

**JECRC<sup>TM</sup>**  
**UNIVERSITY**  
BUILD YOUR WORLD

**Jaipur School of Mass Communication**

**Syllabi & Scheme of examination**

**of**

**Masters of Arts**  
**(Journalism & Mass Communication)**  
**[M.A.(JMC)]**

**for**

**Academic Session 2025-2027**

*Shail Khandelwal Anshu Singh Sashwat*

*Alexander*

### **Programme Educational Objectives (PEOs) of MA (JMC) Program:**

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

### **Programme Learning Outcomes (PLOs):**

The key outcomes planned in this postgraduate programme in Mass Communication & Journalism are:

- **PO1:** The student shall acquire fundamental knowledge of media research.
- **PO2:** The student shall be prepared for the media academic sector as a media educator.
- **PO3:** The student shall acquire fundamental knowledge and skills about media literacy and analysis.
- **PO4:** The student must possess skills in media entrepreneurship.
- **PO5:** The student shall be skilled in various media material productions.

### **Program Specific Outcomes (PSOs):**

The Program Specific Outcomes (PSOs) of the MA (JMC) program are as follows:

- **PSO1:** The student should have the research aptitude and skills related to media research.
- **PSO2:** The student shall be capable of analyzing, interpreting, and drafting researched data.
- **PSO3:** The student must be able to analyze and understand teaching-learning methodologies.
- **PSO4:** The student shall be capable of analyzing media materials.
- **PSO5:** The student will possess knowledge and skills related to the media entrepreneurship sector.
- **PSO6:** The student must have print media writing and designing skills.
- **PSO7:** The student must be capable of handling TV production tasks.
- **PSO8:** The student may be skilled in radio production tasks.
- **PSO9:** The student should have skills in digital media material production.
- **PSO10:** The student must have knowledge and skills in advertising and public relations.
- **PSO11:** The student should have knowledge and skills in film production.



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## MA(JMC) 1<sup>st</sup> Semester

S. No.	Sub Code	Subject	L C	LH	PC	PH	Course Type
1	MJM001D	Communication Theory	3	3	0	0	Core
2	MJM002B	Print Journalism: Reporting and Editing	3	3	0	0	Core
3	MJM004B	Journalism: History, Ethics and Regulations	3	3	0	0	Core
4	MJM022C	Film Study and Production	3	3	0	0	Core
5	(MJM034B/ MJM035B)	Strategic Communication/Digital Branding/(Discipline Elective1)	4	4	0	0	Elective
6	(MJM036B/ MJM037B)	Strategic Communication Lab/ Digital Branding Lab(Discipline Elective1 Lab)	0	0	2	4	Elective Lab
7	MJM026B	Film production Lab	0	0	1	2	Core Lab
8	MJM006B	Print Journalism Lab	0	0	1	2	Core Lab
9	JIC001A	Entrepreneurship Development Program	0	0	1	2	Skill Enhancement Course(SEC)
			<b>16</b>	<b>16</b>	<b>5</b>	<b>10</b>	<b>Total Credit: 21</b>



# Communication Theory

<b>Course Code:MJM001D</b>	<b>L:3</b>	<b>T/P:0</b>	<b>CREDITS:3</b>
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## Objectives of the Course:

Students should be able to:

1. Provide a thorough grounding in the foundational theories and concepts of communication.
2. Enable students to apply communication theories to various interpersonal, group, and mass communication scenarios.
3. Develop students' abilities to critically analyze communication processes and media content.
4. Introduce contemporary and critical communication theories, including digital and cultural perspectives.
5. Equip students with practical communication strategies for personal, organizational, and media contexts.

## Course Units and Topics

### Unit 1: Foundations of Communication Theory

- Introduction to Communication Theory
- Historical Development of Communication Theories
- Key Concepts and Definitions in Communication
- Models of Communication: Linear, Interactive, and Transactional
- The Role of Communication in Society

### Unit 2: Interpersonal Communication Theories

- Theories of Self and Identity in Communication
- Social Penetration Theory
- Uncertainty Reduction Theory
- Relational Dialectics Theory
- Communication Accommodation Theory

### Unit 3: Group and Organizational Communication Theories

- Theories of Group Communication: Groupthink, Social Exchange Theory
- Leadership and Communication in Groups
- Organizational Culture and Communication
- Network Theories in Organizations
- Communication Strategies for Effective Teamwork

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#### **Unit 4: Mass Communication Theories**

- Agenda-Setting Theory
- Uses and Gratifications Theory
- Media Dependency Theory
- Spiral of Silence Theory
- Cultivation Theory

#### **Unit 5: Contemporary and Critical Communication Theories**

- Critical Theory and Communication
- Feminist Communication Theories
- Postmodern Communication Theories
- Cultural Studies and Communication
- New Media Theories and Digital Communication

#### **Assessment Methods:**

1. Critical analysis of communication theories and research articles
2. Research proposals and research projects
3. Data collection and analysis assignments
4. Literature reviews and research paper critiques
5. Class participation and engagement in discussions

#### **Course Outcomes:**

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

- **CO1:** Demonstrate an understanding of key communication theories and their historical development.
- **CO2:** Apply communication theories to analyze and solve real-life interpersonal and organizational communication problems.
- **CO3:** Critically evaluate the role and impact of mass media using established communication theories.
- **CO4:** Utilize contemporary and critical communication theories to assess media and cultural phenomena.
- **CO5:** Develop and implement effective communication strategies in diverse contexts, including personal, group, and digital environments.

#### **Suggested Readings:**

- *A First Look at Communication Theory* by Em Griffin, Andrew Ledbetter, and Glenn Sparks
- *Theories of Human Communication* by Stephen W. Littlejohn and Karen A. Foss
- *Interpersonal Communication: Relating to Others* by Steven A. Beebe, Susan J. Beebe, and Mark V. Redmond
- *The Interpersonal Communication Book* by Joseph A. DeVito



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**Note1: Instructions for Paper Setter/Moderator for External Examination;**

Maximum Marks	100(Maximummarks will be converted proportionately into 50marks)
Time	3hours
Compulsory question	
Setting of other questions	Q.no.2.Veryshorttypequestions5X2marks=10(Maximumword limit50words) Q.no.3.shorttypequestion5X7marks=35(Maximumword limit150words) Q.no.4.Longtypequestion5X11marks=55(Maximumwordlimit300 words)

**Note : Instructions for Paper Setter/Moderator Internal Examinations;  
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) Home Daily Performance in the Lab : 50 Marks
4. Term End (Lab) : 50 Marks

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- News Gathering Process
- Types of Reporting
- Role and Importance of Sources
- Cultivating, Verifying, and Dealing with Sources
- Qualities of a Good Reporter
- Dealing with Risks in Reporting
- Ethical Aspects of Sourcing News and Reporting
- Principles of News Gathering and Reporting
- Interviewing Techniques and Ethical Considerations
- Developing News Angles and Writing News Reports
- News Writing Styles and Formats for Print Media

### **Unit III: Editing**

- Role, Objectives, and Tools of Editing
- Newsroom Structures of Newspapers, Magazines, and News Agencies
- Different Editorial Positions in Newsrooms and Their Roles
- Editorial Vision: Generating Ideas, Ensuring Creativity, Objectivity, and Innovation
- Managing and Allocating Editorial Resources, Teamwork
- Editorial Coordination: Managing Different Desks, Dealing with Pressure
- Management of News Flow from Different Sources
- Copy Editing: Ensuring News Value and Other Criteria
- Objectives of Copy Editing: Checking Facts, Language, Style, Clarity & Simplicity
- Relevant Graphics for Copy, Photo Captions
- Visualizing and Planning a Newspaper/Magazine
- News Selection and Placement
- Newspaper Formats: Broadsheet, Tabloid, and Magazine
- Elements of Feature Writing and Storytelling
- Techniques for Conducting In-Depth Research
- Writing Engaging Feature Articles and In-Depth Reports
- Balancing Objectivity and Creativity in Feature Writing
- Editing Principles and Practices for Print Journalism
- Headline Writing and Subediting Techniques
- Fact-Checking, Proofreading, and Copy Editing
- Collaborative Editing and Working with Reporters

### **Unit IV: Print Design**

- Elements of Design: Shape, Colour, Texture
- Aesthetics: Balance, Contrast, Rhythm, Unity, Harmony
- Typography, Colour, and Visual Representation
- Front Page Design / Functional Design / Horizontal Design
- Modular Design, Total Page Design / Single Theme Design
- Preparing Dummy of Newspaper and Its Different Pages
- Principles of Graphics and Their Importance


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- Software for Designing: QuarkXPress and Adobe InDesign
- Principles of Newspaper Layout and Design
- Page Composition and Visual Storytelling
- Typography and Graphic Elements in Print Journalism
- Hands-On Exercises in Designing Newspaper Pages

## **Unit V: Investigative Journalism, Data-Driven Reporting, Legal and Ethical Considerations, Emerging Trends in Print Journalism**

- Media Laws and Regulations in the Indian Context
- Defamation, Privacy, and Intellectual Property Rights
- Ethical Dilemmas in Print Journalism and Decision-Making
- Balancing Press Freedom and Responsibility
- Introduction to Investigative Journalism
- Techniques for Investigative Reporting in Print Media
- Data Journalism and Its Application in Print Journalism
- Ethical Considerations in Investigative Journalism
- Digital Transformation and Its Impact on Print Media
- Convergence of Print and Digital Platforms
- Innovations in Print Journalism Practices
- Entrepreneurship and Alternative Models in Print Journalism

### **Assessment Methods**

1. News Reports and Feature Writing Assignments
2. Investigative Journalism or In-depth Research Article
3. Editing and Proofreading Assessments
4. Newspaper Layout and Design Projects
5. Class Participation and Engagement in Discussions

### **Course Outcomes**

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

- **CO1:** Understand the scenario of media in pre-independent India
- **CO2:** Analyze the impact of economic reforms on journalism
- **CO3:** Write news and features
- **CO4:** Attend press conferences and file reports
- **CO5:** Design a newspaper

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## Suggested Reading

1. *Journalism in India: From the Earliest Times to the Present Day* – Rangaswami Parthasarathy, Sterling Publishers, New Delhi, 1989
2. *Journalism in India* – Rangaswami Parthasarathy, Sterling Publishers, New Delhi, 1997
3. *History of Indian Journalism* – J. Natrajan, The Publication Division, New Delhi, 1955
4. *So You Want To Be A Journalist?* – Bruce Grundy, Cambridge University Press, Cambridge, 2007
5. *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press, 1977–99*

## Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation

5. Internal Assessment (Theory)
  - c) Assignments: One from each Unit : 20 Marks (20% weightage)
  - d) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
6. Term End (Theory) : 100 Marks (50%weightage)
7. Internal Assessment (Lab)
  - (b) Home Daily Performance in the Lab : 50 Marks
8. Term End (Lab) : 50 Marks

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# Print Journalism Lab

CourseCode:MJM006B	L:0	T/P:1	CREDITS:1
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## Course Objectives:

1. To familiarize students with the principles and techniques of print journalism.
2. To develop skills in news gathering, reporting, and writing for print media.
3. To cultivate critical thinking and research abilities for news analysis and feature writing.
4. To provide practical training in newspaper layout and design.
5. To promote ethical journalism practices and professional standards in print media.

