JAMIA HAMDARD, NEW DELHI - 110062

UGC – Learning Outcomes-based Curriculum Framework

For

Bachelor of Arts in Journalism and Mass Communication

Centre for Media and Mass Communication Studies

CONTENTS

PARTICULARS

Programme Name: B.A. in Journalism and Mass Communication

Programme Code: 351

Academic Session of Introduction of Programme: 2022-2023

Centre for Media and Mass Communication Studies, Jamia Hamdard

Approval Date of Syllabus Review Committee: N.A.

Approval Date of Board of Studies Meeting for the Present Syllabus: 27-01-2022

Approval Date and Number of Academic Council Meeting for the Present Syllabus- N.A.

Syllabus and Byelaws effective from the academic session 2022-23

Centre for Media and Mass Communication Studies
Jamia Hamdard (Deemed to be University)
Hamdard Nagar, New Delhi-110062

Vision Statements

To provide the students world-class teaching and training to churn out skilled manpower and informed scholars to serve national and international communities and media industries.

Mission Statements

MS 1: The Centre strives to create new bridges between media education, industry, and development sectors.

MS 2: To train aspiring media candidates in developing technical skills of audio-video editing, anchoring, content writing, photography, media reporting etc.

MS 3: To produce high-quality educational video lectures, developing e-learning content and to production of arts based audio-visual documentation.

MS 4: Conducting Scientific interdisciplinary research studies.

QUALIFICATION DESCRIPTORS (QDs)

Upon the completion of B.A. (JMC), students will be able to:

QD-1: Demonstrate comprehensive knowledge about materials, including current research, scholarly, and/or professional literature, relating to essential and advanced learning areas pertaining to the Mass communication & Journalism field of study, and techniques and skills required for identifying problems and issues related.

QD-2: Demonstrate skills in identifying information needs, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, analysis and interpretation of data using methodologies as appropriate to the subject(s) for formulating evidencebased solutions and arguments;

QD-3: Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.

QD-4: Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the Mass communication & Journalism studies.

QD-5: Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.

QD-6: Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

QD-7: Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities

Mapping Qualification Descriptors (QDs) with Mission Statements (MS)

	MS-1	**MS-2**	**MS-3**	**MS-4**
QD-1	3	2	2	2
QD-2	2	2	3	2
QD-3	2	3	2	3
QD-4	3	2	2	2
QD-5	2	3	2	3
QD-6	3	2	3	2
QD-7	2	2	3	3

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Name of the Academic Program: B.A. (JMC)

PROGRAM LEARNING OUTCOMES (PLOs)

After completing this Program:

PLO-1: Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.

PLO-2: Shall acquire the knowledge related to media and its impact.

PLO-3: Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.

PLO-4: Shall empower themselves by communication, professional and life skills.

PLO-5: Shall be able to enhance the ability of leadership.

PLO-6: Shall become socially responsible citizen with global vision

PLO-7: Shall be equipped with ICTs competencies including digital literacy.

PLO-8: Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

PLO-9: Shall have an understanding of acquiring knowledge throughout life.

PLO-10: Shall acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities.

PLO-11: Shall acquire the understanding of importance of cooperation and teamwork.

Mapping of Program Learning Outcomes (PLOs)

With Qualification Descriptors (QDs)

	QD-1	QD-2	QD-3	QD-4	QD-5	QD-6	QD-7
PLO-1	3	1	3	2	3	1	3
PLO-2	3	2	1	1	1	3	1
PLO-3	1	1	3	1	1	2	1
PLO-4	3	3	1	1	3	3	3
PLO-5	1	1	1	3	3	1	3
PLO-6	3	1	1	3	3	1	1
PLO-7	1	3	1	1	2	3	1
PLO-8	1	1	3	1	3	1	1
PLO-9	3	1	2	3	1	1	3
PLO-10	1	3	3	1	3	1	3
PLO-11	1	1	1	1	3	1	1

Centre for Media and Mass Communication Studies

Jamia Hamdard (Deemed to be University)
New Delhi

Bye-Laws

Subject to relevant rules/bye-laws/ guidelines and other statutory decisions as laid down from time to time by the University and statutory bodies of the Government of India, Bye-laws governing the course are as follows.

1. **Programme:** Bachelor of Arts in Journalism and Mass Communication – B.A. (JMC)
2. **Duration:** Three years, each year having two semesters. It is a fulltime programme
3. **Medium of Instruction and Examinations:** English
4. **Eligibility for Admission:**
   A candidate seeking admission to the programme must have:

   - Passed 10+2 examination or equivalent in any discipline from a recognized Board/Institution with at least 50% (fifty percent).
   - The admission to the B.A. (JMC) Program will be on the basis of merit of the qualifying examination and/or interview to be conducted by Jamia Hamdard.
   - For admission against the NRI/Industry sponsored seats admissions will be on the basis of merit of the qualifying examination and/or interview to be conducted by Jamia Hamdard.

5. **Course structure**

The course work shall be divided into two parts per year as given below:

> Odd Semesters   July to December
>
> Even Semesters   January to May

During an academic year, a candidate shall be enrolled only for one course of study and shall not appear at any other examination of this or any other University.

The semester-wise course outline, total marks allocated to each course, internal assessment and semester examinations marks for all specialization are listed in Annexure as syllabus. Detailed course content of the syllabus shall be prescribed by the Board of Studies (BOS) shall be reviewed periodically.

The BOS depending on circumstances prevailing in the market, may change any paper and increase or decrease the number of optional papers.

NOTE: Depending on circumstances prevailing in the market, the University reserves the right to change any paper/update the syllabus and to increase or decrease the number of optional papers.

6. Attendance

a) All students must attend every lecture delivered. However, to account for the late joining or other such contingencies, the attendance requirement for appearing in the semester

examinations shall be a minimum of 75% of the total classes actually held.

b) In order to maintain the attendance record of a course, a roll call will be taken by the subject teacher in every scheduled lecture.

c) Attendance on account of participation in the prescribed functions of NCC, NSS, Inter-University sports, educational tours/field work assigned by the university to students shall be credited to the aggregate, provided the attendance record, duly counter signed by the officer in-charge, is sent to the Head of Department within two weeks' time after the function/activity.

d) The subject teacher will consolidate the attendance record for the lectures/Practical for each student. The statements of attendance of students shall be displayed on the Department's Notice Board by the teacher concerned at the beginning of the following month and consolidated attendance before the conclusion of each semester as given in the University Calendar. A copy of the same shall be sent to the Head of Department for record. Notices displayed on the Notice Board shall be deemed to be a proper notification, and no individual notice shall be sent to students.

e) If a student is found to be continuously absent from the classes without information for a period of 30 days, the teacher in charge shall report it to the Head of Department, who will inform the Registrar through the Dean. Registrar will issue a notice to such student, as to why his/ her admission should not be cancelled. The Registrar will take a decision on cancellation of admission within 30 days of issue of the notice. A copy of the order shall be communicated to the student.

f) A student with less than 75% attendance of the lectures in each course shall be detained from appearing in the semester examination of that course. The Dean of SMEMC concerned may consider application for the condonation of shortage of attendance up to 5% on account of sickness or any other extra ordinary circumstances, provided the medical certificate duly certified by registered Medical Practitioner, had been submitted within 7 days of the recovery from the illness.

A student detained on account of attendance will be re-admitted to the same class in the next academic year on payment of current fees except Enrolment and identity card fees

7. Scheme of Examination

Each paper shall carry 100 marks or otherwise specified in the B.A. (JMC)Course Structure. Overall, for Theory papers, 75 marks shall be for semester examination and 25 marks for internal assessment and practical papers shall be of 40 for internal and 60 for external.

8. Internal Assessment

Internal assessment for 25 marks in respect of theory papers will be based on written tests, case discussions, assignments, quizzes, marks for presentations, viva-voice etc. The breakup is as follows: 10 marks for Sessional (two sessional of 5 marks each). 5 for class participation (attendance), 10 for assignments/ presentations.

Similarly, practical papers should adhere to the total hours of training, on-job training and Industry visits as marked in the B.A. (JMC) Course Structure.

The evaluation shall be done by the subject teacher and marks will be notified.

- There shall be two to three written tests in each course in a semester. The test will be conducted as per the academic calendar. Individual faculty member to announce the date for tests or conduct them as per academic calendar.

- Internal assessment for 05 marks shall be done by the subject teacher based on the class room performance of the student including class attendance and class participation.
- The teacher concerned shall maintain records of marks of various components of evaluation for each student and the same will be notified at the end of the semester.
- The internal assessment marks shall be submitted by Head of the Department to the Assistant Registrar, Examinations at the end of the semester.
- A candidate who has to reappear (as an ex-student) in the semester examination of a course will retain the marks of internal assessment.
- A student who will be required to seek re-admission, for whatever reason, will have to appear for internal assessment and tests afresh.

* Overall participation in other programs of the University will carry suitable weight in internal assessment.

9. **Semester Examinations**

   a) The Semester examinations shall be held at the end of each semester as notified in the academic calendar. There shall be supplementary examination followed by result declaration of main examination. Candidates shall appear in the examination of their un-cleared papers of the supplementary examination in the next semester examination of the same paper along with other students of junior batch. Thus, the un-cleared papers of Semester - I shall be cleared in Semester- III, and Semester –V and those of Semester - II in Semester-IV and Semester – VI. Semester-III and any backlog of Semester-I in Semester-V and Semester-IV and any backlog of semester II in Semester-VI. Likewise, the examination of un-cleared papers of semester V and VI would be taken up by the student next year along with the junior/subsequent batches.

   b) Supplementary/Improvement Examinations will be held within one month of declaration of results.

   Students may be allowed to seek re-evaluation of his/her answer book by submitting a written application, alongwith necessary fee, within one week of declaration of results.

   d) Upon written request, the answer books of students can be shown to them within one week after declaration of its result. For this, a fee of Rs. 2,000/- per paper will have to be paid in advance or otherwise mentioned by Controller of Examination. Students will also be allowed to compare his/her marks with the highest scorer for which a fee of Rs. 4,000/- will have to be paid.

   e) The duration of semester examinations of each theory paper will be 3 hours.

   f) The duration of practical examination will be 4 hours.

   f) The question papers shall be set by either an external or an internal examiner duly appointed by the Dean/Superintendent of Examinations.

   g) The papers set by the examiners shall be moderated by a panel of moderators constituted by the Dean/Superintendent of Examinations at the time of approving the panel of examiners.

h) A student has to undergo a 14 weeks Industrial Training of every year i.e., after completion of Semester-II, Semester-IV and Semester VI. Summer. The Presentation and the report of Industrial Training will carry 100 marks with a break up of 40 for internal and 60 for external.

i) A student has to undergo a 4-5 weeks On-Job-Training of every year i.e., after completion of Semester-I, Semester-III and Semester V. In general, it will be during the winter. The Presentation and the report of On-Job-Training will carry 100 marks with a break up of 40 for internal and 60 for external.

j) Every candidate shall have to undertake Research Project based on his/her 20 weeks Industrial Training in the Sixth semester. The subject of research project shall be approved on the recommendations of the supervisor(s). The Presentation and the report of Research Project will carry 100 marks with a break up of 40 for internal and 60 for external.

k) A student shall be required to maintain record of periodic progress of the project. He / she should be in constant touch with his/her supervisor. There would be continuous appraisal of the project which will carry 40 marks as a part of internal assessment (presentation) and 60 marks for external assessment (project report).

l) The minimum pass marks shall be 40 Percent in each theory, Practical and Research Project Report and Industrial Training report and viva-voce Examination.

