creatively.
3. CO3:Set up and apply lighting for different styles and moods.
4. CO4:Analyze and replicate visual storytelling in iconic film scenes.

5. CO5:Plan, shoot, and present a visually cohesive short film project.

**Recommended Tools & Resources**

- DSLR or Mirrorless Camera, Tripod, Gimbal
- LED/Studio Lights, Reflectors, Colored Gels
- Editing Software: Adobe Premiere Pro, DaVinci Resolve
- Reference Films: *The Revenant*, *Blade Runner 2049*, *Roma*, *In the Mood for Love*, *Tree of Life*

# Film Production and Distribution

| Course Code: BJM042D | L :3 | T:0 | P:0 | CREDITS:3 |
|---|---|---|---|---|

**Course Objectives**

1. Introduce fundamentals of film production and key industry roles.
2. Guide pre-production planning, budgeting, and scheduling.
3. Teach hands-on production techniques and teamwork.
4. Explain post-production processes and finishing.
5. Explore strategies of film distribution, marketing, and legal compliance.

**Unit I: Overview of Film Production**

- Introduction to film production stages: development, pre-production, production, post-production
- Key roles: producer, director, crew, and collaborators
- Script development, budgeting, and scheduling
- Film genres and formats

**Unit II: Pre-Production and Planning**

- Script breakdown, casting, location scouting, permissions
- Storyboarding, shot lists, and production design
- Budgeting, fundraising, and resource management
- Scheduling and crew management

**Unit III: Production Techniques**

- Camera operations, lighting, and sound recording
- Directing actors, set management, and continuity
- On-location vs. studio shooting
- Problem solving during production

**Unit IV: Post-Production**

- Editing: fundamentals, techniques, and software
- Sound design, music, dubbing, and mixing
- Visual effects and color grading
- Final output formats and mastering

**Unit V: Film Distribution & Exhibition**
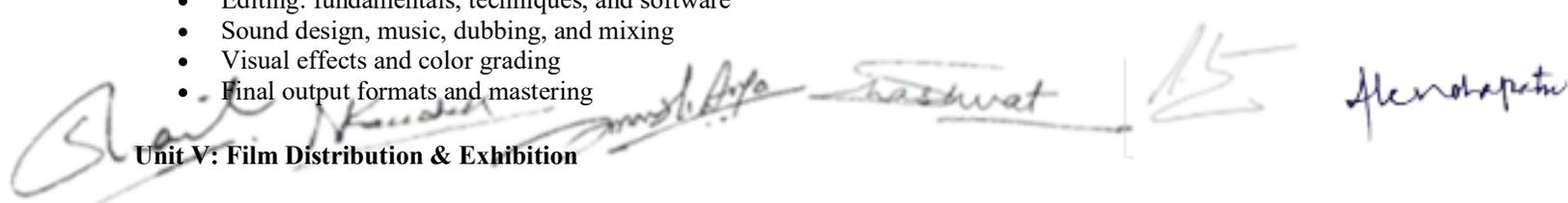
- Overview of the film distribution process: festivals, theatrical, OTT, TV, streaming
- Distribution channels: domestic and international
- Film marketing, promotions, and release strategies
- Legal and copyright considerations, censorship, and certification