## Exercises/Assignments:

1. **Take a newspaper.**  
List all the news items on a piece of paper. Write against each of them whether they are *hard* or *soft* news.
2. **News Article Analysis:**  
Students will analyze recent news articles from newspapers and identify the **news values** and **elements** present in each article.
3. **Sources of News:**  
Write about some common **sources of news** and identify in which **news beats** they are frequently quoted.
4. **Civic Problem Reporting:**  
Write reports on **civic problems**, incorporating information from **civil organizations** based on **interviews**.
5. **News Story Rewriting:**  
Assign students different news stories and ask them to **rewrite each** using various styles such as:
  - o Inverted pyramid
  - o Feature style
  - o Hourglass style
  - o Nut graphFocus on **clarity** and **brevity**.
6. **Workshop on Intros and Leads:**  
Conduct a workshop on crafting **compelling introductions and leads** for news stories, emphasizing **different types of intro/lead styles** commonly used in Indian journalism.
7. **News Organization Exercise:**  
Provide students with news stories **lacking organization** and ask them to reorganize the elements (angle, attribution, quote, background, context) to improve **clarity and flow**.
8. **Interview Questions Preparation:**  
Prepare a list of **questions for an interview with the Prime Minister of India**.
9. **Press Release Writing:**  
Write a **press release** about events conducted on your campus.
10. **Field Reporting After Press Conference:**  
File a **report** after attending a **press conference** and going to the **field**.



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11. **Public Service Interviews:**

Go to the field and **interview persons engaged in public service.**

12. **Fact-Checking and Bias Correction:**

Present students with news articles containing **factual errors** and **biases** commonly found in Indian media, and guide them in **fact-checking and correcting** the information.

13. **Headline Writing Practice:**

Students will practice writing **attention-grabbing headlines** for news stories based on given content, focusing on **clarity, accuracy, and conciseness.**

14. **Group Investigative Reporting:**

Divide students into groups and assign each group a specific **investigative topic prevalent in Indian society** (e.g., **corruption, environmental issues**) to **research** and develop a detailed **investigative news report.**

15. **News Gathering Simulation:**

Simulate a **news gathering scenario** where students act as journalists **covering a breaking news event in India**, emphasizing the importance of **quick and accurate reporting.**

16. **Front Page Design Exercise:**

Design a **newspaper front page** using **Adobe InDesign.**

**Note : Instructions for Paper Setter/Moderator Internal Examinations;  
Methodology for Evaluation**

9. Internal Assessment (Theory)

e) Assignments: One from each Unit : 20 Marks (20% weightage)

f) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)

10. Term End (Theory) : 100 Marks (50%weightage)

11. Internal Assessment (Lab)

(c) Home Daily Performance in the Lab : 50 Marks

12. Term End (Lab) : 50 Marks

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# Journalism : History, Ethics and Regulations

Course Code : MJM004B	L:3	T/P: 0	CREDITS:3
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## Course Objectives:

1. To provide students with a historical perspective of journalism in India and its role in shaping the nation's media landscape.
2. To develop an understanding of the ethical challenges faced by journalists in the Indian media industry.
3. To familiarize students with the legal and regulatory frameworks governing media operations in India.
4. To critically analyze the relationship between journalism, democracy, and society in the Indian context.
5. To promote ethical decision-making and responsible journalism practices among future media professionals.

## Unit I: Journalism – Concept, Objectives, and Functions

1. Definition and functions of journalism
2. Journalism's role in democracy and society
3. Types of journalism (Investigative, Data, Development, etc.)
4. Journalism and critical thinking (logic, analysis, questioning)
5. Evolution of Indian journalism (pre/post-independence)
6. Journalism's role in socio-political movements

## Unit II: Indian Constitution & Media

1. Freedom of speech and Article 19
2. RTI Act and importance of access to information
3. Media laws: Defamation, censorship, Official Secrets Act
4. Media pressures: political, corporate, religious
5. Investigative journalism: key cases and ethics
6. Media's social responsibility and sensitive reporting

## Unit III: Media Ethics

1. Principles and importance of journalistic ethics
2. Journalists' code of conduct (PCI, NBA, etc.)
3. Ethical issues: paid news, media trials, lobbying
4. Cross-media ownership and its impact
5. Media's role in promoting democracy and diversity
6. Impact of media on public opinion and elections

## Unit IV: Media Regulations and Organizations

1. Types of media regulation: state, self, co-regulation
2. Key media laws and acts (PCI, TRAI, IBF, etc.)
3. Role of international bodies (UNESCO, IPI, SAFMA)
4. Challenges in regulating digital and broadcast content

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5. Journalists' trade union rights and protections
6. Ownership issues: monopoly, investment, and diversity

### Unit V: Technological Advancements and Media Literacy

1. Importance of media literacy in the digital age
2. Digital tools and platforms in modern journalism
3. Data journalism, fact-checking, and verification
4. Convergence of print, TV, and online media
5. Impact of social media and AI on news delivery
6. Practical media literacy exercises and workshops

### Assessment Methods

1. Research papers and essays on historical and ethical aspects of Indian journalism
2. Case studies and discussions on media regulations and press freedom in India
3. Class presentations on media and social issues in the Indian context
4. Investigative journalism project or report
5. Class participation and engagement in discussions on media literacy and emerging trends

### Course Outcomes

- CO1: Understand journalism's history and its effect on today's media.
- CO2: Apply ethics to solve journalism dilemmas.
- CO3: Know legal rules affecting journalism.
- CO4: Analyze how media ownership impacts journalism and diversity.
- CO5: Evaluate journalism's role in democracy and accountability.

### Suggested Reading

1. *Introduction to the Constitution of India* – Durga Das Basu, S.C. Sarkar & Sons Pvt. Ltd., Calcutta, 1966
2. *Law of the Press* – Durga Das Basu, Prentice Hall, New Delhi, 2006
3. *Media Ethics: Truth, Fairness and Objectivity* – Paranjoy Guha Thakurta, Oxford University Press, India, 2011
4. *First Draft: Witness to the Making of Modern India* – B.G. Verghese, Westland Limited, 2010
5. *When News was New* – Terhi Rantanen, Wiley-Blackwell, West Sussex, 2009
6. *Media Communication Ethics* – Louis Alvin Day, Wadsworth CENGAGE Learning, New Delhi, 2006
7. *Good News, Bad News: Journalism Ethics and the Public Interest* – Jeremy Iggers, Westview Press, Oxford, 1998
8. *Media's Shifting Terrain: Five Years That Transformed the Way India Communicates* – Pamela Philipose, Black Swan, India, 2018
9. *Freedom, Civility, Commerce: Contemporary Media and the Public* – Sukumar Murlidharan, Three Essays Collective, New Delhi, 2019
10. *The Indian Newsroom* – Sandeep Bhushan, Context, 2019

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**Note : Instructions for Paper Setter/Moderator Internal Examinations;  
Methodology for Evaluation**

13. Internal Assessment (Theory)

g) Assignments: One from each Unit : 20 Marks (20% weightage)

h) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)

14. Term End (Theory) : 100 Marks (50% weightage)

15. Internal Assessment (Lab)

(d) Home Daily Performance in the Lab : 50 Marks

16. Term End (Lab) : 50 Marks

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# Film Study and Production

Course Code: MJM022C	L:3	T/P:0	CREDITS:3
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## Course Objectives

- To provide advanced knowledge of film history, theory, and criticism
- To develop critical thinking and analytical skills for interpreting films
- To explore the cultural, social, and political impact of films
- To foster interdisciplinary perspectives and creativity in film production
- To prepare students for professional careers through practical skills and portfolio development

## Unit I: Film History, Movements, Film Theory, Criticism, Screenwriting and Story Development

- Historical development of cinema from its origins to contemporary trends
- Major film movements and their artistic and cultural significance
- Influential directors, films, and technological advancements
- Global cinema and cross-cultural exchanges
- Advanced exploration of film theory and aesthetics
- Screenwriting: structure, character development, themes, subtext, workshops

## Unit II: Film Theory and Analysis, Cinematography, Visual Design, Directing and Collaboration

- Key theories in film studies: formalism, realism, auteur theory, spectatorship
- Interdisciplinary approaches to film analysis
- Advanced cinematography techniques and camera movements
- Lighting, color theory, production design, and visual effects
- Directing: actor collaboration, performance, and creative team management

## Unit III: Genre Studies, Film Editing, Post-Production and Film Production Workshop

- Study of major genres: drama, comedy, horror, sci-fi, documentary
- Genre evolution, hybridity, and cultural implications
- Advanced editing, sound design, color grading, and VFX
- Pre-production planning and logistics
- Execution of short films with rotating crew roles and production management

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## Unit IV: National and Transnational Cinema, Film Festivals and Industry Practices

- Examination of national cinemas and comparative film studies
- Transnational cinema and globalization
- Film festivals: circuits, submissions, marketing, and distribution
- Industry trends, emerging technologies, and career networking
- Adaptation studies and intermediality; experimental and avant-garde cinema

## Unit V: Film and Society, Film Project and Portfolio Development

- Representation of race, gender, class, and politics in cinema
- Cinema as cultural memory and activism
- Development and production of a significant short film or portfolio
- Technological impacts on aesthetics: digital cinema, VR, immersive storytelling
- Research methodologies, critical analysis, ethical considerations in film studies

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

- **CO1:** Understand cinema and interpret its different aspects
- **CO2:** Analyze cinema and drama for societal relevance and welfare
- **CO3:** Understand different eras and formats of cinema
- **CO4:** Learn to read, analyze, and teach theatre and cinema
- **CO5:** Acquire fundamental knowledge of film appreciation

## Assessment Methods

- Individual and group film projects
- Written film analyses and critical reflections
- Practical exams and assessments of technical skills
- Class participation in discussions and workshops
- Presentation of film projects and professional portfolio

**Note : Instructions for Paper Setter/Moderator Internal Examinations;  
Methodology for Evaluation**

17. Internal Assessment (Theory)

i) Assignments: One from each Unit : 20 Marks (20% weightage)

j) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)

18. Term End (Theory) : 100 Marks (50% weightage)

19. Internal Assessment (Lab)

(e) Home Daily Performance in the Lab : 50 Marks

20. Term End (Lab) : 50 Marks



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# Film Production Lab

Course Code: MJM026B	L:0	T/P:1	CREDITS:1
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## Course Objectives

1. To provide students with practical skills in film production, including screenwriting, cinematography, directing, editing, and sound design.
2. To develop students' ability to analyze and critically evaluate films from different genres and styles.
3. To enhance students' storytelling and creative expression through visual media.
4. To familiarize students with industry-standard tools and techniques used in film production.
5. To foster collaboration and teamwork skills through group projects and exercises.