10. Promotion Criteria

a) For Example, a student shall be promoted to semester – II from semester – I if he/ she passes (secures at least 40% marks) in at least 4 papers prescribed in semester – I.

b) No student shall be promoted to B.A. (JMC)Semester-III (Second year) if he/she fails in more than six papers of B.A. (JMC) Semester-I Examinations and semester II examination. A student who fails in more than six papers of semester – I and II, shall seek re-admission in Semester-I in the next academic session as a regular student.

c) No student shall be promoted to B.A. (JMC) Semester-IV (Second year) if he/she fails in more than six papers of Semester-I Examinations, semester II examination and Semester III. A student who fails in more than six papers of semester – I, II and III, shall seek re-admission in semester-III in the next academic session as a regular student.

d) No student shall be promoted to B.A. (JMC) Semester-V (Third year) if he/she fails in more than six papers of previous four semesters. A student who fails in more than six papers of semester – I, II, III and IV, shall seek re-admission in semester-III in the next academic session as a regular student, provided he/she clears the requisite backlogs.

e) No student shall be promoted to B.A. (JMC) Semester-VI (Third year) if he/she fails in more than six papers of previous five semesters. A student who

fails in more than six papers of semester – I, II, III, IV and V shall seek re-admission in semester-V in the next academic session as a regular student.

f) After the declaration of the supplementary examination of semester-VI results, if a student has any paper un-cleared of any semester, he/ she will have to reappear in these papers in concerned semester (Odd with Odd and Even with Even Semester Exam in next academic year as an ex-student along with the next batch and/or or any supplementary examination conducted by the CMMS.

11. Span Period

A student must complete all the requirements of B.A. (JMC) degree within a period of six years from his/ her admission. Any Extension of the span period will be required Dean and Vice-Chancellor approval for further clearance.

13. Credit System

Credits are a value allocated course units to describe the student workload required to complete them. They reflect the quantity of work each course requires in relation to total quantity of work required to complete a full semester/ year of academic study at the institution i.e., lectures, practical work, seminars, private work in the laboratory, library or at home and examination or other assessment activities.

SYLLABUS

Bachelors of Arts in Journalism and Mass Communication

Course Structure

Semester- I										
Subject Code	**Subject**	TYPE	Sessional	Exami nation	Total	L	T	P	Credit s
BJMC-101	Mass Communication: Introduction, Concepts & History	CORE	25	75	100	2	1	0	3
BJMC-102	Writing for Media	CORE	25	75	100	3	0	2	4
BJMC-103	Introduction to Photography	CORE	25	75	100	3	0	2	4
BJMC-104	Principals of Media Management	GE	25	75	100	2	1	0	3
BJMC-105	Language of Media - Hindi	DSE	25	75	100	2	1	0	3
BJMC-106	Current Affairs- I (Geo-Political/Environmental Science)	AECC	25	75	100	2	1	0	3
BJMC-107	Soft Skills Development- I	SEC	25	75	100	1	0	2	2
BJMC-108	Multi Media Lab-1	SEC	25	75	100	2	0	4	4
		Total	200	700	900	13	7	8	26

Semester- II										
Subject Code	**Subject**	TYPE	Sessional	Examina tion	Tota l	L	T	P	Credit s
BJMC-201	Print Journalism: Concepts and Writing	CORE	25	75	100	2	1	0	3
BJMC-202	Electronic Media: Concepts and Process	CORE	25	75	100	2	1	0	3
BJMC-203	Media Law and Ethics	CORE	25	75	100	2	1	0	3
BJMC-204	Event Management	GE	25	75	100	2	1	0	3
BJMC-205	Script Writing	DSE	25	75	100	3	0	2	4
BJMC-206	Language of Media - English	AECC	25	75	100	2	1	0	3
BJMC-207	Print Media Lab	SEC	25	75	100	1	0	4	3
BJMC-208	Multi Media Lab-2	SEC	25	75	100	0	0	6	3
		Total	200	600	800	14	5	12	25

Semester- III										
Subject Code	Subject	TYPE	Sessional	Examination	Total	L	T	P	Credits
BJMC-301	Emerging Media (Social, New Media)	CORE	25	75	100	3	1	0	4
BJMC-302	Mobile/ Video Camera and Lighting	CORE	25	75	100	3	0	2	4
BJMC-303	Radio for communication	CORE	25	75	100	2	0	4	4
BJMC-304	Indian Economy	GE	25	75	100	2	0	0	2
BJMC-305	Editing for Audio and Video	DSE	25	75	100	1	0	6	4
BJMC-306	Radio lab	SEC	25	75	100	1	0	6	4
BJMC-307	Multi Media Project-1	SEC	25	75	100	0	0	8	4
		Total	175	525	700	12	1	26	26

Semester- IV										
Subject Code	Subject	TYPE	Sessional	Examination	Total	L	T	P	Credits
BJMC-401	Development Communication	CORE	25	75	100	2	1	0	3
BJMC-402	Online Journalism	CORE	25	75	100	2	0	4	4
BJMC-403	TV Programming, Reporting and Production	CORE	25	75	100	2	0	4	4
BJMC-404	Integrated Marketing Communication-1 (Advertising)	DSE	25	75	100	2	1	0	3
BJMC-405	Digital Marketing	SEC	25	75	100	2	1	0	3
BJMC-406	ICT for Media (Graphics, Animations)	SEC	25	75	100	2	0	4	4
BJMC-407	Multi Media Project-2	SEC	25	75	100	0	0	6	3
BJMC-408	Internship/ OJT (Practical)	OJT	-	100	100	0	0	8	4
		Total	175	625	800	13	3	22	28

Semester- V									
Subject Code	**Subject**	**TYPE**	**Sessio nal**	**Examinatio n**	**Total**	**L**	**T**	**P**	**Credits**
BJMC-501	Research Methodology	CORE	25	75	100	2	1	0	3
BJMC-502	Media Entrepreneurship	CORE	25	75	100	2	1	0	3
BJMC-503	Educational Media Production	CORE	25	75	100	2	1	0	3
BJMC-504	Integrated Marketing Communication-II (Public Relations & Corporate communication)	GE	25	75	100	2	1	0	3
BJMC-505	Specialization-I *(two papers Specialization)	DSE	25	75	100	2	0	4	4
BJMC-506	Specialization-II**	DSE	25	75	100	3	0	2	4
BJMC-507	Soft Skills Development- II (Practical)	SEC	25	75	100	1	1	0	2
BJMC-508	Performing Arts (Theatre/ Visuals Arts)	SEC	25	75	100	1	0	4	3
		Total	**200**	**600**	**800**	**13**	**7**	**8**	**25**

S. N.	**Subject Code**	**Subject**
1	*BJMC-505 (E1)	Documentary Film Making
2	*BJMC-505 (E2)	Anchoring and TV Reporting
3	*BJMC-505 (E3)	Radio Programme Production
4	**BJMC-506 (E1)	Brand Management
5	**BJMC-506 (E2)	Media Buying and Planning
6	**BJMC-506 (E3)	New Media

Semester- VI									
Subject Code	**Subject**	**TYPE**	**Sessional**	**Examin ation**	**Total**	**L**	**T**	**P**	**Credi ts**
BJMC-601	Content Management System (CMS)	CORE	25	75	100	2	0	2	3
BJMC-602	Gender, Youth and Society	CORE	25	75	100	2	0	2	3
BJMC-603	Dissertation/ Beat Reporting	SEC	25	75	100	0	0	12	6
BJMC-604	Internship/ OJT (Practical)	SEC	-	100	100	0	0	8	4
		Total	75	325	400	4	0	24	16

Total Marks-4400
Total Credits- 146

SEMESTER 1

SUBJECT CODE	SUBJECT	TYPE
BJMC-101	Mass Communication: Introduction, Concepts, History	CORE
BJMC-102	Writing for Media	CORE
BJMC-103	Introduction to Photography	CORE
BJMC-104	Principles of Management	GE
BJMC-105	Language of Media – Hindi	DSE
BJMC-106	Current Affairs-I (Geo-Political/Environmental Science)	AECC
BJMC-107	Soft Skills Development-I	SEC
BJMC-108	Multi Media Lab-1	SEC

COURSE DESIGN

Centre for Media and Mass Communication Studies

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-101; Title of the Subject: Mass Communication: Introduction, Concepts and History (Core)

L-T-P: 2-1-0
(L= Lecture Hours, T= Tutorial Hours, P= Practical Hours)

Course Learning Outcomes

After completing this course, students should be able to:

CLO-1. Introduce themselves to the theories of Communication. (Cognitive level: Evaluate)

CLO-2 Inculcate the knowledge of Communication models. (Cognitive level: Apply)

CLO-3 Develop the knowledge of basic elements of Communication. (Cognitive level: Analyse)

CLO-4 Acquaint themselves with the various types of Communication. (Cognitive level: Apply)

CLO-5 Strengthen the 5Cs of Communication. (Cognitive level: Understand)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO1 0	PLO1 1
CLO 1	3	3	2	2	2	2	1	2	2	3	1
CLO 2	3	3	2	2	2	2	1	2	2	3	1
CLO 3	3	2	2	2	1	2	1	1	2	2	1
CLO 4	3	2	2	2	1	2	1	1	1	2	1
CLO 5	3	2	2	2	1	2	1	1	1	2	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Fundamentals of Communication   **10 Hours**

   a) Defining Communication: Main characteristic, functions, role and importance in Society
   b) Elements and Process
   c) Functions of Communication Dimensions of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication

Unit II Mediated communication: **10 Hours**

 Difference from face-to-face communication; types- written, audio, audio-visual; etiquettes; do's and dont's.
Importance of Verbal and Non-verbal Communication
Role of Kinesics
Barriers of Communications

Unit III: Models of Communication: **10 Hours**

 Classical, Intermediary, Interactive, Transactional Models
   a) Aristotle's definition of Rhetoric,
   b) Berlo's SMCR Model
   c) Shannon-Weaver Mathematical Model
   d) Newcomb's Model of Communication
   e) George Gerbner's Model
   f) Schramm's Interactive Model

Unit IV: Theories and Effects of Mass Communication   **10 Hours**

   a) Mass Communication and Effects: Hypodermic Needle, Two-Step/Multi-Step Flow Theory Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Cultivation Theory, Uses and Gratification Theory, Spiral of Silence
   b) Agenda Setting, Cultivation Analysis Critique of the effects Paradigm and emergence of alternative paradigm

Unit V: Media and Everyday Life   **4 Hours**

   a) Mobile phones, Television, Ring tones, Twitter The Internet- discussion around media and everyday life Discussions around mediated and non mediated communication

Unit VI- International and Political Communication: **8 Hours**
   a) Issues of NWICO, Multinational ownership of media,
   b) Media imperialism,
   c) Media in troubled times- War and conflicts,
   d) Media, security and terrorism

Practical /Assignments

Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through ppt.