**Suggested Readings:**

1. **Satyajit Ray: Our Films, Their Films** by Satyajit Ray
   A collection of essays from the master filmmaker offering insights into Indian and global cinema aesthetics.
2. **Bollywood: A Guidebook to Popular Hindi Cinema** by Tejaswini Ganti
   Comprehensive analysis of Bollywood's cultural, industrial, and narrative aspects.
3. **Writing for the Screen** by Dhananjay Kulkarni
   An Indian perspective on screenwriting tailored to Marathi and Hindi cinema.
4. **Gangs of Wasseypur: The Making of a Modern Classic** by Gautam Chintamani
   Behind-the-scenes account of creating an acclaimed Indian film.
5. **The Cinema of Satyajit Ray: Between Tradition and Modernity** by Darius Cooper
   Scholarly exploration of Ray's work and Indian cinematic philosophy.
6. **Indian Broadcasting** by H.R. Luthra
   History and analysis of broadcasting including film and TV industries in India.
7. **Film Directing Shot by Shot** by Steven D. Katz (widely used in India)
   Practical guide on visual storytelling essential for Indian filmmakers.
8. **Bollywood Does Battle: The War Movie and the Indian Popular Imagination** by Samir Chopra
   Explores war films in Hindi cinema and their societal impact.
9. **Adventures of a Bollywood Apprentice** by Claire Scobie
   Insider look at Bollywood film sets and production culture.
10. **Screenplay: The Foundations of Screenwriting** by Syd Field (Popular in India)
    Essential reading on screenwriting structure applied widely by Indian scriptwriters.

**Course Outcomes**

1. CO1:Understand and apply all stages of film production.
2. CO2:Organize pre-production tasks: scripting, planning, budgeting.
3. CO3:Operate production equipment and coordinate film shoots.
4. CO4:Apply editing and post-production for project completion.
5. CO5:Analyze film distribution practices and marketing essentials.
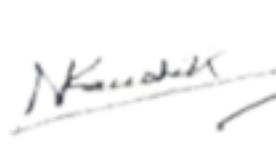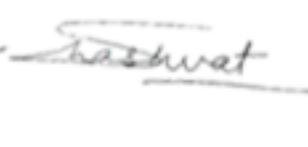
# Film Production and Distribution Lab

| Course Code: BJM043D | L :0 | T:0 | P:4 | CREDITS:2 |
|---|---|---|---|---|

**Course Objectives**

1. Develop practical skills in all stages of film production.
2. Train in teamwork, planning, and on-set roles.
3. Build expertise in editing and sound post-production.
4. Introduce film distribution, marketing, and release strategies.
5. Prepare students for professional project presentations.

**Exercises:**

1. **Script Breakdown and Scheduling**
   Break down a script and prepare a shooting schedule.
2. **Budget Planning for Short Film**
   Create a basic production budget for a short film project.
3. **Casting and Audition Simulation**
   Organize and record auditions for a main and supporting role.
4. **Location Scouting and Recce Report**
   Visit potential locations and prepare a recce report with photos.
5. **Shooting Script & Storyboarding**
   Write a scene-based shooting script and develop a simple storyboard.
6. **Camera & Lighting Setup Practice**
   Set up cameras and lights for a designated scene.
7. **Production Team Role-Play**
   Simulate key production roles (director, producer, DOP, sound) in a short shoot.
8. **Recording Dialogue and Sync Sound**
   Record a dialogue scene using proper sound equipment.
9. **Editing Rushes**
   Edit raw footage into a coherent scene using basic editing software.
10. **Sound Design & Background Score**
    Add sound effects, music, and mix audio for a short film segment.
11. **Distribution Plan Development**
    Design a distribution plan outlining festival, OTT, and theatrical release options.
12. **Pitch Presentation**
    Present your film project covering production, budget, marketing, and distribution strategies.

**Suggested Readings:**

1. ***Film Directing Shot by Shot*** *by Steven D. Katz (widely used in India)*
   *Practical guide on visual storytelling essential for Indian filmmakers.*

2. ***Bollywood Does Battle: The War Movie and the Indian Popular Imagination*** *by Samir Chopra*
   *Explores war films in Hindi cinema and their societal impact.*
3. ***Adventures of a Bollywood Apprentice*** *by Claire Scobie*
   *Insider look at Bollywood film sets and production culture.*
4. ***Screenplay: The Foundations of Screenwriting*** *by Syd Field (Popular in India)*
   *Essential reading on screenwriting structure applied widely by Indian scriptwriters.*

**Course Outcomes**

1. Break down, plan, and manage a short film production.
2. Operate equipment and perform key technical crew roles.
3. Edit and finalize video and audio elements professionally.
4. Create basic film distribution and marketing plans.
5. Present and justify film projects and release strategies confidently.