## Exercises

1. **Script to Screen Exercise**  
Write a short script (2-3 pages), then shoot and edit it, practicing the entire process from conceptualization to final cut.
2. **Lighting Techniques**  
Set up different lighting setups (e.g., three-point lighting, natural light, high-key, low-key) and demonstrate their effects on mood and tone.
3. **Camera Movement**  
Practice various camera movements like pan, tilt, dolly, handheld, and tracking shots, focusing on how movement affects storytelling.
4. **Sound Recording and Mixing**  
Record clean sound in various environments (indoor, outdoor, on-location) and practice synchronizing sound to video during post-production.
5. **Shot Composition and Framing**  
Explore different shot types (close-up, medium shot, wide shot, over-the-shoulder, etc.) and their role in visual storytelling.
6. **Editing Basics**  
Using editing software (e.g., Adobe Premiere, Final Cut Pro), edit a short scene, focusing on continuity, pacing, and rhythm.
7. **Directing Actors**  
Practice directing a scene with actors, focusing on communication, blocking, and guiding performances.
8. **Storyboarding**  
Create a storyboard for a short scene, then shoot the scene according to the storyboard, learning how pre-visualization helps during production.
9. **Production Design and Set Dressing**  
Plan and build a simple set or props that reflect the time, place, and mood of the story, considering how production design impacts the film's visual language.
10. **Final Project - Short Film**  
In groups, plan, shoot, and edit a short film, applying all skills learned in previous exercises from pre-production to post-production.



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## Assessment Methods

- Individual and group film production projects
- Written film analyses and critical reflections
- Practical exams and quizzes assessing technical skills
- Class participation and engagement in lab sessions
- Presentation of film projects and portfolios

## Course Outcomes

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

- **CO1:** Understand cinema and be able to interpret different aspects of the subject.
- **CO2:** Understand the outcome of cinema and drama and utilize it for the welfare of society.
- **CO3:** Understand the different eras of cinema and formats.
- **CO4:** Understand how to read and teach theatre and cinema.
- **CO5:** Become a professional filmmaker by acquiring knowledge of filmmaking.

## **Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation**

### 21. Internal Assessment (Theory)

k) Assignments: One from each Unit : 20 Marks (20% weightage)

l) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)

22. Term End (Theory) : 100 Marks (50% weightage)

### 23. Internal Assessment (Lab)

(f) Home Daily Performance in the Lab : 50 Marks

24. Term End (Lab) : 50 Marks

A series of handwritten signatures in black ink, including names like Shail, Nandini, Sushwat, and others, with a large stylized signature on the right.

# Strategic Communication

Course Code: MJM034B	L:4	T/P:0	CREDITS:4
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## Course Objectives

1. Understand the Foundations of Strategic Communication
2. Develop Analytical Skills for Audience Assessment
3. Master Message Development and Storytelling Techniques
4. Explore Multi-Channel Communication Strategies
5. Learn Crisis Communication and Issues Management

## Unit 1: Foundations of Strategic Communication

- Introduction to Strategic Communication
- Historical Evolution and Theoretical Foundations
- Key Concepts, Models, and Frameworks
- Ethical Considerations in Strategic Communication

## Unit 2: Audience Assessment

- Importance of Audience Analysis
- Demographic and Psychographic Profiling
- Data-Driven Approaches to Audience Assessment
- Case Studies in Successful Audience Targeting

## Unit 3: Storytelling Techniques

- Crafting Effective Messages
- The Art of Storytelling in Communication
- Integrating Emotion and Persuasion
- Interactive Workshop: Message Development Exercise

## Unit 4: Multi-Channel Communication Strategies

- Understanding Communication Channels
- Traditional vs. Digital Media Landscape
- Integrated Marketing Communication (IMC)
- Developing a Comprehensive Communication Plan

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## Unit 5: Crisis Management and Emerging Trends

- The Nature of Crises and Issues
- Proactive Crisis Communication Planning
- Responsive Communication Strategies
- Social Media and Influencer Marketing
- Artificial Intelligence in Communication

### Course Outcomes

1. Demonstrate a comprehensive understanding of strategic communication
2. Apply analytical skills for targeted audience assessment
3. Master message development and storytelling techniques
4. Create and implement multi-channel communication strategies
5. Effectively manage crisis communication and navigate issues

### References

1. Strategic Communication: Principles and Practice by James Mahoney. OUP Australia & New Zealand (22 November 2012).
2. The art of communicating by Thich Nhat Hanh. Rider & Co(15August2013).
3. Crisis Communications: A Casebook Approach (Routledge Communication Series)by Kathleen Fearn-Banks.

### Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation

25. Internal Assessment (Theory)
  - m) Assignments: One from each Unit : 20 Marks (20% weightage)
  - n) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
26. Term End (Theory) :100 Marks (50%weightage)
  
27. Internal Assessment (Lab)
  - (g) Home Daily Performance in the Lab : 50 Marks
28. Term End (Lab) : 50 Marks

*Shail Khandelwal* *Amalika* *Sashwat* *15* *Alexander*

# Strategic Communication Lab

Course Code: MJM036B	L:0	T/P:0	CREDITS:2
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## Course Objectives

1. Define and explain key concepts in strategic communication.
2. Acquire the ability to conduct comprehensive audience assessments.
3. Develop and refine effective messages tailored to diverse target audiences.
4. Explore multi-channel communication strategies.
5. Develop skills in issues management, including proactive planning and effective response strategies.

## Exercises

1. Create a quiz to test participants' knowledge of basic concepts and definitions related to strategic communication.
2. Provide a case study for participants to analyze the audience, identifying key demographics, preferences, and communication channels relevant to the scenario.
3. Conduct a workshop where participants create and refine messages for different target audiences, focusing on clarity, relevance, and persuasiveness.
4. Organize a storytelling simulation where participants craft narratives to convey a specific message, incorporating key storytelling techniques discussed in the course.
5. Task participants with developing a comprehensive communication plan for a hypothetical scenario, utilizing multiple channels (e.g., social media, email, video) to reach diverse audiences.
6. Facilitate a role-playing exercise where participants respond to a simulated crisis scenario, practicing effective communication strategies and issue management.
7. Assign a real-world crisis case study requiring participants to analyze communication strategies employed and suggest improvements.
8. Organize a tabletop exercise where participants collaboratively navigate a crisis scenario, making real-time communication decisions and assessing outcomes.
9. Present potential issues that could arise in a corporate setting and ask participants to develop proactive communication plans to address and mitigate these issues.
10. Assign a capstone project where participants create a comprehensive communication plan integrating audience assessment, message development, storytelling techniques, multi-channel strategies, and crisis communication principles for a hypothetical organization or scenario.

## Course Outcomes

- CO1: Understand the foundations and evolution of strategic communication.
- CO2: Develop analytical skills to assess and target specific audiences.
- CO3: Master message crafting and advanced storytelling techniques.
- CO4: Implement multi-channel communication strategies across platforms.
- CO5: Gain skills in crisis communication and reputation management.



Handwritten signatures of faculty members: Shail, Nandini, Anshu, Shashwat, and Hemchandra.

**Note : Instructions for Paper Setter/Moderator Internal Examinations;  
Methodology for Evaluation**

29. Internal Assessment (Theory)
- o) Assignments: One from each Unit : 20 Marks (20% weightage)
  - p) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
30. Term End (Theory) :100 Marks (50%weightage)
31. Internal Assessment (Lab)
- (h) Home Daily Performance in the Lab : 50 Marks
32. Term End (Lab) : 50 Marks

*Shail Khandelwal* *Sanjay K. Gupta* *Saswat* *15* *Arun Chapatra*

# Digital Branding

Course Code: MJM035B	L:4	T/P:0	CREDITS:4
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## Course Objectives

- To gain a comprehensive understanding of brand evolution
- To develop proficiency in high-impact campaign development
- To understand the strategic integration of customer experience and branding
- To acquire mastery of social media as a business strategy
- To create plans for crisis management

## Unit 1: Brand Identity and Strategy

1. **Introduction to Branding:** Definition, importance, historical perspective, elements of brand identity, strategy development
2. **Conducting a Brand Audit:** Brand positioning, target audience, segmentation, brand communication
3. **Messaging and Tone of Voice:** Visual identity, logo and design, consistency across platforms
4. **Understanding Brand Equity:** KPIs, measuring loyalty and recognition, crisis management
5. **Case Studies on Crisis Management:** Identifying brand crises, building resilience, real-world examples

## Unit 2: Storytelling in Branding and Content Marketing

1. **Storytelling in Branding:** Power and types of brand stories, crafting compelling narratives, content strategies
2. **Content Planning:** Channel selection, SEO optimization, visual storytelling techniques
3. **Visual Content Creation:** Videos, infographics, user-generated content, design storytelling
4. **Community Engagement:** Leveraging user stories, customer advocacy, impact measurement
5. **Content Metrics:** Analytics, data-driven decisions, campaign case studies

## Unit 3: From Brand to Image

1. **Brand Evolution:** History, transformation case studies, influencing factors
2. **Campaign Planning:** High-impact campaign development, multi-channel integration, creativity
3. **Storyboarding and Scripting:** Collaborating with creatives, visual/audio execution
4. **Campaign Success Metrics:** ROI analysis, post-campaign evaluation
5. **Learning from Campaigns:** Successful and failed campaigns, insights and improvements

## Unit 4: Branding and Customer Experience

1. **Customer Experience in Branding:** Role, positive/negative impact, brand relationship
2. **Customer Journey Mapping:** Touchpoints, alignment with expectations, personalization strategies
3. **Employee Engagement:** Internal branding, training for brand delivery, consistency
4. **Feedback & Improvement:** Collecting/analyzing feedback, implementing changes, continuous improvement
5. **Experience KPIs:** Satisfaction analytics, case studies of top-performing brands

*Shail Khandelwal* *Sushmita* *Sashwat* *Alen Chapote*

## Unit 5: Social Media and Business Strategy

1. **Social Media Overview:** Role in business, platform trends, strategy development
2. **Objective Setting:** Audience targeting, content scheduling, engagement planning
3. **Online Communities:** Customer interaction, influencers, social media ROI
4. **Analytics & ROI:** Interpreting data, success metrics, ROI calculation
5. **Social Media Crisis Management:** Planning, managing crises, case studies

## Course Outcomes

By the end of the course, students will be able to:

- CO1: Analyze the historical evolution of brands and key transformation strategies
- CO2: Plan, execute, and assess impactful brand campaigns using creative and measurable elements
- CO3: Design seamless customer journeys for consistent brand experience
- CO4: Develop and manage strategic social media plans
- CO5: Apply crisis management skills in branding and communication contexts

## **Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation**

33. Internal Assessment (Theory)
  - q) Assignments: One from each Unit : 20 Marks (20% weightage)
  - r) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
34. Term End (Theory) :100 Marks (50%weightage)
35. Internal Assessment (Lab)
  - (i) Home Daily Performance in the Lab : 50 Marks
36. Term End (Lab) : 50 Marks



Shail, Nandini, Anshu, Shashwat, Anshu, Anshu

# Digital Branding Lab

Course Code: MJM037B	L:0	T/P:4	CREDITS:2
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## Course Objectives

- To acquire the ability to create detailed brand personas
- To develop strategic brand positioning skills
- To craft compelling brand stories using various storytelling techniques
- To analyze brand communication effectively
- To develop crisis management skills by engaging in a simulation exercise

## Exercises

1. **Brand Persona Creation**  
Students create a detailed brand persona incorporating demographic and psychographic details.
2. **Brand Positioning Simulation**  
Using a hypothetical scenario, students develop a brand positioning strategy considering market dynamics.
3. **Brand Storytelling Workshop**  
Students craft a brand story using different storytelling techniques, emphasizing emotional connections.
4. **Brand Communication Audit**  
Analyzing existing brands, students conduct a communication audit and propose improvements.
5. **Crisis Management Simulation**  
Simulate a brand crisis scenario; students devise a step-by-step crisis management plan.
6. **Storytelling Workshop**  
Students create a brand story and present it in multiple formats (written, visual, and video).
7. **Content Calendar Development**  
Develop a content calendar for a given brand, aligning with storytelling principles and campaign goals.
8. **Visual Content Creation**  
Using design tools, students create visual content that aligns with a brand's identity and narrative.
9. **Community Engagement Challenge**  
Design a campaign to increase community engagement, incorporating user-generated content.
10. **Content Analytics and Optimization**  
Analyze content performance metrics, identify trends, and propose optimizations based on the data.