Suggested Readings

1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F. The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
5. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
6. Agee, Warren K., Ault Philip H., Introduction to Mas Communication, Oxford & IBH Publishing Company, New Delhi

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-102; Title of the Subject: Writing for Media; (Core)

L-T-P: 3-0-2   Credits: 04

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

COURSE LEARNING OUTCOMES (CLOs)

After completing this course, students should be able to:

CLO-1 Recognised the elements of a story. (Cognitive level: Evaluate)
CLO-2 Understand the film script while watching the film. (Cognitive level: Analyse)
CLO-3 Write a film story in proper structure. (Cognitive level: Evaluate)
CLO -4 Write screenplay as like professional writer. (Cognitive level: Apply)
CLO-5 Develop a fiction character. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO10	PLO11
CLO 1	3	2	3	3	1	1	3	3	2	1	2
CLO 2	3	2	3	3	1	1	2	2	2	1	1
CLO 3	3	2	3	3	2	2	2	3	1	2	3
CLO 4	3	3	3	3	2	1	2	3	2	1	2
CLO 5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Introduction to the Language of Media   10 Hours
The importance of language, Purpose of a news copy, Target viewers / readers, writing to convey information, not to impress viewers / readers.
Essentials of Language of Media Using common man's language, Easy, simplest possible words and expressions, Small, simple sentences.
One piece of information in one sentence, Avoiding unnecessarily poetic, artistic language avoiding unnecessary use of idioms, sayings etc, Avoiding writing the obvious and Avoiding exaggeration

Unit II Learning Correct Language   10 Hours

Importance of using correct language – written, spoken and Common mistakes, Use of Spellings, Bindu, Nukhte and Pronunciation

Unit III Language FOR Print, TV and other forms of Media mediums   8 hours

Difference between different media and type of language required for different media.
Basic of TV news writing and terminology (Write to say not to impress).
Formats of TV news script and reference of visual inputs in the TV scripts.
Copy editing, angle and language

Unit IV Converting a print material into a TV script   4 Hours
Translation (political, business, sports and international affairs)
Paraphrasing techniques

Unit V News writing: 5 W's & 1 H, Formats of News writing   8 Hours
Writing News Reports: Conventional style: the inverted pyramid:
Choice of one W or H for focus; lead of a news story, types of leads,
Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing, Style- individual and organizational, stylebook changing trends in news writing: new styles, diminishing importance of inverted pyramid

Unit VI Feature Writing: 8 Hours
Gathering and organising information
Structure**:** Title, body, transitions, closing
Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, combination lead, teaser lead,
Question lead; Tools and techniques of writing: Focus, anecdotes, description, quotations

Practical /Assignments
- ✓ Writing stories from news releases,
- ✓ 2-3 translation and editing exercises,
- ✓ rewriting articles,
- ✓ Writing features: 2-3 of different types, seeking more information,
- ✓ Attending press conferences and taking notes,
- ✓ Transcription of speeches and other events under deadline pressure

SUGGESTED READINGS:

1. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
2. Parthsarthy Rangaswami. Basic Journalism. McMillan India Ltd.
3. Saxena Sunil. Headlines Writing. Sage publication.
4. T.J.S. George: Editing – A Handbook for Journalists.
5. William Strunk & E. B. White – Elements of Style.
6. Lewis James. The Active Reporter. Vikas Publication
7. Warren Carl. Modern News Reporting. Harper and Row.
8. Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-103; Title of the Subject: Introduction to Photography (Core Course)

L-T-P:3-0-2   Credits:04

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1 Learn the concepts and importance of photography. (Cognitive level: Apply)
CLO-2 Understand photo coverage and Photo Journalism. (Cognitive level: Apply)
CLO-3 Ready to join any media organization as photo Journalist. (Cognitive level: Apply)
CLO-4 Know the importance of photo features. (Cognitive level: Understand)
CLO-5 Know different branches of photography and may be self-employed. (Cognitive level: Evaluate)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO10	PLO11
CLO 1	3	2	3	3	1	1	3	3	2	1	2
CLO 2	3	2	3	3	1	1	2	2	2	1	1
CLO 3	3	2	3	3	2	2	2	3	1	2	3
CLO 4	3	3	3	3	2	1	2	3	2	1	2
CLO 5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Introduction to Photography and History
  a) Meaning and definition of photography.
  b) Basic principle in conventional
  c) Digital photography
  d) Idea, Evolution, Role and Importance
  e) Indian History of Photography and some works of the Masters. .
  f) Contemporary Indian and International, Photographers with introduction to their work

Unit II Understanding the mechanisms of Photography
   a) Camera: Basic camera, types and Features, Different parts of a camera and their basic function
   b) Lens: Construction of a lens, compound lens and lens elements, Characteristics of lens such as focal length, speed of lens, angle of view, wide-angle lens, normal lens, telephoto lens and zoom lens etc
   c) Accessories: Tripods Monopods Camera bags and Digital storage
   d) Flash: Types of flash units, electronic flash gun. Manual and auto flash operation. Portable flash, studio flash unit with its accessories such as umbrellas, soft boxes, spot grids etc.
   e) Exposure, Shutter, Aperture, Depth of Field, ISO
   f) Rule of thirds, figures and lines
   g) Introduction to colours & Filters

Unit III Types of Photography
   a) Photojournalism
   b) Wedding Photography
   c) Studio Photography
   d) Close-up photograph
   e) Sports Photography Product
   f) Portrait & People Photography.
   g) Wildlife & Nature Photography
   h) Art Photography

Unit IV Introduction to Digital Photography and editing
   a) Digital Camera, Image recording systems, memory cards, white balance settings.
   b) Understand different file formats - RAW, TIFF, JPEG, printing resolution
   c) DIGITAL Photography and Editing Sensor Sizes, Formats and Storage
   d) Introduction to Editing and Digital Manipulation: Brightness, Contrast, Mid tones, Highlights, Colour tones
   e) Basics of Photoshop
   f) Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

UNIT V Photojournalism
   a) Brief History – Global & Indian
   b) Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.)
   c) Approaches to documenting reality- (Discussion on Capa's ‗The Falling Soldier', Objective Truth or Staged Representation)
   d) War Photojournalism

Unit VI Photography Documentaries and bodies of Work

a) Don McCullin - War Photography
b) Diane Arbus - Personal Photography
c) Vivek Singh – Documentary Photography in North East India
d) Suresh Natarajan – People & Fashion Photography
e) Satyajit – Automobile Photography
f) Conceptual Fantasy/Surreal Photography
g) Tom Mackie - Travel & landscape Photography
h) Raghu Rai – Indian Master – Photojornalism and Personal Photography
i) Product & Food Photography – Neeraj Mahajan & Pradeep Dasgupta
j) Photography as a visual journal – Prabuddha Dasgupta, Antoinne D'Agata, Sohrab Hura

Practical/ Assignments:
- Basic Photography and Photo-editing Skills.
- Each student must be trained in using a digital photography camera, and
- Downloading the pictures and edit them using a latest software like Adobe Photoshop.

SUGGESTED READINGS:
1. Camera Lucida: Reflections on Photography- Roland Barthes "On Photography"

2. The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

3. Basic Photography- Michael Langford.

4. All about Photography by Ashok Dilwali, National Book trust. 2010. New Delhi.

5. Practical photography by O.P. SHARMA HPB/FC (14 March 2003.

6. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

7. 100 Days in Photographs: Pivotal Events that Changed the World,

8. Nick Yapp, National Geographic Art and Print Production,

9. NN Sarkar, Oxford University Press, New Delhi, 2009

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-104; Title of the Subject: Principles of Media Management (GE)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1 Learn various aspects of media management. (Cognitive level: Evaluate)
CLO-2 Have hands on training by designing marketing and planning campaign. (Cognitive level: Apply)
CLO-3 Get an idea of Media organisation, how it works, its structure and management. (Cognitive level: Apply)
CLO-4Learn media marketing strategies and campaign planning.
(Cognitive level: Evaluate)
CLO-5 Get a benefit of learning leadership qualities, managerial skills and soft skill. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO1 0	PLO1 1
CLO 1	3	3	3	2	3	2	2	2	2	2	2
CLO 2	3	3	3	2	2	1	1	2	2	2	2
CLO 3	3	3	3	2	2	2	1	2	1	3	2
CLO 4	3	3	3	2	2	1	1	2	1	3	2
CLO 5	3	3	3	2	2	1	1	2	1	3	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus:

UNIT - 1 Media Management: Concept and Perspective   8 Hours
   a) Concept, origin and growth of Media Management
   b) Fundamentals of management
   c) Management School of Thought

UNIT - 2 Media Industry: Issues & Challenges   **6 Hours**
   a) Media industry as manufacturers- Manufacturing Consent, news and content management.
   b) Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts

UNIT 3- Ownership patterns   **10 Hours**

   a) Types of ownership: Proprietary, family-owned, run by trust, cross media ownership, media chains.
   b) Generation of capital.
   c) HR policies.
   d) Latest management practices adopted in media industry.
   e) laws and rules governing ownership
   f) Investment, newsprint/bandwidth etc.; cross-media ownership; present hiring policies.