*Shail* *Nandini* *Amalika* *Shashwat* *BS* *Alexander*

### Course Outcomes

Students will be able

- CO1: Develop detailed brand personas using audience insights.
- CO2: Create effective brand positioning in competitive settings.
- CO3: Craft emotionally engaging brand stories.
- CO4: Improve brand communication for strategic alignment.
- CO5: Design practical crisis management plans with strategic response.

### **Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation**

#### 37. Internal Assessment (Theory)

s) Assignments: One from each Unit : 20 Marks (20% weightage)

t) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)

38. Term End (Theory) :100 Marks (50%weightage)

#### 39. Internal Assessment (Lab)

(j) Home Daily Performance in the Lab : 50 Marks

40. Term End (Lab) : 50 Marks

 Shail. Nandini Anshika Anshu Anshu

 Anshu

## MA (JMC) 2<sup>nd</sup> Semester

SN	Sub Code	Subject	LC	LH	PC	PH	Course Type
1	(MJM011C)	Television Journalism :Reporting and Writing for Television	4	4	0	0	Core
2	(MJM012C)	Radio Journalism	4	4	0	0	Core
3	(MJM038B/ MJM039B)	Health Communication/ Event Management (Discipline Elective 2)	4	4	0	0	Elective
4	(MJM040B/ MJM041B)	Health Communication Lab/ Event Management Lab (Discipline Elective 2 Lab)	0	0	2	4	Elective Lab
5	(MJM015B)	Television Program Production	0	0	1	2	Core Lab
6	(MJM016B)	Radio Program Production	0	0	1	2	Core Lab
7	(MJM017B)	Art of Photography	0	0	1	2	Core Lab
8	(MJM021D)	New Media Journalism	3	3	0	0	Core
			<b>15</b>	<b>15</b>	<b>5</b>	<b>10</b>	<b>Total Credit 20</b>




# Television Journalism : Reporting & Writing for Television

Course Code: MJM011C	L:4	T/P:0	CREDITS:4
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## Course Objectives:

1. To introduce students to the fundamentals and evolution of television journalism.
2. To develop practical skills in TV news reporting, including fieldwork and interviews.
3. To train students in writing clear, concise, and compelling scripts for television.
4. To familiarize students with the processes of TV news production and presentation.
5. To cultivate ethical awareness and critical thinking in the context of television news coverage.

## Unit I: Introduction to Television Journalism

- Evolution and characteristics of TV journalism
- Differences between print, radio, and television reporting
- Types of TV news formats: bulletins, news features, interviews, documentaries
- Structure and functioning of a TV newsroom
- Role of a TV reporter, anchor, producer, and editor

## Unit II: TV News Reporting Techniques

- News sense and news values for television
- Gathering information: sources, field reporting, PTC (piece to camera)
- Conducting effective TV interviews
- Visual storytelling: capturing shots, sequences, and sound bites
- Use of mobile journalism (MoJo) and ENG (Electronic News Gathering)

## Unit III: Writing for Television

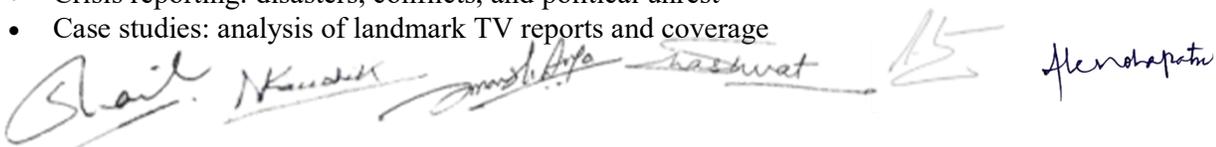
- Principles of broadcast writing: clarity, brevity, and conversational tone
- Writing headlines, leads, and news packages
- Scriptwriting for anchors and reporters
- Writing to visuals and synchronization
- Voiceovers and narration techniques

## Unit IV: News Production and Presentation

- Editing techniques and software overview (e.g., Adobe Premiere Pro, Final Cut)
- Rundown preparation and bulletin formatting
- Live reporting and studio-based presentation
- Teleprompter usage and voice modulation
- Ethics, accuracy, and credibility in TV journalism

## Unit V: Trends, Ethics, and Crisis Coverage in TV Journalism

- Ethical challenges: sensationalism, TRP-driven content, privacy concerns
- Regulatory bodies and guidelines (e.g., NBDA, PCI)
- Impact of digital platforms and social media on TV news
- Crisis reporting: disasters, conflicts, and political unrest
- Case studies: analysis of landmark TV reports and coverage



Handwritten signatures of faculty members at the bottom of the page.

## Course Outcomes

After successful completion of this course, students will be able to:

1. Demonstrate an understanding of the structure and functioning of TV newsrooms.
2. Report and present television news stories using professional techniques.
3. Write effective news scripts aligned with visual storytelling principles.
4. Produce and edit basic TV news bulletins and field reports.
5. Evaluate TV news content critically, considering ethical standards and audience impact.

### **Note : Instructions for Paper Setter/Moderator Internal Examinations;**

#### **Methodology for Evaluation**

41. Internal Assessment (Theory)
  - u) Assignments: One from each Unit : 20 Marks (20% weightage)
  - v) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
42. Term End (Theory) :100 Marks (50%weightage)
  
43. Internal Assessment (Lab)
  - (k) Home Daily Performance in the Lab : 50 Marks
44. Term End (Lab) : 50 Marks



# Television Program Production

Course Code: MJM015B

L:0

T/P:1

CREDITS:1

## Course Objectives

1. Understand TV production stages.
2. Develop technical production skills.
3. Learn storytelling for TV formats.
4. Practice studio and multi-camera work.
5. Understand ethics and audience engagement.

## Exercises for Television Program Production

1. **Storyboard Creation**  
*Objective:* Plan a short television segment (e.g., a 2-minute news story or feature).  
*Task:* Draw or digitally create a storyboard outlining key shots, camera angles, and transitions.
2. **Scriptwriting for TV**  
*Objective:* Practice writing clear and concise TV scripts.  
*Task:* Write a script for a 60-second news package, including anchor intro, reporter narration, and visuals.
3. **News Bulletin Rundown Preparation**  
*Objective:* Understand news bulletin structure.  
*Task:* Create a rundown for a 5-minute TV news bulletin, including story sequence, duration, and visuals.
4. **Field Reporting & PTC (Piece to Camera)**  
*Objective:* Develop on-location reporting skills.  
*Task:* Record a 60-90 second PTC on a campus or local event, using a smartphone or camera.
5. **Interview Shoot & Edit**  
*Objective:* Learn interview techniques and editing basics.  
*Task:* Conduct and record a 2-minute interview, then edit it into a concise clip with intro and lower thirds.
6. **Studio Anchoring Simulation**  
*Objective:* Practice live news presentation.  
*Task:* Role-play as a news anchor, reading a script using a teleprompter or printed cue cards.
7. **Multicamera Setup & Switching**  
*Objective:* Understand live production workflows.  
*Task:* Work in groups to simulate a live talk show using 2-3 cameras and switch between feeds.
8. **TV Promo or PSA Production**  
*Objective:* Apply creative storytelling in short formats.  
*Task:* Produce a 30-second public service announcement or promotional video on a social issue.
9. **Voiceover and Narration Practice**  
*Objective:* Improve audio delivery and clarity.  
*Task:* Record voiceovers for a pre-shot video segment, focusing on tone, pace, and emotion.
10. **TV Program Critique & Analysis**  
*Objective:* Build critical thinking and media literacy.  
*Task:* Watch and analyze a news bulletin or talk show. Write a 300-word critique covering format, delivery, visuals, and audience impact.



Handwritten signatures of the course instructors: Shail, Nandini, Anshika, Sashwat, and Alen Chapati.

## Course Outcomes

1. CO1: Produce complete TV programs.
2. CO2: Operate production equipment.
3. CO3: Script and direct TV content.
4. CO4: Work effectively in production teams.
5. CO5: Evaluate TV program quality.

## Assessment Methods

1. Scriptwriting assignments for various television program formats
2. Television production exercises and projects
3. Individual or group television program production project
4. Critiques and evaluations of television programs
5. Class participation and engagement in discussions and practical sessions

### **Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation**

45. Internal Assessment (Theory)
- |  |                            |
|--|----------------------------|
| w) Assignments: One from each Unit       | : 20 Marks (20% weightage) |
| x) In Semester Tests (Minimum two tests) | : 40 Marks (30% weightage) |
46. Term End (Theory) :100 Marks (50%weightage)
47. Internal Assessment (Lab)
- |                                       |            |
|---------------------------------------|------------|
| (l) Home Daily Performance in the Lab | : 50 Marks |
|---------------------------------------|------------|
48. Term End (Lab) : 50 Marks

*Shail Khandelwal* *Amalika* *Sachin* *15* *Alenokapatra*

# Radio Journalism

Course Code: MJM012C

L:4

T/P:0

CREDITS:4

## Course Objectives:

- To understand the history, nature, and role of radio journalism.
- To develop skills in radio news gathering, scriptwriting, and production.
- To learn audio editing and sound techniques specific to radio.
- To explore the ethical and regulatory aspects of radio journalism.
- To enhance on-air presentation and voice modulation skills.

## Unit I: Introduction to Radio Journalism, News Writing and Reporting

- Overview and role of radio journalism in media
- Historical development of radio news broadcasting
- Writing style and techniques for radio news
- Voice modulation and delivery skills
- Types of radio: AM, FM, Community, DRM, Internet Radio
- Public vs. private airwaves and broadcasting evolution

## Unit II: Interviewing Techniques, Radio Program Production and Editing

- Principles of effective radio interviews and research
- Building rapport with interviewees
- Basics of radio program production and content design
- Audio editing techniques and software (e.g., Audacity)
- Practical exercises in interviewing and program editing

## Unit III: Newsroom Operations, Ethics, and Specialized Reporting

- Structure and workflow of radio newsrooms
- Case studies on newsroom ethics
- Reporting on politics, business, sports, and social issues
- Investigative journalism and human interest stories

## Unit IV: Radio Production and News Presentation

- Audio production basics: microphones, mixers, recording formats
- Sound recording, editing, and post-production
- Studio and mobile phone usage for audio production
- Techniques for live reporting and on-air improvisation
- Developing unique radio news presentation styles

*Shail Khandekar* *Smriti Arora* *Saswat* *Alenohapatra*

## Unit V: Broadcasting Policy, Community Radio, and Projects

- Broadcasting codes, policies, and roles of AIR/private broadcasters
- FM and Community Radio organization and management
- Writing and planning content for FM and Community Radio
- Podcasting: creation, types, and challenges
- Radio journalism projects: planning, producing, and critique
- AI and Radio and Internet Radio: Connecting Civilizations.

### Assessment Methods:

- News writing and reporting assignments for radio
- Radio program production exercises and projects
- Interviewing and live reporting assessments
- Critiques and evaluations of radio journalism projects
- Class participation and engagement in discussion and practical sessions

### Course Outcomes

After completing the course, students will be able to:

- CO1:** Develop skills in radio news gathering, reporting, and storytelling.  
**CO2:** Use audio editing and production techniques to create quality radio content.  
**CO3:** Apply ethical and legal principles in radio journalism.  
**CO4:** Understand radio's role in engaging diverse audiences effectively.  
**CO5:** Adapt radio storytelling to digital media and new technologies.

### Suggested Reading

1. *Broadcasting in India*, G.C. Awasthy, Allied, Bombay, 1965
2. *Broadcasting and the People*, Mehra Masani, NBT, New Delhi, 1985
3. *Radio Production*, Robert McLeish, Focal Press, Oxford, 2005
4. *Writing for Broadcast Journalists*, Rick Thomson, Routledge, New York, 2010
5. *Radio Programme Production: A Manual for Training*, Richard Aspinall, UNESCO, Paris, 1971
6. *The Radio Station: Broadcast Satellite and Internet*, Michael C. Keith, Focal Press, Oxford, 2010
7. *Basic Radio Journalism*, Paul Chantler & Peter Stewart, Oxford, 2003
8. *Other Voices: The Struggles for Community Radio in India*, Vinod Pavarala & Kanchan K. Malik, Sage, New Delhi, 2007
9. *The Radio Handbook*, Carole Fleming, Routledge, 2002
10. *Radio in Global Age*, David Mandy, Polity Press, Cambridge, 2000
11. *Broadcasting Journalism: Techniques of Radio & Television News*, Andrew Boyd, New Delhi
12. *Indian Broadcasting*, H.K. Luthra, Publications Division, New Delhi, 1987

### Note : Instructions for Paper Setter/Moderator Internal Examinations;

#### Methodology for Evaluation

49. Internal Assessment (Theory)
- |  |                            |
|--|----------------------------|
| y) Assignments: One from each Unit       | : 20 Marks (20% weightage) |
| z) In Semester Tests (Minimum two tests) | : 40 Marks (30% weightage) |
50. Term End (Theory) :100 Marks (50%weightage)
51. Internal Assessment (Lab)
- |                                       |            |
|---------------------------------------|------------|
| (m) Home Daily Performance in the Lab | : 50 Marks |
|---------------------------------------|------------|
52. Term End (Lab) : 50 Marks



# Art of Photography (Lab)

Course Code: MJM017B	L:0	T/P:1	CREDITS:1
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## Course Objectives

1. Build technical skills in camera use and exposure.
2. Develop visual storytelling and composition.
3. Learn creative lighting techniques.
4. Gain experience in photo editing and post-processing.
5. Explore industry trends and create a professional portfolio.

## Exercise 1: Camera Handling and Basic Settings

- Familiarize with camera buttons and dials
- Practice adjusting aperture, shutter speed, ISO, and white balance
- Capture images experimenting with exposure settings
- **Industry Focus:** Understand DSLR and mirrorless camera differences, popular in today's professional photography market

## Exercise 2: Exploring Focal Lengths and Lenses

- Shoot the same subject using wide-angle, standard, and telephoto lenses
- Observe effects of focal length on composition and perspective
- **Industry Focus:** Learn lens selection for commercial, portrait, and event photography — key for client satisfaction

## Exercise 3: Composition Techniques

- Apply rule of thirds, leading lines, framing, and symmetry in shots
- Create a photo series focusing on one composition rule
- **Industry Focus:** Master storytelling through composition, vital for advertising and editorial photography

## Exercise 4: Color Theory in Photography

- Capture images emphasizing warm, cool, and complementary colors
- Experiment with color contrast and harmony in compositions
- **Industry Focus:** Color grading and branding considerations—important for marketing and product photography

## Exercise 5: Portrait Photography Basics

- Practice posing and directing subjects
- Experiment with natural and artificial lighting setups for portraits
- **Industry Focus:** Learn popular portrait styles (environmental, candid, studio) used in fashion, corporate, and social media markets

## Exercise 6: Landscape and Nature Photography

- Capture outdoor scenes using natural light
- Focus on composition, framing, and light in landscapes
- **Industry Focus:** Understand drone and aerial photography trends for real estate and tourism industries

## Exercise 7: Street and Documentary Photography



Shail Nandini Anshika Anshu Anshu

- Capture candid moments ethically in public spaces
- Create a photo story (5-7 images) representing a community or event
- **Industry Focus:** Explore visual journalism ethics and storytelling skills essential for editorial and social impact work

#### Exercise 8: Still Life Photography

- Arrange objects for compelling still life compositions
- Practice lighting setups to enhance textures and details
- **Industry Focus:** Product styling and commercial shoot setups—skills highly sought after in e-commerce photography

#### Exercise 9: Product Photography

- Shoot small products using controlled lighting
- Experiment with backgrounds, props, and styling for commercial appeal
- **Industry Focus:** Learn studio lighting setups and background techniques aligned with current e-commerce and advertising standards

#### Exercise 10: Basic Post-Processing

- Edit selected photos adjusting exposure, contrast, and color
- Practice retouching portraits and applying creative filters
- **Industry Focus:** Master Adobe Lightroom and Photoshop workflows used in professional editing, retouching, and social media content creation

#### Additional Notes:

- Emphasis on **mobile photography** and apps is recommended, given industry shifts toward smartphone content creation.
- Students encouraged to build an **online portfolio** and explore **social media marketing** for photographers.
- Introduce **trending styles** like minimalism, cinematic photography, and influencer-ready images to stay relevant.

#### Course Outcomes

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

- CO1: Confidently operate digital cameras with manual controls.
- CO2: Apply composition, lighting, and color principles effectively.
- CO3: Create a diverse and professional photographic portfolio.
- CO4: Use editing software for image correction and enhancement.
- CO5: Understand photography career and business opportunities.

Shail Khandelwal Anshu Gupta Shashwat B. Menonapatu

## Assessment Methods:

1. Photography assignments demonstrating technical skills and creative vision
2. Portfolio showcasing a selection of the best photographs from the course
3. Critical analysis and reflection papers on selected photographers or photographic genres
4. Class participation and engagement in discussions and critiques.

### **Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation**

53. Internal Assessment (Theory)
- |   |                            |
|---|----------------------------|
| aa) Assignments: One from each Unit       | : 20 Marks (20% weightage) |
| bb) In Semester Tests (Minimum two tests) | : 40 Marks (30% weightage) |
54. Term End (Theory) :100 Marks (50%weightage)
55. Internal Assessment (Lab)
- |                                       |            |
|---------------------------------------|------------|
| (n) Home Daily Performance in the Lab | : 50 Marks |
|---------------------------------------|------------|
56. Term End (Lab) : 50 Marks

*Shail Khandelwal* *Amalika Sastwat* *AS* *Harshapatri*



## Unit 5: Ethics and Legal Considerations in New Media Journalism

1. Understanding ethical challenges and responsibilities in the digital journalism realm.
2. Examining legal considerations and regulations specific to new media journalism.
3. Analyzing privacy, copyright, and defamation issues in the online journalism landscape.
4. Exploring ethical decision-making frameworks for new media journalists.

### Course Outcomes

At the end of the course, students will be able to:

- CO1: Describe different kinds of digital writing and how digital writing differs from print writing.
- CO2: Write search-optimized web reports.
- CO3: Write clickable headlines for the web.
- CO4: Create content for mobile phones.
- CO5: Explain the content curation process.

### **Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation**

57. Internal Assessment (Theory)
- |   |                            |
|---|----------------------------|
| cc) Assignments: One from each Unit       | : 20 Marks (20% weightage) |
| dd) In Semester Tests (Minimum two tests) | : 40 Marks (30% weightage) |
58. Term End (Theory) :100 Marks (50%weightage)
59. Internal Assessment (Lab)
- |                                       |            |
|---------------------------------------|------------|
| (o) Home Daily Performance in the Lab | : 50 Marks |
|---------------------------------------|------------|
60. Term End (Lab) : 50 Marks

*Shail Khandelwal* *Smriti Arora* *Saswati* *15* *Alexanderpatra*

# Health Communication

Course Code : MJM038B	L:4	T/P:0	CREDITS:4
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## Course Objectives

1. Understand the foundations and evolution of Health Communication.
2. Examine the dynamic role of traditional and digital media in public health.
3. Explore classical and contemporary theories, models, and frameworks in Health Communication.
4. Integrate ICT, AI tools, and digital platforms into Health Communication practices.
5. Analyze emerging global perspectives and data-driven approaches in Health Communication.

## Unit 1: Health Communication – Concepts, Innovations, and Challenges

- What is Health Communication?
- Functions and importance of Health Communication
- Models of Health Communication (linear, interactive, transactional)
- Scope: from interpersonal to mass media and digital health contexts
- Challenges in a post-pandemic world: misinformation, digital divide
- Innovations in Health Communication (e.g., gamification, storytelling)

## Unit 2: Media, Public Health, and Technology

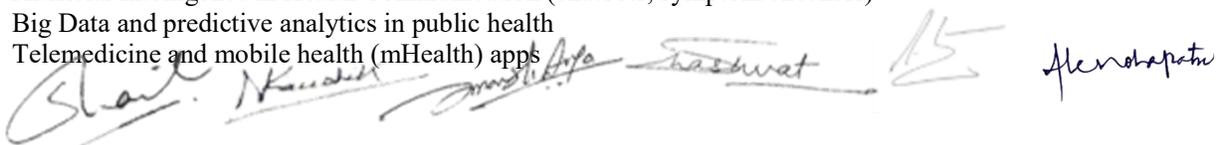
- Concept of Public Health and its evolution
- Sustainable Development Goals (SDGs) and Public Health
- The role of **mainstream, social, and alternative media** in health messaging
- Strategies for public health campaigns (awareness, behavioral change)
- Role of influencers, content creators, and participatory media
- AI-assisted media monitoring in public health

## Unit 3: Theories, Models & New Approaches to Health Communication

- Theories of Behaviour Change Communication:
  - Health Belief Model (HBM)
  - Theory of Planned Behaviour (TPB)
  - Social Cognitive Theory
  - Spiral of Silence Theory
- **New Approaches:** Digital Nudging, Behavioral Economics
- Tools for Health Communication: Interactive platforms, Happiness Index
- Strategies:
  - Social Marketing
  - Advocacy & Community Mobilization
  - **Designing personalized and culturally-sensitive health messages**
  - **Data visualization in health campaigns**

## Unit 4: ICT, AI, and Data in Health Communication

- Health Sector and ICT integration
- Health Information Online: accessibility and accuracy
- Skill Acquisition in Health Literacy – Theories and Models
- Barriers to Health Information Literacy
- Artificial Intelligence in Health Communication (chatbots, symptom checkers)
- Big Data and predictive analytics in public health
- Telemedicine and mobile health (mHealth) apps



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# Health Communication Lab

Course Code : MJM040B	L:0	T/P:4	CREDITS:2
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## Course Objectives

1. Understand key principles and ethics of health communication.
2. Analyze public health campaigns and strategies.
3. Apply theories to design inclusive health messages.
4. Use digital tools like AI and mobile platforms.
5. Explore trends, misinformation, and ethics in health media.