UNIT - 4 News Media Management: **10 Hours**
   a) Structure of news media organisations like newspaper, radio news room, TV new channel, digital platform
   b) Role responsibilities & Hierarchy
   c) Workflow & Need of Management
   d) Shift Patterns, Circulation & Guidelines

UNIT - 5 Media Economics, Strategic Management and Marketing   **8 Hours**
   a) Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics.
   b) Capital inflow, Budgeting, Financial management, and personnel Management,
   c) Strategic Management, Market forces

UNIT - 6 Case Studies   **6 Hours**
   a) Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.
   b) Indian and International Media Giants- Case Studies

SUGGESTED READINGS
   1. Vinita Kohli Khandekar, Indian Media Business, Sage

   2. Pradip Ninan Thomas, Political Economy of Communications in India, Sage

   3. Lucy Kung, Strategic management in media, SAGE

   4. Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications

   5. Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method, Wiley- Blackwel

6. John M. lavine and Daniel B. Wackman, Managing Media Organisations

Teaching-Learning Strategies in brief
Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-105; Title of the Subject: Language of Media: Hindi (DSE)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1 Strengthen oral communication skills in Hindi Language. (Cognitive level: Apply)
CLO-2 Develop the knowledge of writing in Hindi Language. (Cognitive level: Apply)
CLO-3 Improve vocabulary in Hindi Language. (Cognitive level: Apply)
CLO-4 Enrich the knowledge of synonyms, antonyms, idioms and phrases. (Cognitive level: Understand)
CLO-4 Inculcate the knowledge of grammar in Hindi Language. (Cognitive level: Evaluate)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO1 0	PLO1 1
CLO 1	3	2	3	3	3	2	1	1	2	1	1
CLO 2	2	1	3	3	3	2	1	1	2	1	1
CLO 3	2	1	2	3	1	1	1	1	1	1	1
CLO 4	2	1	2	3	1	1	1	1	1	1	1
CLO 5	2	1	2	3	1	1	1	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus:

UNIT	UNIT BREAK UP	COURSE OVERVIEW
1	अक्षर, वर्ण, स्वर-व्यंजन अन्तस्थ की अवधारणा	स्वर-व्यंजन, शब्द, पद , पदबन्ध, शब्द-अर्थ सम्बन्ध
2	उच्चारण और अवयव अर्थ की अवधारणा	स्थान, प्रयत्न और कार्य, अर्थ की अवधारणा, परिवर्तन के कारण एवं दिशाएँ।
3	पर्याय, विलोम, अनेकार्थी शब्द	समानार्थी, अनेकार्थी, शब्द रचना, रूप रचना , वाक्य रचना-वर्गीकरण
4	संज्ञा, क्रिया, विशेषण, काल, वाच्य	संज्ञा, क्रिया, विशेषण,काल वाच्य
5	हिन्दी भाषा का विकास -प्राचीन, मध्यकालीन	हिन्दी भाषा का विकास, आधुनिक राजभाषा, राष्ट्रभाषा, सम्पर्क भाषा

Practical /Assignments
- Go through the newspaper of a week and point out the mistakes by preparing a list of it in text and headlines.
- News and Editorials Translation

Suggested Readings
1. भाटिया, डॉ. कैलाशचन्द, अनुवादकला: सिद्धांत और प्रयोग, तक्षशिला प्रकाशन, नयी दिल्ली।
2. शर्मा, रघुनन्दन प्रसाद, प्रयोजन मूलक हिन्दी: सिद्धांत और व्यवहार, विश्वविद्यालय प्रकाशन, वाराणसी।
3. अय्यर, विश्वनाथ, अनुवादकला, प्रभात प्रकाशन, दिल्ली
4. तिवारी, भोलानाथ, हिन्दीभाषा की सामाजिक भूमिका, दक्षिण भारत हिन्दी प्रचार समिति, मद्रास
5. झाल्टे, डॉ. दंगल, प्रयोजन मूलक हिन्दी: सिद्धांत और प्रयोग, वाणी प्रकाशन, नयी दिल्ली
6. गोदरे, डॉ. विनोद, प्रयोजन मूलक हिन्दी, वाणी प्रकाशन, नयी दिल्ली
7. राणा, महेन्दर सिंह, प्रयोजन मूलक हिन्दी के आधुनिक आयाम, हर्षा प्रकाशन, आगरा।
8. कुमार चंद, जनसंचार माध्यमों में हिन्दी, क्लासिकल पब्लिशिंग कम्पनी, दिल्ली

Teaching-Learning Strategies in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: **BJMC-106; Title of the Subject: CURRENT AFFAIRS-I (GEO-POLITICAL/ENVIRONMENTAL SCIENCE), (AECC**)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand national and foreign issues and affairs. (Cognitive level: Analyse)
CLO-2: Acquire understanding of current national and foreign happenings and events. (Cognitive level: Evaluate)
CLO-3: Debate on various aspects of Indian history, art and culture. (Cognitive level: Analyse)
CLO-4: Critically engage with various socio-economic and political issues in India. (Cognitive level: Analyse)
CLO-5: Utilize knowledge gained to appreciate understands and debate the social fabric of the country. (Cognitive level: Evaluate)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

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CLO 1	3	2	2	2	1	2	1	2	2	1	1
CLO 2	3	2	2	2	1	2	1	2	2	1	1
CLO 3	3	2	1	2	1	2	1	2	2	1	1
CLO 4	3	2	1	2	1	2	1	2	2	1	1
CLO 5	2	2	1	2	1	2	1	2	2	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Making of Indian Constitution   8 Hours
   a) Historical background in making of Indian Constitution
   b) Constituent Assembly
   c) Preamble
   d) Salient features of Indian Constitution.

e) Fundamental Rights, Fundamental Duties, and Directive Principles of State Policy

Unit II Federalism Vs Unitary structure of Indian Constitution   8 Hours
   a) Is India a federation?
   b) Types of federation
   c) Nature of Indian federalism
   d) Issues and challenges before Indian federalism- Issue of State Autonomy, Financial autonomy, Taxation policy, Law and Order subject, Demands for the smaller state and Reorganization of states

Unit III Electoral Politics Party System in India   8 Hours
   a) Dynamics of Indian Politics
   b) Growth of State and Regional Parties and and their aspirations, Disintegration of National Parties
   c) Political mobilization- Caste, language, region, development issues, environment issues and religion.

Unit IV Local self Government in Rural India   8 Hours
   a) Introduction of democracy at grass root level- Panchayati Raj system, The philosophy and historical reasons behind the introduction of Panchyati Raj system in India.
   b) Pros and Cons of Panchayati Raj in India
   c) Future and relevance of Panchayati Raj in India

Unit V International affairs   8 Hours
   a) India at the world stage
   b) Globalisation
   c) India as an emerging superpower
   d) Major international organisations: their role and limitations

Unit VI Recent developments in the course period- background and analysis of all events in: 8 Hours
   a) Sports
   b) Culture
   c) Science and technology
   d) Politics
   e) Industry
   f) Agriculture

Suggested Readings:
   1. Jayal, Neeraja and Mehta, Bhanu Pratap (2010).
   2. The Oxford companion to Politics in India (edit), Oxford University Press
   3. Ethnonationalism in India: A Reader, Oxford University Press: Delhi. Chakrabarty, Bidyut (2006).

Teaching-Learning Strategies in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-107; Title of the Subject: Soft Skills Development (SEC)

L-T-P: 1-0-2   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1 Demonstrate proficiency of effective Communication Skills. (Cognitive level: Analyse)
CLO-2 Learn listening, speaking & writing etiquettes. (Cognitive level: Apply)
CLO-3 Understand the basics of Personality Development. (Cognitive level: Apply)
CLO-4 Utilize knowledge in developing a positive personal attitude. (Cognitive level: Apply)
CLO-5 Utilize knowledge in planning, designing and presenting a multi-media presentation. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8		PLO 9	PLO1 0	PLO1 1
CLO 1	3	2	3	3	3	2	1	1		2	2	3
CLO 2	3	3	3	2	3	2	2	1		2	1	2
CLO 3	2	2	3	2	3	2	1	1		2	1	1
CLO 4	3	2	3	2	3	2	1	1		2	2	3
CLO 5	2	2	3	2	3	2	3	2		2	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Attitude for altitude   **8 Hours**
   a) What Is Attitude?
   b) Various kinds of Attitude
   c) Self-confidence as an important attitude towards self
   d) How attitude and confidence influence behaviour
   e) Positive attitude and Self-confidence as determinant of success
   f) Barriers to self-confidence/Positive attitude
   g) Action Plan

Unit II Voice Articulation/MTI Reduction   **6 Hours**
   a) How to exercise our jaw muscles
   b) To be aware of the placement of different consonant/vowel sounds
   c) Practice different sounds via drills
   d) Tongue twisters

Unit III Self-Management   **8 Hours**
   a) What is Time Management?
   b) Why time management is important.
   c) Time management and goal achievement.
   d) Barriers to effective time management
   e) Effective time management for success

Unit IV Career Strategy   **8 Hours**
   a) To introduce the concept of career
   b) To teach the process of setting goals
   c) To envision what the future would bring and accordingly change behavior in the present
   d) To map the existing and the required competencies
   e) To draft an action plan to successfully plan one's career

Unit V Media Public Speaking: **8 Hours**
   a) To learn to use electronic media in an effective way
   b) To articulate ideas in a crisp and profound manner
   c) To get familiarize with various vocal qualities and to emphasize on the usage of vocal qualities for an effective communication

Unit VI Extempore   **4Hours**
   a) What is Extempore?
   b) How to prepare for an extempore?
   c) PREP Method

Unit VII Group Discussion   **8 Hours**
   a) What is a Group Discussion and what are the various types of group discussions?
   b) What does an employer check for in a group discussion?
   c) How to master the art of Group Discussions?
   d) Evaluating a group Discussion?

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

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assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-108; Title of the Subject: Multi Media Lab-1 (SEC)

L-T-P: 2-0-4   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand concepts of page designing, formatting and editing in a comprehensive manner. (Cognitive level: Apply)
 CLO-2: Understand different page layouts by using Quark express. (Cognitive level: Apply)
CLO-3: Learn designing software Photoshop. (Cognitive level: Apply)
CLO-4: Familiar students about latest trends and industries need. (Cognitive level: Analyse)
CLO-5: Develop the sense of designing and enhancing visualization of graphics and designing. (Cognitive level: Analyse)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO1 0	PLO1 1
CLO 1	3	2	3	2	1	1	3	2	1	2	1
CLO 2	3	2	3	2	1	1	2	2	1	2	1
CLO 3	3	2	3	2	1	1	3	2	1	2	1
CLO 4	3	1	3	1	1	1	2	1	1	2	1
CLO 5	3	2	3	2	1	1	2	1	1	2	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Desk Top Publishing Software   12 Hours
   a) Quark Express
   b) Creating Pages and layout through MS Publisher

Unit II Designing Software's   12 Hours
   a) Adobe PageMaker
   b) Coral Draw

Unit III Photoshop   **12 Hours**

a) Designing and editing the image and content with Adobe Photoshop
b) Creating and Understanding selection
c) Introduction to painting techniques and image editing

Unit IV Designing in-house Newsletter   **12 Hours**

a) Designing online and printed In House Newsletter

Internal Assessment:

Poster making
Calendar designing
Newspaper or Magazine designing

SUGGESTED READINGS:

1. Rapidex of Computer – Pustak Mahal
2. Computer Fundamentals – Raja Raman
3. Computer & Common Sense – Hwit & Shally

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance, project submission, Viva-voce etc., and other approaches as per the context and need.