## Exercises

1. Create a quiz to assess participants' understanding of the **core principles, history, and ethical foundations** of health communication.
2. Task participants with analyzing a **recent public health campaign** (post-COVID), evaluating its effectiveness, messaging strategy, audience targeting, and **engagement metrics**.
3. Assign a case study requiring application of health communication theories and models to design **culturally sensitive** and inclusive communication strategies.
4. Organize a workshop where participants use **ICT tools (e.g., chatbot design, mobile platforms, AI-driven health apps)** to simulate real-world communication tasks.
5. Provide a case study involving the use of **AI or big data** in successful health campaigns. Ask participants to explore potential scalability and ethical concerns in various contexts.
6. Arrange a panel discussion with **health communication experts, data scientists, and community health workers** to discuss emerging perspectives. Encourage Q&A on **AI, misinformation, and equity**.
7. Develop a simulation game where participants respond to scenarios involving **health misinformation, AI-driven diagnostics, or pandemic communication**, emphasizing decision-making and strategic use of tools.
8. In groups, have participants design a comprehensive health communication campaign incorporating **behavioral economics, media analysis, and interactive technology**.
9. Facilitate role-playing scenarios where participants practice delivering messages to different audiences (e.g., urban vs. rural, digital-savvy vs. underserved populations).
10. Assign a research project on an emerging trend such as **health influencers, gamification in public health, community co-creation, or ethics in AI-driven health messaging**.



Shail, Nandini, Anshu, Ashwat, B, Anshu

## Course Outcomes

1. **CO1:** Explain core concepts of health communication.
2. **CO2:** Evaluate real-world health campaigns.
3. **CO3:** Create effective, inclusive communication strategies.
4. **CO4:** Use tech tools for health messaging.
5. **CO5:** Address challenges like misinformation and AI ethics.

### **Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation**

65. Internal Assessment (Theory)
  - gg*) Assignments: One from each Unit : 20 Marks (20% weightage)
  - hh*) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
66. Term End (Theory) :100 Marks (50%weightage)
  
67. Internal Assessment (Lab)
  - q*) Home Daily Performance in the Lab : 50 Marks
68. Term End (Lab) : 50 Marks

*Slair. Khandak* *Sanjay* *Sashwat* *15* *Alexander*

# Event Management

Course Code:MJM039B	L:4	T/P:0	CREDITS:4
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## Course Objectives

- To introduce students to the fundamentals of event management.
- To develop skills in planning, organizing, and executing events effectively.
- To understand the role of media and communication in promoting events.
- To familiarize students with legal, ethical, and logistical aspects of events.
- To explore the use of technology and innovation in modern event management.

## Unit 1: Introduction to Event Management

- Definition and scope of event management
- Types of events: corporate, social, cultural, sports, educational, entertainment, etc.
- Role of event management in mass communication
- Event industry overview: trends and opportunities
- Key skills for event managers: communication, planning, leadership

## Unit 2: Planning and Pre-Event Preparation

- Event planning process: conceptualization, budgeting, and scheduling
- Market research and audience analysis
- Venue selection and logistics management
- Legal and ethical considerations: permissions, licenses, and contracts
- Event marketing and promotion: digital and traditional media

## Unit 3: Event Execution and On-Site Management

- Event execution process: checklist and timelines
- Team management and delegation
- Managing technology and equipment
- Safety and risk management: security, emergency protocols, and insurance
- Audience engagement and crowd management techniques

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#### Unit 4: Post-Event Activities and Evaluation

- Event closure checklist: settling accounts, returning equipment
- Feedback collection and analysis
- Event reporting and documentation
- Measuring event success: metrics and key performance indicators (KPIs)
- Sustainable event practices

#### Unit 5: Specialized Event Management

- Corporate event management: conferences, product launches, and seminars
- Cultural and entertainment events: concerts, festivals, and award shows
- Sports event management: tournaments and marathons
- Non-profit events: fundraisers and awareness campaigns
- Future trends in event management: virtual events and hybrid models

#### Course Outcomes

1. **CO1:** Students will gain knowledge of event management principles and practices.
2. **CO2:** Students will acquire skills to design and implement successful events.
3. **CO3:** Students will understand audience engagement and marketing strategies.
4. **CO4:** Students will learn to handle on-site event challenges and post-event evaluations.
5. **CO5:** Students will be prepared to manage diverse types of events professionally.

#### *Note : Instructions for Paper Setter/Moderator Internal Examinations;* **Methodology for Evaluation**

69. Internal Assessment (Theory)
- |   |                            |
|---|----------------------------|
| ii) Assignments: One from each Unit       | : 20 Marks (20% weightage) |
| jj) In Semester Tests (Minimum two tests) | : 40 Marks (30% weightage) |
70. Term End (Theory) :100 Marks (50%weightage)
71. Internal Assessment (Lab)
- |                                       |            |
|---------------------------------------|------------|
| (r) Home Daily Performance in the Lab | : 50 Marks |
|---------------------------------------|------------|
72. Term End (Lab) : 50 Marks

*Shail* *Nandini* *Amalika* *Shashwat* *BS* *Alexander*

# Event Management Lab

Course Code:MJM041B	L:0	T/P:2	CREDITS:2
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## Course Objectives

1. Understand basic event management principles.
2. Learn to plan and execute events.
3. Develop event promotion and engagement skills.
4. Gain knowledge of budgeting and logistics.
5. Prepare to manage various event types.

## Lab Exercises

1. **Event Proposal Development** – Create a detailed proposal for an event, including concept, objectives, audience, budget, and venue selection.
2. **Event Branding and Design** – Design promotional materials for an event such as posters, flyers, and social media posts.
3. **Event Budgeting** – Prepare a comprehensive budget for an event, detailing expenses and revenue sources.
4. **Venue Layout and Logistics Planning** – Develop a venue layout plan, including stage setup, seating arrangements, and flow of movement.
5. **Mock Press Conference** – Organize a mock press conference to announce an event, focusing on media communication and Q&A handling.
6. **Sponsorship Proposal Writing** – Draft a sponsorship proposal for an event, highlighting benefits for potential sponsors.
7. **Event Marketing Campaign** – Plan a marketing campaign for an event using both traditional and digital platforms.
8. **Crisis Management Drill** – Simulate an emergency scenario during an event and develop a response plan to manage the crisis.
9. **On-Site Event Coordination** – Role-play as event staff to manage tasks like guest registration, crowd control, and AV setup during a mock event.
10. **Event Evaluation and Reporting** – Conduct a post-event analysis, including feedback collection, success measurement, and documentation.

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**Course Outcomes: After completing the lab, students will be able to:**

- **CO1:** Demonstrate knowledge of event management concepts and industry practices.
- **CO2:** Plan and execute events efficiently.
- **CO3:** Create effective marketing strategies for event promotion.
- **CO4:** Manage event logistics, budgeting, and on-site coordination.
- **CO5:** Analyze and evaluate event success through feedback and performance metrics.

**Note : Instructions for Paper Setter/Moderator Internal Examinations;**

**Methodology for Evaluation**

73. Internal Assessment (Theory)

kk) Assignments: One from each Unit : 20 Marks (20% weightage)

ll) In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)

74. Term End (Theory) :100 Marks (50%weightage)

75. Internal Assessment (Lab)

(s) Home Daily Performance in the Lab : 50 Marks

76. Term End (Lab) : 50 Marks

*Shail* *Nandini* *Amalika* *Shashwat* *15* *Alexanderpatel*

## MA (JMC) 3<sup>rd</sup> Semester

SN	Sub Code	Subject	LC	LH	PC	PH	Course Type
1	(MJM023D)	Advt. & PR: Principles, Concepts and Management	4	4	0	0	Core
2	(MJM024C)	Digital Media Marketing	3	3	0	0	Core
3	MJM044B	Business Journalism	4	4	0	0	Core
4	MJM045B	Rural Journalism	4	4	0	0	Core
5	MJM046B	Rural Journalism Lab	0	0	1	2	Core Lab
6	(MJM042B/ MJM043B)	Development Communication/ Corporate Communication (Discipline Elective 3)	3	3	0	0	Elective
7	(MJM047B/ MJM048B)	Development Communication Lab/ Corporate Communication Lab (Discipline Elective 3 Lab)	0	0	1	2	Elective Lab
8	(MJM033A)	Media Internship Report I	0	0	4	-	Core
			<b>18</b>	<b>18</b>	<b>6</b>		<b>Total Credit 24</b>



# Advt.& PR: Principles, Concepts and Managements

Course Code: MJM023D	L:4	T/P:0	CREDITS:4
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## Course Objectives:

1. Understand core principles of Advertising and PR
2. Learn the structure and functions of ad and PR agencies
3. Develop skills in campaign planning, strategy, and execution
4. Analyze media planning, branding, and audience targeting
5. Explore ethics, laws, and emerging trends in the industry

## Unit 1: Introduction to Advertising and PR

- Definition, evolution, and scope of Advertising and Public Relations
- Roles of advertising and PR in mass communication and marketing
- Key concepts: branding, positioning, target audience, message design
- Types of advertising: commercial, social, political, corporate
- Types of PR: media relations, corporate communication, crisis management

## Unit 2: Advertising and PR Agencies

- Structure and functions of advertising and PR agencies
- Departments: client servicing, creative, media, production, research
- Agency-client relationships and account planning
- Role of PR officers and consultants
- Case studies: successful campaigns and agency models

## Unit 3: Campaign Planning and Strategy

- Steps in creating advertising and PR campaigns
- Market and audience research, SWOT analysis
- Message creation and copywriting techniques
- Budgeting and scheduling of campaigns
- Integrated Marketing Communication (IMC) approach

## Unit 4: Media Planning and Management

- Media types: print, radio, TV, digital, outdoor, social media
- Media buying and media mix strategies
- Publicity, press releases, press conferences
- Evaluation and monitoring of campaign effectiveness
- Event management and promotions as part of PR

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## Unit 5: Ethics, Laws, and Emerging Trends

- Ethical issues in advertising and PR
- Regulatory bodies: ASCI, PRSI, PCI, etc.
- Legal framework: Copyright, defamation, and consumer protection
- Crisis communication and reputation management
- Digital transformation, influencer marketing, AI in advertising and PR

### Course Outcomes :

- CO1: Understand foundational concepts in advertising and PR
- CO2: Analyze the structure and function of agencies
- CO3: Plan and execute effective ad and PR campaigns
- CO4: Apply media planning and audience engagement strategies
- CO5: Recognize ethical, legal, and technological aspects of the industry

### Assessment Methods:

- **Research papers and essays** demonstrating theoretical knowledge and critical analysis
- **Group projects and case studies** analyzing real-world advertising and public relations scenarios
- **Presentations** showcasing strategic planning and campaign management skills
- **Research project and dissertation** based on original research and analysis
- **Class participation, discussions, and engagement** with course materials

### *Note : Instructions for Paper Setter/Moderator Internal Examinations;* **Methodology for Evaluation**

- Internal Assessment (Theory)
- Assignments: One from each Unit : 20 Marks (20% weightage)
- In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
- Term End (Theory) :100 Marks (50%weightage)
  
- Internal Assessment (Lab)
- Home Daily Performance in the Lab : 50 Marks
- Term End (Lab) : 50 Marks

*Shail* *Nandini* *Amisha* *Shaswat* *BS* *Menohar*

# Digital Media Marketing

Course Code: MJM024C	L:3	T/P:0	CREDITS:3
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## Course Objectives:

1. Understand basic digital media marketing concepts.
2. Learn how to create and share content online.
3. Use social media and SEO tools for marketing.
4. Analyze digital marketing campaigns and data.
5. Know the ethics and laws related to digital marketing.

## Unit I: Introduction to Digital Media Marketing and Overview of Digital Landscape

- Overview and importance of digital media marketing
- Digital marketing vs. traditional marketing approaches
- Current trends: AI-driven marketing, influencer marketing growth, and short-video dominance
- Evolution and scale of the Indian digital market
- Key digital platforms: Websites, mobile apps, social media
- User experience (UX) and user interface (UI) fundamentals
- Content consumption trends: Page views, impressions, reach, engagement rate, click-through rate (CTR)
- Privacy and data protection regulations impacting digital marketing

## Unit II: Consumer Behavior, Content Creation, and Digital Strategy

- Understanding digital consumer behavior and online buyer personas
- Customer journey mapping and enhancing user experience
- Content marketing strategies: Storytelling for digital, video content trends (Reels, Shorts, TikTok)
- Email marketing best practices: segmentation, personalization, automation
- Mobile marketing trends: App marketing, location-based targeting, push notifications
- Basics of video production, editing, optimization, and distribution on multiple platforms

## Unit III: Social Media Marketing, SEO, and Paid Advertising

- Overview of social media platforms and features (including TikTok, Instagram Reels, LinkedIn)
- Creating and managing social media profiles and advertising campaigns
- Influencer marketing strategies and measurement
- SEO fundamentals: Keyword research, on-page and off-page optimization
- Introduction to Pay-Per-Click (PPC) and Google Ads campaign management
- SEO and PPC performance measurement and optimization

## Unit IV: Analytics, Programmatic Advertising, and Digital Reputation Management

- Introduction to web analytics tools (Google Analytics, Hotjar)
- Key Performance Indicators (KPIs) and digital marketing metrics
- Data analysis and insights for marketing decisions
- Programmatic advertising, real-time bidding, and native advertising
- Monitoring social media conversations and managing online reputation
- Emerging tools: AI analytics and chatbots for customer engagement



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## Unit V: Customer Feedback, Influencer Marketing, and Ethics

- Handling customer feedback, online reviews, and reputation management
- Designing and managing influencer marketing campaigns
- Measuring influencer marketing effectiveness with analytics tools
- Ethical considerations and challenges in digital marketing
- Privacy laws and compliance: GDPR, CCPA, and India's Personal Data Protection Bill
- Combating misinformation, fake news, and maintaining brand trust

### Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Describe the size, scale, and current trends of the digital media landscape.
- **CO2:** Demonstrate knowledge of SEO and PPC strategies and tools.
- **CO3:** Analyze emerging content consumption patterns including short videos and influencer content.
- **CO4:** Utilize social media advertising and influencer marketing tools effectively.
- **CO5:** Design and execute an SEO and digital marketing campaign with ethical and legal awareness.

### *Note : Instructions for Paper Setter/Moderator Internal Examinations;* **Methodology for Evaluation**

- Internal Assessment (Theory)
- Assignments: One from each Unit : 20 Marks (20% weightage)
- In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
- Term End (Theory) : 100 Marks (50% weightage)
  
- Internal Assessment (Lab)
- Home Daily Performance in the Lab : 50 Marks
- Term End (Lab) : 50 Marks

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<b>UNIT5</b>	<p><b>Special Topics in Business Journalism</b></p> <ul style="list-style-type: none"> <li>• Financial markets and investing: Reporting on stocks, bonds, and commodities</li> <li>• Corporate news and corporate social responsibility: Covering earnings, mergers, and acquisitions</li> <li>• Global business reporting: Reporting on international economies and multinational corporations</li> <li>• Ethical considerations in reporting on businesses and financial markets</li> <li>• Conflict of interest and impartiality in business journalism</li> <li>• Handling confidential information and sources</li> </ul>
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**Course Outcomes(CO):** At the end of this course students will have:

- CO1:** Write clear and accurate business news stories.
- CO2:** Research and analyze business and economic data.
- CO3:** Use digital tools like social media and data visualization for business news.
- CO4:** Understand and apply ethics in business journalism.
- CO5:** Report on global business topics with a broad perspective.

**Note : Instructions for Paper Setter/Moderator Internal Examinations;  
Methodology for Evaluation**

- Internal Assessment (Theory)
- Assignments: One from each Unit : 20 Marks (20% weightage)
- In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
- Term End (Theory) :100 Marks (50%weightage)
  
- Internal Assessment (Lab)
- Home Daily Performance in the Lab : 50 Marks
- Term End (Lab) : 50 Marks





# Rural Journalism

Course Code: MJM045B	L:4	T/P:0	CREDITS:4
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## Course Objectives:

1. Familiarize students with the characteristics and significance of rural areas.
2. Examine the distinctions between rural and urban journalism.
3. Equip students with techniques for effective rural news gathering and content creation.
4. Highlight the importance of covering agriculture, health, education, and environmental issues.
5. Ensure understanding of ethical practices and legal frameworks in rural journalism.

## Unit 1: Introduction to Rural Journalism

- Definition and characteristics of rural areas
- Socio-economic and cultural aspects of rural communities
- Early beginnings of rural journalism
- Evolution and current trends, including digital penetration in rural areas
- Role of rural journalism in community development and empowerment
- Case studies of impactful rural journalism

## Unit 2: Media Landscape and Rural Journalism

- Differences in media coverage and challenges faced
- Comparative analysis of urban and rural media access and trust
- Types of media platforms in rural areas (print, radio, digital, mobile apps)
- Accessibility, reach, and growing influence of social media in rural areas
- Infrastructure, technological challenges, and increasing mobile connectivity
- Financial sustainability and alternative funding models (crowdfunding, community support)

## Unit 3: Reporting and Content Creation

- Techniques and sources for rural news gathering, including mobile reporting
- Ethical considerations and combating misinformation in rural reporting
- Tailoring content for diverse rural audiences, including regional language use
- Language, style, and cultural sensitivity
- Use of photography, video, and short-form digital content (e.g., reels, stories)
- Creating engaging multimedia content for multiple digital platforms

## Unit 4: Specialized Reporting in Rural Journalism

- Reporting on agriculture, climate change, and sustainable farming practices
- Covering agricultural policies, innovations, and technology adoption
- Reporting on rural health issues, telemedicine, and COVID-19 impact
- Coverage of education challenges, digital learning, and success stories
- Environmental issues: climate resilience, water management, and biodiversity
- Development projects and their social-economic impact
- Case study: PSAinath's PARI (People's Archive of Rural India)
- Case study: Nilesh Mishra's Gaon Connection

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## Unit 5: Ethics, Law, and Future of Rural Journalism

- Ethical dilemmas and responsibilities in the digital age
- Case studies on ethics and misinformation in rural reporting
- Understanding media laws, digital rights, and privacy concerns
- Legal challenges faced by rural journalists, including harassment and censorship
- Innovations: use of AI, data journalism, and mobile-first reporting
- The role of digital media, citizen journalism, and community-driven news platforms

### Course Outcomes:

- CO1: Grasp the socio-economic and cultural aspects of rural communities.  
CO2: Evaluate the differences and effectiveness of rural and urban media platforms.  
CO3: Apply ethical and specialized techniques for rural journalism content creation.  
CO4: Report in-depth on agriculture, health, education, and environmental issues in rural areas.  
CO5: Address ethical dilemmas and legal challenges in rural journalism responsibly.

### Suggested Readings:

- *Rural Voices: Journalism and Community* by Gary R. Horth and Carol L. Horth
- *Covering Rural America: A Reporter's Guide* by Bill McKibben
- *The Rural Newscaster: Understanding the Issues, Reporting the News* by Donald L. Shaw

Shail Khandelwal  
Sushmita Sashwat  
Alok Chapatia

# Rural Journalism Lab

Course Code: MJM046B	L:0	T/P:0	CREDITS:1
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## Course Objectives:

1. Develop hands-on journalism skills specific to rural contexts.
2. Improve news gathering, writing, and multimedia reporting abilities.
3. Cover key rural issues such as agriculture, health, and environment.
4. Instill ethical standards and legal knowledge for rural journalism.
5. Explore digital tools and innovations for rural reporting.

## Assignments:

1. **Assignment 1:** Identify and analyze rural news sources in your area.
2. **Assignment 2:** Create a source list of key contacts in a rural area.
3. **Assignment 3:** Peer review and edit a classmate's news story.
4. **Assignment 4:** Write a feature story on a rural community leader.
5. **Assignment 5:** Take photos that capture a rural story.
6. **Assignment 6:** Create a photo essay with captions.
7. **Assignment 7:** Shoot a short video report on a rural issue.
8. **Assignment 8:** Edit and produce a two-minute video segment.
9. **Assignment 9:** Record an audio interview with a rural expert.
10. **Assignment 10:** Produce a podcast episode on a rural topic.
11. **Assignment 11:** Report on an agricultural practice or innovation.
12. **Assignment 12:** Write an in-depth article on a local farming issue.
13. **Assignment 13:** Investigate and report on a rural health or education initiative.
14. **Assignment 14:** Cover a local environmental issue or development project.
15. **Assignment 15:** Create a multimedia package on the environmental or development story.
16. **Assignment 16:** Analyze a case study of ethical issues in rural journalism.
17. **Assignment 17:** Explore and review digital tools for rural journalism.
18. **Assignment 18:** Participate in class discussions and peer reviews.
19. **Assignment 19:** Weekly news updates on rural issues.

## Course Outcomes (CO):

- **CO1:** Produce news content tailored for rural audiences.
- **CO2:** Gather, write, and edit news stories on rural issues.
- **CO3:** Develop engaging photo, video, and audio reports.
- **CO4:** Navigate ethical dilemmas and legal challenges in rural journalism.
- **CO5:** Implement digital techniques and tools in rural journalism projects.