SEMESTER II

Subject Code	Subject	TYPE
BJMC-201	Print Journalism: Concepts and Writing	CORE
BJMC-202	Electronic Media: Concepts and Process	CORE
BJMC-203	Media Law and Ethics	CORE
BJMC-204	Event Management	GE
BJMC-205	Script Writing	DSE
BJMC-206	Language of Media - English	AECC
BJMC-207	Print Media Lab	SEC
BJMC-208	Multi Media Lab-2	SEC

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-201; Title of the Subject: Print Journalism: Reporting and Editing (Core)

L-T-P: 2-1-0   Credits: 03

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand the working pattern of various print media platform. (Cognitive level: Apply)
CLO-2: Familiarize themselves with the basics of writing of print media. (Cognitive level: Apply)
CLO-3: Create understanding of various print media content. (Cognitive level: Apply)
CLO-4: Develop the knowledge of news agency. (Cognitive level: Apply)
CLO-5: Inculcate the knowledge of book editing. (Cognitive level: Evaluate)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	3	2	2	1	1	1	1	2	1	1
CLO2	3	2	3	3	1	1	1	1	2	1	1
CLO3	3	3	3	3	1	1	1	1	2	2	1
CLO4	3	3	1	3	1	1	1	1	2	1	1
CLO5	3	2	2	2	1	1	1	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus:

Unit I History, trends and challenges   12 Hours
   a) Early history of journalism; invention of printing and emergence of newspapers
   b) Brief history of newspapers in India
   c) Role of Indian press in freedom struggle
   d) Role of the Press in democracy, development and nation-building
   e) Impact of technology on media and journalism, challenges before newspapers and media organizations
   f) Yellow journalism, Serious Journalism, Difference between Print Media & Print Journalism, Penny press, Tabloid press

Unit II Organization of the Newsroom   12 Hours

a) Basic features of newspapers and magazines
b) Target audience and page structures (including special sections, supplements)
c) Organization of single/multi -edition/multi-media newspaper
d) Coordination and management functions
e) Structure of traditional and modern newsrooms
f) Role and responsibilities of the Editor and others
g) Changes in technology and work practices
h) Challenges before print organizations

Unit III News Writing   12 Hours

a) What is news?
b) Inverted pyramid, focus, lead, quoting sources, style
c) Changes in news values
d) Transition from basic to advanced news writing (storytelling and new forms)
a) News reporters: categories, rights, roles and responsibilities
b) News beats: introduction, mapping and new beats; cultivating sources
c) Investigative and development reporting
d) Use of internet, new media and technology for reporting
e) Use of RTI for reporting
f) Reporting for digital editions

Unit IV Advanced Newspapers and Magazine Editing   12 Hours

a) Classification of Newspapers and Magazines
b) Current trends in Newspapers and Magazines with respect to content
c) Visual journalism: Photographs and Cartoons in Newspapers and Magazines, selecting and editing photos; writing captions; photo features/stories/essays; info-graphics; designing news pages and redesign of a newspaper
d) News Editing: Need for editing, proof-reading, editing different copies
e) News desks: roles and responsibilities
f) Sorting and selection of agency copies, Sources of news
g) Basics of news translation, Editing different types of copies
h) Writing headlines and types of headlines, Writing and editing developing stories
i) Newspaper supplement and magazines; periodicity, special interest and niche magazines; registration process and positioning of a magazine; writing for and editing a magazine; mentoring and developing writers; planning regular and special issues; economics and management of a magazine; magazines in India

Unit V. Specialized Reporting   8 Hours

a) Business/economic
b) Parliamentary and Political
c) Investigative journalism/ Sting operations and related case studies
d) Impact of Technology on newspapers and Magazines
e) Ethical debates in print journalism: ownership and control.

Unit 5 Technology and print Modern Printing Processes   **8 Hours**

  a) DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.)

  b) Picture Editing and Caption Writing

Internal Assessment:
- Translation and editing exercises
- Reporting assignments
- Feature writing
- Editing news copy with symbols
- Making newspaper and magazine layout using software: Quark Express, Corel Draw, Photoshop, In-design, Photojournalism practical (still photography, editing, captions
- Attending press conferences and writing news reports

Suggested Readings

1. History of Journalism in India - J. Natrajan
2. Press Commission Report - Publication Division Govt. of India
3. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
4. The History of Urdu Press, MA Khan, Classical Publishing House, New Delhi, 1995
5. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
6. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998
7. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000
8. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
9. PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
10. Feature Writing for Journalists, Sharon Wheeler, Routledge, New York

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative

assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-202; Title of the Subject: ELECTRONIC MEDIA: CONCEPTS AND PROCESS (CORE)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Recognised the nature of the electronic media. (Cognitive level: Evaluate)
CLO-2: Understand the transmission process of electronic media. (Cognitive level: Evaluate)
CLO-3: Familiarized with electronic media. (Cognitive level: Apply)
CLO-4: Understand the impact of electronic media. (Cognitive level: Evaluate)
CLO-5: Learn how the electronic media may be useful for nation development. (Cognitive level: Analyse)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Detailed Syllabus

UNIT I Introduction and concept of electronic media   6 Hours
a) Definition and history of electronic media
b) Types and functions: TV, Radio, Internet, Fax, DVD and other
c) Importance of electronic media in mass communication

UNIT II Development of electronic media   8 Hours
a) Wire to wireless, cable TV in India
b) Satellite channels
c) Broadcasting regulation-key issues
d) Future of broadcasting in India

UNIT III PRODUCTION TECHNIQUES OF ELECTRONIC MEDIA   12 Hours
a) Pre-production
b) Production
c) Post production
d) Writing and styles for different medium
e) TV news writing and packaging

f) Radio journalism

g) Online journalism

h) Ob van, PCR AND MCR

UNIT IV ORGANIZATIONAL STRUCTURE OF VARIOUS ELECTRONIC MEDIA
10 Hours

a) Behaviour in media Organization and Organizational Behaviour

b) Nature and Structure of different Media Organizations-AIR!DD, Private Satellite Channels, Production Houses,

c) Employment opportunities in Indian Media industry

d) Group Behaviour

e) Innovation and Creativity

f) Culture of organization

UNIT V Statistical understanding
12 Hours

a) Programming Strategies

b) Audience Rating-Analyzing Programming

c) Audience Trends Marketing Programs and selling space and time

d) Different kinds of contracts and legal arrangements

e) Project Management

Suggested Readings

1. Deborah Potter, Handbook of Independent Journalism (2006). News Editing, William L. Rivers.
2. Telvision Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
3. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
4. Broadcasting in India,P.C Chatterji,Sage Publication, London.
5. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
6. A. Michel Noll., TV technology - Fundamentals and future prospects, Barrows Wood Gross, TV Production.
7. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.

Teaching-Learning Strategies in brief

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-203; Title of the Subject: Media Law and Ethics (CORE)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understanding of our Indian Constitution. (Cognitive level: Understand)
CLO-2: Aware to legal aspects of the media and its values. (Cognitive level: Analyse)
CLO-3: Have an overview of recent changes and future challenges of media regulation. (Cognitive level: Evaluate)
CLO-4: Have understanding of media ethics. (Cognitive level: Understand)
CLO-5: Know how media laws and ethics empower media practitioners to perform their duties with commitment. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO10	PLO11
CLO 1	2	2	2	2	2	2	1	1	2	2	1
CLO 2	3	2	3	1	1	2	1	1	2	1	1
CLO 3	3	2	2	1	1	2	1	1	1	1	1
CLO 4	3	3	2	1	1	1	1	1	1	1	1
CLO 5	3	3	2	2	1	1	1	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus:

UNIT I Press and Laws   12 Hours
   a) Democracy and Fourth State
   b) Freedom of Speech and Expression
   c) Article 19 (1) (a) and 19(1) 2
   d) Reasonable restrictions to freedom of press
   e) History of Press laws in India
   f) Right to Information Act and Issue of Privacy

UNIT II Press Laws in India   **12 Hours**
   a) Court Terminology: Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, subjudice
   b) State: Sedition –incitement to violence (Section 121 IPC) and Hate Speech, Citizens: Defamation- Libel & Slander Legislature: Parliamentary privileges Judiciary: Contempt of Court
   c) Intellectual Property Rights, Copyright Act1957, Official Secrets Act 1923

UNIT III Ethical Framework and Media Practice   **12 Hours**
   a) Why Media Ethics – Truth-accuracy –balance-decency- human rights,
   b) Idea of fair trial/Trial by media,
   c) Legality and Ethicality of Sting operations and Phone Tapping
   d) Ethical issues in Social Media (IT 2000, Sec 66A)
   e) Media coverage of Marginalized section
   f) Media Coverage during crisis
   g) Social Responsibility of Press

Unit IV Media Technology and Ethical Parameters   **12 Hours**
   a) Relevant sections of Broadcast Bill,
   b) NBA Guidelines, Advertisement & Women
   c) Pornography Related Laws – Indecent representation of Women (Prohibition) Act,1986,
   d) Regulatory bodies, codes and ethical guidelines, Potter Box

INTERNAL ASSESSMENT

Case studies, debates about current ethical issues in the media

Analytical essay/s about change in journalistic practices

Study of cases heard by PCI, and/or heard in the court of law etc

SUGGESTED READINGS:

   1. Introduction to media law and ethics for journalists- Herbert Macha

   2. Laws and Regulations Governing Press Freedom in India - P. E. Thomas

   3. Laws and Regulations in Indian Broadcasting - G. Nagamallika

   4. Electronic News Media and Emerging Ethical Issues - Bhavya Srivastava

   5. Right to Information and Freedom of Press, Ambrish Saxena

   6. Introduction to the Constitution of India, Durga Das Basu, SC Sarkar & Sons Pvt Ltd, Calcutta, 1966

   7. Constitution of India, I.S. Vidyasagar, ABD Publishers, Jaipur, 2006

Teaching-Learning Strategies in brief

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-204; Title of the Subject: Event Management (GE)

L-T-P: 2-1-0   Credits: 03

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1**:** Become familiar with the key concepts of managing an event. (Cognitive level: Apply)

CLO-2: Learn and understand various aspects of events and types of events. (Cognitive level: Apply)

CLO-3: Understand the skills and challenges faced in managing an event. (Cognitive level: Understand)

CLO-4: Prepare a budget for an event. (Cognitive level: Apply)

CLO-5: Practice and apply the tools for each stage of event management. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	1	3	2	2	1	1	2	2	2	2
CLO2	2	1	3	1	1	1	1	1	1	2	2
CLO3	2	1	3	1	1	1	1	1	1	2	2
CLO4	2	1	3	1	1	1	1	1	1	2	1
CLO5	2	1	3	1	1	1	1	1	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Concepts in Events Management   10 Hours
   a) What is an event?
   b) Concepts related to events: event objectives & brief
   c) Requirement of the event manager: roles & responsibilities of event management in different events
   d) Types of events- their requirements and characteristics
   e) Communication: types of communication for the event.

UNIT II Evaluation and Documentation   8 Hour
   a) Checklist, Event logistic, invitation-designing & writing,
   b) Event evaluation, importance of event evaluation, feedback,
   c) Event planning documentation

UNIT III Event Sponsorship   **12 Hours**
   a) Event Sponsorship, Importance of sponsorship
   b) Sponsorship types
   c) Writing sponsorship proposal
   d) Event database
   e) Making sponsorship presentation
   f) Planning and negotiation with clients
   g) Corporate/individual with respect to sponsor letter

UNIT IV Planning an Event   **12 Hours**

   a) Planning an activity
   b) Event flow
   c) Financial management, budgeting, pricing,
   d) Brainstorming: Who are the people in an Event, role of an EMCEE, guests, artists,
      volunteers, venue, décor
   e) Major international events vendor-negotiation relationship
   f) Event theme, innovative thinking.
   g) Planning activities as per objectives
   h) How to organize a team, outsourcing strategies
   i) Marketing techniques.

UNIT V Media Scenario & Event Industry   **8 Hours**
   a) Opportunities in event industry
   b) growth & emergence of event industry
   c) branding, interrelation between Ad-PR-Events & Marketing

UNIT VI Legal Risk Management   **8 Hours**
   a) Legal issues in holding an event
   b) Handling trouble shooting techniques
   c) Risk assessment

INTERNAL ASSESSMENT

Organize any college event

Prepare guest list, send invites and work on theme

Social media presence and printable publicity to be done by students in groups

Suggested Readings:
   1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore,
      Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
   2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
   3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
   4. A Comprehensive Indian Wedding Planner - Sarbjit K. Gill (Author)

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-205; Title of the Subject: Script Writing (DSE)

L-T-P: 3-0-2   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand broadcasting writing style. (Cognitive level: Apply)
CLO-2: Understand audio visual writing format. (Cognitive level: Apply)
CLO-3: Write a news copy. (Cognitive level: Apply)
CLO-4: Write a voice over. (Cognitive level: Apply)
CLO-5**:** Develop a news package and news capsule. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus:

Unit I Basic methods of News Writing   8 Hours
   a) Writing For Broadcast: Five W's and 1 H design
   b) Inverted Pyramid design
   c) Chronological design: Present Past Future design, Particular to General design, General to Particular design
   d) Introduction to language used in Media

UNIT II Understanding the News angle and format   8 Hours
   a) Angle: Obvious news angle, underlying news angle, seeing a different news angle
   b) News Value: News Values, Dynamics of News Values. Different elements of news Value.
   c) Shorter formats of TV News Writing brief formats (STD, STD-VO, STD-GFX and STD-VO-GFX), Writing according to the visuals
   d) Longer formats of TV news writing Package Writing, Duration of a package, Different elements of a package - Anchor Intro, VO, Bites, PTCs, Design of a package

Unit III Styles of News Writing   **12 Hours**
   a) Writing Headlines: Writing Headlines, Headline Types, Functions and Importance of Headlines, Challenges and Techniques of Headline Writing
   b) Introduction to News Features: News Analysis and Backgrounders
   c) Newsflash
   d) Breaking News
   e) Coming up/Teaser
   f) Promos

Unit IV Styling for Non- News Writing   **12 Hours**
   a) News Feature: Characteristics, Types, Writing Style and Packaging
   b) Non-news Features: Writing Style and Packaging
   c) Opinion Writing: Editorial, Article, Commentary
   d) In-depth Analysis and Research based Reports
   e) Narrative Writing and other forms of Journalistic Writing

Unit V Broadcast Styles and Techniques of Writing   **12 Hours**
   a) The writing process- Thinking audio and video
   b) Planning and structuring the copy for various audio-visual inputs
   c) Editing bytes, procuring & editing visuals – archives, graphics & other sources
   d) Writing Anchor Leads
   e) Writing for Astons, subtitles, scrawls and other TV screen value addition instruments
   f) Handling information overload and allowing visuals to breathe
   g) Rewriting agency copy
   h) Writing for Bytes and Outside Broadcast (OB) copy
   i) Understanding the pitfalls of broadcast punctuation and presentation

INTERNAL ASSIGNMENT:

- Writing stories from news releases

- Writing a news package using all the elements of reporting and writing

- Each student should be involved in the production of at least two group experimental journals, working as reporters, editors, feature writers, and one individual newspaper

- Translating agency copies

- Watching speeches/ press conferences and writing news reports, captions, bytes and Astons

- Writing and editing news stories/features/editorials

SUGGESTED READINGS:

1. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010

2. An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007

3. How to prepare Essays, Lectures, Articles, Books, Speeches and Letters: Eustace H Miles

4. The Professional Journalist, John Hohenberg

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-206; Title of the Subject: Language of Media: English (AECC)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Create linguistic skills. (Cognitive level: Apply)
CLO-2: Impart knowledge about advanced vocabulary for effective communication. (Cognitive level: Apply)
CLO-3: Understand the societal cultural perspectives. (Cognitive level: Analyse)
CLO-4: Inculcate the knowledge of compositional and comprehension skills. (Cognitive level: Analyse)
CLO-5: Develop the knowledge of various forms of English literature. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	3	2	3	2	2	1	1	2	2	1
CLO2	3	2	2	3	1	2	1	1	1	1	1
CLO3	2	2	1	2	1	1	1	1	1	2	1
CLO4	2	1	1	2	1	1	1	1	1	1	1
CLO5	2	1	1	2	1	1	1	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus:

Unit I Introduction to Language   8 Hours
  a) Importance of language, Language as a medium of communication and Functions of a language
  b) English Language: Importance of English language, English as different language and English the mode of communication and why?
  c) English Communication   Why does English exist? Origin of English
  d) Which English we follow

Unit II Language Skills for Media- Spoken (English)   8 Hours
  a) Pronunciation, intonation, inflection, enunciation, pace, pauses, pitch
  b) Grammar Usage
  c) Parts of speech and their rules
  d) Talking with right parts of speech

Unit III Advanced Grammar **8 Hours**
   a) Tenses, Use of tenses in English and Rules of tenses
   b) Articles, usage and identification of articles
   c) Direct and indirect speech, Active and Passive Voice, Mood, Subject Verb Agreement, Framing sentences with the right parts of speech at the right place
   d) Usage of verbs in all the eight forms

Unit IV Formation of a Sentence and Spoken English **8 Hours**
   a) Formation of sentence
   b) Sentence structure, Parallelism, Types of Sentences
   c) Transformation of Sentences
   d) Modals
   e) Phrasal Verbs
   f) Focus on Spoken English, Focus on Written English and Focus on Reading in English

UNIT V Structure of English Language **8 Hours**
   a) Focus on Spoken English, Written English and Reading in English
   b) Vocabulary Enhancement: Necessary words, Spelling rules, Special kind of words, Confusable words and expressions
   c) Articulation Enhancement: Vowels, Consonants, Syllable and syllable stress, Drills, Reduced Sounds, Diphthongs, Phonetics, Idioms, Same words and different meanings

Unit VI Written Communication **8 Hours**
   a) Letters: Formal and Informal Letters
   b) Phrases   Usage of Phrases with meanings
   c) Antonyms and Synonyms
   d) Vocabulary building with the help of antonyms and synonyms

INTERNAL ASSIGNMENT
   - Objective test of vocabulary, grammar and spellings (English)
   - Writing about the same topic for different audiences and for different media
   - Collection of words coined and/or popularized by the media
   - Critical appreciation of a famous person's speech
   - Critical evaluation of a book for its writing style, developing subject-specific vocabulary etc.
   - Giving a presentation before the class with external aid; conducting an interview/participating in a group discussion, observation of non-verbal communication etc.

SUGGESTED READING:
   1. Crystal, David. 1997. English as a Global Language. Cambridge. Cutts, Martin.

   2. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press. Seely John.

3. The Oxford Guide to Writing & Speaking. Cambridge Advanced Learner's Dictionary.

4. Stylebook for Journalists & Writers. Konark Publishers Hicks, Wynterd. 1993.

5. English for Journalists. Routledge Publication. Thakur, Kiran.

6. Newspaper English. Vishwakarma Publications. Carnegie, Dale.

7. The Art of Public Speaking. Rupa Publications.

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-207; Title of the Subject: Print Media Lab (SEC)

L-T-P: 1-0-4   Credits: 03

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Learn different forms of news writings. (Cognitive level: Apply)
CLO-2: Learn editing and page designing. (Cognitive level: Apply)
CLO-3: Learn different page layouts designing by using Quark express. (Cognitive level: Apply)
CLO-4: Learn designing software Photoshop. (Cognitive level: Apply)
CLO-5: Familiar students about latest trends and industries need. (Cognitive level: Understand)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	2	1	1	3	2	1	2	1
CLO2	3	2	3	2	1	1	2	2	1	2	1
CLO3	3	2	3	2	1	1	3	2	1	2	1
CLO4	3	1	3	1	1	1	2	1	1	2	1
CLO5	3	2	3	2	1	1	2	1	1	2	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

PRACTICAL 1 Writing and Editing News Stories   12 Hours
   a) Covering events
   b) Writing the news stories
   c) Editing the stories
   d) Op-ends and Editorial Writing

PRACTICAL 2 Desk Top Publishing Software   12 Hours
   a) Quark Express, Creating Pages and layout through MS Publisher
   b) Designing Software's Adobe PageMaker, Coral Draw

PRACTICAL 3 DESIGNING AND EDITING   12 Hours
   a) Designing and editing the image and content with Adobe Photoshop
   b) Creating and Understanding selection

    c) Introduction to painting techniques and image editing

PRACTICAL 4   12 Hours

    a) Designing In- House Newsletter
    b) Designing online and printed In House Newsletter

Teaching-Learning Strategies in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-208; Title of the Subject: Multi Media Lab-2 (Elective)

L-T-P: 0-0-6   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand the function of electronic media. (Cognitive level: Apply)
CLO-2: Use various electronic media equipment. (Cognitive level: Apply)
CLO-3: Give a piece to camera before the camera. (Cognitive level: Apply)
CLO-4: Use video camera and its function in different condition. (Cognitive level: Apply)
CLO-5: Use studio lighting for TV programme and news presenting. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Teaching-Learning Strategies in brief

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Assessment methods and weightages in brief

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SEMESTER III

Subject Code	Subject	TYPE
BJMC-301	Emerging Media (Social, New media)	CORE
BJMC-302	Mobile/Video Camera and Lighting	CORE
BJMC-303	Radio for communication	CORE
BJMC-304	Indian Economy	GE
BJMC-305	Editing for Audio and Video	DSE
BJMC-306	Radio lab	SEC
BJMC-307	Multi Media Project-1	SEC

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-301; Title of the Subject: Emerging Media (Social, New Media) (CORE)

L-T-P: 3-1-0   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours)