## Note : Instructions for Paper Setter/Moderator Internal Examinations;

### Methodology for Evaluation

- Internal Assessment (Theory)
- Assignments: One from each Unit : 20 Marks (20% weightage)
- In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
- Term End (Theory) :100 Marks (50%weightage)
  
- Internal Assessment (Lab)
- Home Daily Performance in the Lab : 50 Marks
  
- Term End (Lab) : 50 Marks

*Blair. Khandak* *Sanjay* *Sashwat* *Alenohapatra*



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# Development Communication

Course Code: MJM042B	L:3	T/P:0	CREDITS:3
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## Course Objectives

1. To provide students with an understanding of the theories and concepts of development communication.
2. To develop practical skills in planning, designing, and implementing development communication campaigns.
3. To foster critical thinking and analytical skills for assessing the impact of development communication initiatives.
4. To cultivate an understanding of the ethical, cultural, and social considerations in development communication.
5. To explore emerging trends and technologies in the field of development communication.

## Unit I: Foundations of Development Communication

- Introduction to Development Communication: Concepts, relevance, and application
- Definition, scope, and key concepts of development communication
- Historical overview of development communication theories and approaches
- Communication for social change: updated frameworks including Digital Communication for Development (DC4D)
- Ethical considerations in development communication
- Understanding the development context: socio-economic, cultural, and political factors
- Participatory approaches in development communication
- Formative research and needs assessment for communication programs
- Introduction to Human-Centered Design in Development Messaging

## Unit II: Media, ICT, and Behavior Change Communication

- Role of media in development communication
- Community media and alternative communication channels
- ICT4D (Information and Communication Technologies for Development)
- Mobile-first and AI-based interventions in rural communication
- Media advocacy and shaping public opinion
- Social marketing principles and behavior change strategies
- Updated theories of behavior change communication (e.g., COM-B, Fogg Behavior Model) (*Updated*)
- Designing and implementing BCC (Behavior Change Communication) campaigns
- Monitoring and evaluation of BCC initiatives

## Unit III: Participatory Communication & Sustainable Development

- Participatory development approaches and communication methods
- Community mobilization and empowerment through media
- Participatory research and evaluation in communication
- Case studies and practical exercises
- Communication and SDGs: From awareness to action
- Climate communication and youth engagement in SDGs
- Communicating for gender equity, environmental justice, and poverty reduction



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- Advocacy and policy communication for inclusive development
- Gamification and EdTech in participatory campaigns

#### **Unit IV: Campaign Planning & Management**

- Designing development communication campaigns
- Strategic planning, budgeting, and execution
- Resource mobilization and donor engagement
- Managing partnerships and stakeholders
- Case studies in campaign design and outreach
- Risk communication and misinformation management in campaigns

#### **Unit V: Future of Development Communication**

- Emerging technologies and their impact on communication (AI, VR, blockchain)
- Social media and online activism for civic engagement
- Innovation and social entrepreneurship in communication
- Data-driven storytelling and impact visualization tools
- Future directions: Inclusive tech, climate adaptation, and indigenous knowledge systems
- Challenges: Digital divide, misinformation, and policy gaps in development communication

#### **Course Outcomes**

- **CO1:** Understand key theories in development communication for analyzing diverse contexts.
- **CO2:** Develop skills in designing and executing effective development communication campaigns.
- **CO3:** Assess and improve campaign effectiveness through critical analysis and evaluation.
- **CO4:** Navigate ethical and cultural complexities in communication strategies.
- **CO5:** Explore and adopt emerging technologies and trends in development communication.

*Shail* *Nandini* *Amalika* *Sashwat* *BS* *Arunabatu*

# Development Communication Lab

Course Code: MJM047B	L:0	T/P:1	CREDITS:1
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## Course Objectives:

1. Understand fundamental concepts and theories in development communication.
2. Utilize various media and information systems for effective development communication.
3. Implement participatory approaches in communication for development.
4. Create and manage effective development communication campaigns.
5. Investigate and adapt to emerging technologies and trends in development communication.

## Lab Assignments:

1. Write a report that defines development communication, its scope, and key concepts. Include examples of development communication projects.
2. Create a timeline of major theories and approaches in development communication, highlighting key developments and theorists.
3. Conduct a case study analysis on how socio-economic, cultural, and political factors affect development communication in a specific region.
4. Write an essay on the ethical considerations in development communication, using real-life examples to illustrate your points.
5. Analyze the role of various media platforms in a specific development communication campaign. Evaluate their effectiveness and reach.
6. Research and present a case study on the use of Information and Communication Technologies for Development (ICT4D) in a particular region or sector.
7. Analyze a case study of a successful participatory development communication project. Identify key strategies and lessons learned.
8. Create a communication plan for an SDG-related project (e.g., environmental sustainability or gender equality). Include objectives, target audience, and key messages.
9. Design a development communication campaign from scratch. Include goals, budget, target audience, key messages, and media channels.
10. Analyze a real-world development communication campaign. Identify what worked, what didn't, and provide recommendations for improvement.
11. Research and report on emerging technologies in development communication. Discuss their potential impacts and challenges.

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## Course Outcomes:

- **CO1:** Grasp the definitions, scope, and theories of development communication.
- **CO2:** Effectively apply media and ICT strategies in development contexts.
- **CO3:** Engage communities using participatory methods and research.
- **CO4:** Design and manage comprehensive development communication campaigns.
- **CO5:** Analyze and integrate emerging trends and technologies in development communication projects.

## *Note : Instructions for Paper Setter/Moderator Internal Examinations;* **Methodology for Evaluation**

- Internal Assessment (Theory)
- Assignments: One from each Unit : 20 Marks (20% weightage)
- In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
- Term End (Theory) :100 Marks (50%weightage)
  
- Internal Assessment (Lab)
- Home Daily Performance in the Lab : 50 Marks
  
- Term End (Lab) : 50 Marks

*Shail* *Nandini* *Amish* *Sashwat* *15* *Arunabhatu*

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# Corporate Communication

Course Code: MJM043B	L:3	T:0	P:0	CREDITS:3
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## Course Outcomes

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

- **CO1:** Understand the philosophy and the concept of Corporate Communication.
- **CO2:** Analyze the role of Corporate Communication.
- **CO3:** Produce and handle different tools and techniques of Corporate Communication activities.
- **CO4:** Acquire the knowledge of how to manage Corporate Communication.
- **CO5:** Communicate an organization's CSR initiatives effectively.

## Unit I – Corporate Communication

1. Definition of Corporate Communication – Its need, nature, and scope
2. Internal & External Communication
3. Working Style and Structure of Corporate Communication Departments
4. **Corporate Communication vs. Public Relations: Key Differences and Overlaps**

## Unit II – Tools & Techniques

1. Modern Tools and Techniques of Corporate Communication
2. 7 Effective Internal Tools (e.g., memos, meetings, newsletters)
3. **AI-Driven Intranet Tools for Corporate Communication**
4. Corporate Communication Mix (Van Riel)
5. **Emerging Digital Channels** – Company website, Internal Intranet, Email newsletters, Press releases, Mobile employee communication apps, Blogs, Bulletin boards, **Chatbots & Podcasts**

## Unit III – Role of Corporate Communication

1. Dissemination of Persuasion & Information
2. Branding, Image & Reputation
3. Controlled & Uncontrolled Media Handling
4. Proactive Communication Planning
5. Global Economy & Corporate Communication

## Unit IV – Managing Corporate Communication

1. Media Relations
2. Government Relations
3. Employee Relations
4. Stakeholder & Advertising Relations
5. **Crisis Communication and Reputation Recovery**



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## Unit V – Corporate Social Responsibility Communication

1. Communication Strategies and Practices Related to CSR
2. Sustainability Reporting, Stakeholder Engagement, Cause-Related Marketing, and Ethical Communication
3. **Effectively Communicating CSR Initiatives via Digital and Traditional Media Channels**

### Suggested Readings

1. *Corporate Communication: Principles & Practices* – Dr. J. Jethwaney (Oxford Higher Education)
2. *Corporate Communication* (7th Edition) – McGraw Hill

### **Note : Instructions for Paper Setter/Moderator Internal Examinations; Methodology for Evaluation**

- Internal Assessment (Theory)
- Assignments: One from each Unit : 20 Marks (20% weightage)
- In Semester Tests (Minimum two tests) : 40 Marks (30% weightage)
- Term End (Theory) :100 Marks (50%weightage)
  
- Internal Assessment (Lab)
- Home Daily Performance in the Lab : 50 Marks
- Term End (Lab) : 50 Marks

*Shail Khandekar* *Sanjay Khandekar* *Sashwat* *15* *Alexander Patra*

Shail Nandani Amalika Shastri  Alexandropoulos

# Corporate Communication Lab

<b>Course Code: MJM048B</b>	<b>L :0</b>	<b>T:0</b>	<b>P:2</b>	<b>CREDITS:1</b>
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## Course Objectives

- To understand the philosophy and operation of corporate campaigns.
- To learn the production, marketing, and distribution of campaigns.
- To analyze and deconstruct brand campaigns.
- To acquire knowledge in crisis management and corporate responsibility.
- To understand brand building and maintaining positive relationships.

## Exercises/Assignments:

### 1. Mock Press Conference

- Scenario-based role-play where students act as corporate spokespeople.
- Others play journalists asking tough questions.
- Focus: Spontaneity, clarity, and composure in high-pressure Q&A.

### 2. Crisis Communication Simulation

- Teams develop a crisis communication plan for a fictional scenario.
- Focus: Transparency, message control, and media strategy.

### 3. Writing Exercises

- Tasks include writing press releases, blog entries, and social media posts for different platforms.
- Goal: Improve adaptability and clarity in written corporate messages.

### 4. Role-Playing Stakeholder Interactions

- Simulate conversations with diverse stakeholders like investors, employees, or community reps.
- Focus: Empathy, tone, and customization of communication strategies.

### 5. Crisis Interview Simulation

- Instead of general interviews, focus specifically on high-stakes media interviews during crises.
- Include post-simulation video review and personalized feedback.
- Teaches: Message control, emotional intelligence, and credibility under pressure.

### 6. Social Media Campaign Simulation

- Groups create a fictional campaign, covering goals, content, and response strategies.
- Skills: Strategic planning, creative writing, community engagement.



Shail, Nandini, Anshika, Ashwat, [Signature], Anshapati

## 7. Influencer & Digital Stakeholder Networking Simulation

- Practice communication with digital influencers, brand ambassadors, and online communities.
- Learn how to handle live sessions, DMs, and public interactions on social platforms.

## 8. Visual Communication Case Study

- Analyze campaigns that use strong visual storytelling (infographics, videos, memes).
- Evaluate the effectiveness of visual messaging and suggest improvements.

## 9. Feedback and Critique Sessions

- Structured peer-review sessions with rubrics to evaluate tone, clarity, and consistency.
- Facilitated by instructors or communication professionals.

## 10. AI Tools in Corporate Communication

- Introduce tools like ChatGPT, Grammarly, Hootsuite, or Canva for communication.
- Assignments: Use AI to draft and refine corporate messages or simulate customer service chats.

Shail Khandelwal  Sashwat  Anshapatri



## MA (JMC) 4<sup>th</sup> Semester

S.No.	SubCode	Subject	Lecture Credit	Practical /Tutorial Credit	Course Type
1	(MJM032B) /MJM031B	Media Internship II (16 to 20 Months) Or Dissertation	0	16	Internship
		*Students do four Month internship during the semester			
			0	16	Total Credit 16

*Shail* *Nandini* *Amalika* *Shashwat* *15* *Alexander*