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand significance of emerging media technologies. (Cognitive level: Understand)
CLO-2: Learn different forms of emerging media. (Cognitive level: Apply)
CLO-3: Learn various applications of emerging media. (Cognitive level: Apply)
CLO-4: Learn skills of digital story telling. (Cognitive level: Apply)
CLO-5: Get understanding of cyber law and ethics**.** (Cognitive level: Analyse)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	2	1	2	3	2	2	1	1
CLO2	3	2	3	2	1	1	3	2	1	1	1
CLO3	3	2	2	2	1	1	3	2	1	1	1
CLO4	3	2	3	2	1	2	3	2	2	1	1
CLO5	3	2	3	2	1	1	3	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit 1- Spread of Internet: **12 Hours**
  a) What is internet? And basics of New Media Frameworks
  b) Salient features and advantage over traditional media
  c) History and spread of internet in India, reach and problem of access
  d) Internet and Knowledge Society
  e) Convergence and Multi-media: Print, radio, TV, internet and mobile
  f) Genres and Environments Understanding New Media Ecologies
  g) Trans-medial Storytelling
  h) Genres – Digital art, Digital Cinema
  i) New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, guerrilla media
  j) curating media, festival, media spaces

Unit 2 Alternative Journalism **12 Hours**

a) The new breaking news medium
b) Changing role of E-journalist: Impact on news values
c) Presenting the news and views
d) Basics of web designing Sociology of the Internet and New Media Social Construction of Technology
e) Utopian-Dystopian Interface
f) Digital inequalities – Digital Divide and Access
g) Economy of New Media - Intellectual value
h) Digital media ethics
i) New media and popular culture

Unit 3- Digital storytelling: **4 Hours**

a) Tools of multimedia journalists
b) Learn to report, write and produce in a manner that is appropriate for online media
c) Feature writing for online media: Story idea, development and news updates Podcast and Webcast

Unit 4- Open-Source Journalism **12 Hours**

a) Responding to the audience
b) Annotative reporting Citizen Journalists Problem of verification
c) Accuracy and fairness Use of blogs, tweets, etc
d) Copyright and Exploring Cyberspace
e) Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues

Unit 5- Ethics of web journalism **8 Hours**

a) Security and privacy concerns
b) Nature of Cyber crimes and Cyber laws
c) Net war and Terrorism
d) Need for a national ICT policy

THINGS TO DO:

1. Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge.

2. They must also undertake a web-based art project or installation where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution.

3. An observational field project on use of new media in Panchayats/rural areas

4. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign.

Practical/ Assignments: Comparative study of websites of newspapers and news channels; Research projects in groups.

- ✓ Individual Blog: News stories, features, opinion pieces, pictures and video
- ✓ Group weblog: Working on different themes and issues and posting it on a team's blog
- ✓ Contribution to a Group or Community on any of the Social Network Sites
- ✓ Bring out a web edition of the experimental journal
- ✓ Designing Webpage (Group Exercise)
- ✓ Creation and maintaining a YouTube channel
- ✓ Creation and maintenance of Facebook page, Twitter handle, Instagram
- ✓ Comparative study of different news websites

SUGGESTED READINGS

1. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002

2. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004

3. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004

4. Menon, Narayana. The Communication Revolution. National Book Trust

5. Pavlik J.V. Media in the Digital Age. Columbia University Press

6. Newspaper and magazine articles about New Media.

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-302; Title of the Subject: Mobile/ Video Camera and Lighting (CORE)

L-T-P: 3-0-2   Credits: 04

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

 CLO-1: Understand the working nature of mobile and television production. (Cognitive level: Analyse)

CLO-2: Familiarize with techniques of TV and Mobile broadcasting. (Cognitive level: Analyse)

CLO-3: Learn mobile and television content creation. (Cognitive level: Apply)

CLO-4: Acquire knowledge of television programme lighting techniques. (Cognitive level: Apply)

CLO-5: Have the knowledge of Mobile and Video Editing. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I. Video Technology Audio-Visual   12 Hours
    a) Advanced Tools (Hardware and Software)
    b) Components of camera
    c) Types of cameras: ENG/ EFP cameras
    d) Demonstration of video camera, its anatomy and functions
    e) Operational characteristics
    f) Video camera handling practice on tripod, shoulder & hand

UNIT II Types of shoot their technique, Composition, Lighting and Audio   12 Hours
    a) Indoor
    b) Outdoor
    c) studio shoot
    d) multi camera shooting

e) Basic difference in technique of shooting news and fiction

Unit III Techniques   **12 Hours**
   a) Camera Placement, Framing, Movement,
   b) White balance
   c) Lighting and Audio
   d) Multi-cam shoot
   e) Video recording formats
   f) Camera, Shots and Composition
   g) different type of shots, movements, angles, and composition

Unit IV Lighting and colour video system   **12 Hours**
   a) Lighting Techniques: Lighting Situations, Complex lighting situations, Aperture Compensation, Creating silhouette, Three-point lighting, DOF lighting, Knowledge of Color temperature, Kelvin's, Indoor/Outdoor lighting, Fiction lighting, Dramatic lighting, Spot/Soft/Flat lighting, Studio lighting, Continuity of lighting
   b) Colour techniques: Colour video system - NTSC, PAL, SECAM; Editing Using Final-Cut-Pro, Adobe Premier and Various Mobile Application; Input-Process-Output-Share, kinds of File Formats; Codec; aspect ratio, Pixel Ratio. File compressions.

Unit V Mobile Camera Techniques and Usage   **4 Hours**
   a) Overview, and fundamentals
   b) Camera capabilities: differences and similarities
   c) Setting up yourself and your digital camera: Menus, Settings, and baggage!
   d) Picture Decisions: The Vantage Point and Frame

SUGGESTED READINGS:
   1. The Camera: Ansel Adams

   2. Comprehensive Guide for Camera Collectors: David Williamson

   3. Digital Video for Dummies: Martin Doucette

   4. The Digital Filmmaking Handbook: Ben Long, Sonja Schenk

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Name of the Academic Programme: B.A. (JMC)
Subject Code: BJMC-303; Title of the Subject: Radio for Communication (CORE)

L-T-P: 2-0-4   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand the working pattern of electronic media platform. (Cognitive level: Analyse)
CLO-2: Familiarize the students with the basic techniques of broadcasting. (Cognitive level: Apply)
CLO-3: Have understanding of electronic media content creation. (Cognitive level: Analyse)
CLO-4: Have the knowledge of script writing. (Cognitive level: Understand)
CLO-5: Have the knowledge of online journalism. (Cognitive level: Understand)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	3	3	2	1	1	2	2	2	2	1
CLO2	3	3	3	2	1	1	3	1	2	1	1
CLO3	3	3	3	2	1	1	3	1	2	1	1
CLO4	3	3	3	2	1	1	3	1	2	1	1
CLO5	3	3	3	2	1	1	3	1	2	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus:

Unit I Evolution of Radio, Types and function   12 Hours
   a) What is radio? Role, reach, future and popularity of Radio
   b) Factors which make radio major medium of mass communication
   c) Development since 1923 till today
   d) All India Radio and its Functioning: Yuva Vani, Vividh Bharti, News Services Division, Commercial services, FM 102.6
   e) Community radio
   f) Commercial radio
   g) conventional radio
   h) internet radio/ podcast

Unit II Writing for the Ear: 12 Hours
   a) Introduction to aural writing: simple, conversational, clutter free writing
   b) Difference between writing to be read and writing to be heard
   c) Do's and don'ts of radio writing

    d) Writing to suit the listeners' needs and consumption pattern
    e) Addressing linearity of presentation in radio scripts
    f) Writing radio bulletins
    g) Writing for radio programmes
    h) Writing radio advertisements
    i) Podcast programming

Unit III Radio Programme Formats   8 Hours
    a) Bulletins
    b) Documentaries
    c) Docu-drama
    d) Chat show
    e) Radio Features
    f) Vox Pop
    g) Programmes for women, children, industrial workers, farmers and youth
    h) Interview
    i) Commentary and Commercials

Unit IV Equipments used in Radio and Podcast: (microphone, headphone, cables etc.) 12 Hours
    a) Introduction to Microphone: Types of microphones
    b) Sound Card-how to operate and functions
    c) Consoles- how to operate and functions
    d) Set up your own podcast studio
    e) Understanding Audio Importance of Ambient Sound
    f) Sound Effects and mixing
    g) Audio recording
    h) Editing software
    i) Transmission: AM, FM, medium wave, short wave
    j) Internet radio, webcasting podcasting
    k) Mixing of sound (understanding audio tracks)

Unit V Radio Jockey and presenter   4 Hours
    a) Introduction to Radio presenter and audio artist,
    b) Qualities of a good speaker
    c) Conducting radio shows
    d) Voice modulation and Pronunciation

Unit VI News-based programmes: 8 Hours
Types of news presentations: duration, frequency, coverage, topic; structure of a news programme; Community Radio: Introduction to community radio, Principles & Characteristics of community radio, Amateur radio stations, selection of news; use of actuality, sound bites and reports etc.; Other formats: interviews, features, documentaries, live commentaries, magazines, news reels etc.

Practical/ Assignment
- Visits to FM channels and community radio stations;
- Production of radio ads and promos
- Critical analysis of radio programmes etc.
- Making your own podcast channel
- Uploading and webcasting the programs
- Basic sound recording and editing software
- Making project on news reading and anchoring exercises
- Analysis and discussion of news bulletins etc
- Record your sound and apply Different filters
- Create two minutes news cast segment. Students should have an opening credits and closing as well as music theme that is played during opening.

Suggested reading:

1. Ward, Qual L. Broadcasting Management: Radio and Television. Communication Arts Books.

2. Gandhi, Ved Prakash. Broadcasting and Development Communication. Kanishka.

3. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.

4. Ciignel, Hugh. Key Concepts in Radio studies. Sage.

5. Hyde, Stuart. Television and Radio Announcing. Kanishka.

6. Masani, Mehra. Broadcasting and the People. National Book Trust

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-304; Title of the Subject: Indian Economy (GE)

L-T-P: 2-0-0   Credits: 02
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand basic principles of Indian economy. (Cognitive level: Analyse)
CLO-2: Understand financial system of Indian economy. (Cognitive level: Analyse)
CLO-3: Understand philosophy of world economic system. (Cognitive level: Evaluate)
CLO-4: Understand structure and nature of public and private industries/ company.
(Cognitive level: Evaluate)
CLO-5: Learn basic of business reporting. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	2	2	3	1	1	1	1	2	2	1	1
CLO2	2	2	3	1	1	1	1	2	2	1	1
CLO3	2	2	3	1	1	1	1	2	1	1	1
CLO4	2	2	3	1	1	1	1	2	1	1	1
CLO5	3	3	3	1	1	1	1	2	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit 1- Understanding Economy: **10 Hours**
   a) Basic principles of economy, important economic terms
   b) Growth and development
   c) Environment concerns, employment generation, Price rise and inflation
   d) Economics of agriculture and rural economy
   e) Urban economy, manufacturing and service sector, small scale industry and micro-enterprises,
   f) Share, securities and commodity markets, Bullion market

Unit 2- Fundamentals of Indian Economy: **10 Hours**

   a) Growth and progress of Indian economy
   b) Finance system in India, role of finance and planning commissions
   c) role of RBI, Federal economic structure and revenue sharing
   d) Changes in economic policy: From mixed economy to liberalization and privatization

e) Information Technology, E-commerce, Issues related to SEZ
f) Central and state budgets, how budgets are prepared, understanding budget
g) Problem of black money and corruption, anticorruption mechanism
h) Company and industrial laws, labour and consumer issues
i) Contemporary issues related to Indian economy

Unit 3- World Economy: 10 Hours
a) Capitalism, communism, socialism and other perspectives
b) Process of globalization and liberalization
c) New International Economic order (NIEO)
d) World economic bodies and forums, regional economic forums, economy and international politics
e) India's place in world economy, contemporary issues related to world economy

Unit 4- Corporate World and Cooperative Movement   10 Hours
a) Structure of corporate and private companies
b) How to find information about private and public companies
c) Analyzing a company's financial performance
d) Interaction with corporate sources, Tracking CSR
e) Public-private partnership PPP, History and development of cooperative movement and its relevance
f) Contemporary issues related to business, industry and commerce

Unit 5- Business Journalism: Reporting   10 Hours
a) Business and industry as a beat, Sources of news on business
b) Using and analyzing financial data, understanding numbers and what they mean, Reading tables, charts and graphs
c) Developing business story ideas; writing stories from press releases
d) Investigative reporting in business sector Editing- Overview of special economic pages, supplements, newspapers and journals, business news channels
e) Editing business stories and articles, using internet database, verifying information
f) Designing special economic pages and budget issues
g) Ethical issues of business journalism, Media and business relations.

Practical/ Assignment:

Visit to a news organization's business section, Stock exchange, covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.

SUGGESTED READINGS:

1. St John, S. and Stewart, J. 2005, (SS & SJ) Economic Concepts and Applications

2. DN Diwedi Principal of Managerial Economics

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-305; Title of the Subject: Editing for Audio and Video (DSE)

L-T-P: 1-0-6   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Learn skills and process of video editing. (Cognitive level: Apply)
CLO-2: Learn tools and techniques of video editing. (Cognitive level: Understand)
CLO-3: Learn various types of video editing. (Cognitive level: Apply)
CLO-4: Learn process of packaging and archiving. (Cognitive level: Apply)
CLO-5: Learn skills to operate and handle video system. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	2	1	1	3	2	1	2	1
CLO2	3	2	3	2	1	1	2	2	1	2	1
CLO3	3	2	3	2	1	1	3	2	1	2	1
CLO4	3	1	3	1	1	1	2	1	1	2	1
CLO5	3	2	3	2	1	1	2	1	1	2	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

EDITING FOR AUDIO AND VIDEO

UNIT	UNIT BREAK UP	COURSE OVERVIEW
1	Editing in Final Cut Pro	Opening Final Cut Pro, Final Cut Pro Interface, following a Workflow, Importing Project Elements, Playing Clips in the Viewer, Navigating Clips, Marking and Editing Clips, navigating a Sequence, Organizing Project Elements, Viewing Bin, content saving, Quitting and Hiding Final Cut Pro
2	Building the Rough Cut	Working with Projects, Preparing a Project for Editing, Editing a Rough Cut, Making Overwrite Edits, Managing Timeline Tracks, Making Insert Edits, Editing Audio Clips, Moving Clips in the Timeline, Creating a New Rough Cut Version, Drag-and-Drop Editing, Changing the Volume of Edited Clips, Saving and Quitting.
3	Finishing the Rough Draft	Adding Cutaways, Editing to Narration, Editing to Music, Copying, Cutting, Pasting and Positioning Clips, Screening and Sharing a Sequence
4	Trimming clip Duration	Understanding Trimming, Rippling Edit Points, rippling in the Viewer and by Numbers, trimming on the V2 Track, Trimming One Track of a Linked Clip.
5	Refining Edit Points	Trimming Two Edit Points, Slipping One Clip, Rolling Two Edit Points, Sliding Clips to Refine Position, Dragging Clips to New Locations, Keeping Linked Clips in Sync.
6	Refining the Edit Process	Labelling Project Elements, Creating Sub clips, Adding Markers to clips, Using Markers to Align Actions, Storyboard Editing, Replacing Edits, and Editing Multi-camera Footage.

INTERNAL ASSIGNMENT:

- ✓ exporting/ importing/ converting files
- ✓ audio recording, audio editing, basic sound mixing
- ✓ video recording, video editing, preparing a package
- ✓ Make a project on 3 Stages of production

Suggested Readings:

1. Final Cut Pro by APPLE

2. Adobe Premiere Classroom in A Book: Adobe Creative Team

3. Nonlinear - A Field Guide to Digital Video and Film Editing: Michael Rubin

4. Digital Video for Dummies: Martin Doucette

5. The Digital Filmmaking Handbook: Ben Long, Sonja Schenk

6. Digital Non-linear Desktop Editing: Sonja Schenk

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance, project submission, Viva-voce etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-306; Title of the Subject: Radio Lab (SEC)

L-T-P: 1-0-6   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Learn various radio programme packing. (Cognitive level: Apply)
CLO-2: Understand significance of sound in radio programme. (Cognitive level: Analyse)
CLO-3: Learn different formats of radio programme. (Cognitive level: Apply)
CLO-4: Learn radio porgramme scripting. (Cognitive level: Apply)
CLO-5: Learn skills of audio editing. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	2	1	1	3	2	1	2	1
CLO2	3	2	3	2	1	1	2	2	1	2	1
CLO3	3	2	3	2	1	1	3	2	1	2	1
CLO4	3	1	3	1	1	1	2	1	1	2	1
CLO5	3	2	3	2	1	1	2	1	1	2	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Practical 1: Understanding Sound-   **12 Hours**
 Making package on sound and effects.
     a) Sound and use of sound in Radio Formats
     b) Visualization through sound

Practical 2: Interviews: **12 Hours**
     a) Conduct different interviews and panel discussion on various topics as taught in the class.
     b) Outdoor and studio interview
     c) Cover the topics like- women issue, child development, social awareness, education, sports, political and current development.

Practical 3: Feature Format of a radio feature.   **12 Hours**
     a) Scripting for radio feature
     b) Approach and concept
     c) Make programs using three production types

    d) Audio editing and writing
    e) Conceptualization of the program and its format
    f) Uploading it on web or internet platform

Practical 4: Documentary   **12 Hours**
    a) Format and scripting of radio documentary
    b) Approach and Concept for creating a radio documentary

Teaching-Learning Strategies in brief

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-307; Title of the Subject: Multi Media Project-1 (SEC)

L-T-P: 0-0-8   Credits: 04

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand the function of electronic media. (Cognitive level: Analyse)
CLO-2: Use various electronic media equipment. (Cognitive level: Apply)
CLO-3: Give a piece to camera before the camera. (Cognitive level: Apply)
CLO-4: Use video camera and its function in different condition. (Cognitive level: Apply)
CLO-5: Use studio lighting for TV programme and news presenting. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

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SEMESTER IV

Subject Code	Subject	TYPE
BJMC-401	Development Communication	CORE
BJMC-402	Online Journalism	CORE
BJMC-403	TV Programming, Reporting and Production	CORE
BJMC-404	Integrated Marketing Communication-1 (Advertising)	DSE
BJMC-405	Digital Marketing	SEC
BJMC-406	ICT for Media (Graphics and Animations)	SEC
BJMC-407	Multi Media Project-2	SEC
BJMC-408	Internships / On-Job Training	OJT

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-401; Title of the Subject: Development Communication (CORE)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Concepts meaning and models of the development. (Cognitive level: Understand)
CLO-2: Understand the problems and hurdles in development communication. (Cognitive level: Evaluate)
CLO-3: Working of government and administration in development. (Cognitive level: Analyse)
CLO-4: Know different programmes and policies of the development. (Cognitive level: Evaluate)
CLO-5: Know the rural India and its problems he also will understands the communication gap. (Cognitive level: Evaluate)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	1	2	2	1	1	1	1	2	1	1
CLO2	3	2	2	2	1	2	1	1	2	1	1
CLO3	1	1	2	2	1	2	1	1	2	1	1
CLO4	2	2	2	2	1	2	1	1	2	1	1
CLO5	2	2	2	2	1	3	1	1	2	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus:

Unit I Development: Concept, Theories and Paradigms   8 Hours
   a) Concept of development and meaning of Development in context of developing countries (Emphasis upon India)
   b) Dominant Paradigm, Dependency Paradigm and Alternative Paradigm
   c) Diffusion of Innovation; Magic Multiplier; Empathy. Development Support Communication Definition, genesis, areas, Wood's Triangle

Unit II Idea of Development and its discourses   10 Hours
   a) Concept of Development: Evolution, Historical perspectives and debates
   b) Models of Development: Capitalist Model, Neo-liberal Model, Socialist Model, Alternative Models of Development: Small is beautiful (Schumacher), Participatory-Conscientisation and Communitarian Model of Development, Role of Government in Development: Evolution of Planning process and new approaches, Rights-based Approach to Development: Education, Food, Employment and Health

c) Development and Marginal communities: Women, Dalit, Adivasis, Minorities, LGBTs

Unit III Development Communication   **10 Hours**
 a) Theories of Development Communication: Mass Media and Modernization, Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm
 b) Media and National Development
 c) Alternative approaches to Development Communication: Participatory Development Communication (Paulo Freire, Miguel Sabido)
 d) Experiences from Developing Countries with special emphasis on India

Unit IV Role of Media in Development   **10 Hours**
 a) Role & performance record of each medium-Print, Radio, TV, traditional media
 b) Documentaries on development issues
 c) Cyber media & development
 d) Role of development agencies
 e) NGOs and RTI in Development Communication
 f) Social Audit and Social interventions in Development Programmes
 g) Knowledge Generation and Knowledge sharing
 h) Bottom up and Dialogic Communication Process
 i) Participatory Communication Process: Planning, Designing, Implementation and M&E

Unit V Development Projects in India   **10 Hours**

 a) Strategies for designing the message for print Community radio & development. TV programmes for Rural India. Using new media technologies for development
 b) Critical appraisal of development communication programmes in India such as Kheda, Jhabua projects.
 c) Paradoxes and Impediments in Development Communication scenario: Development paradoxes, Skewed disparities, Social & economic development, Rural & Urban development
 d) Current development programmes of Indian Govt.: GST, Make in India, Beti bachoo Beti phadao, Swachh Bharat Abhiyan, MNREGA, Atal Pension Yojana, Digital India, ICDS, Smart Cities Mission and others

SUGGESTED DISCUSSIONS:

Major development issues in India-agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, slum development, water harvesting, Potable water, Community development, urban sanitation, consumer awareness and Right to Information.

SUGGESTED READINGS:

1. Gupta V.S., Communication and Development, Concept Publication, New Delhi.

2. Joshi Uma, Understanding Development Communication, Dominant Publishers, New Delhi.

3. Ganesh S., lectures in Mass Communication, India Publishers, 1995,

4. Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.

5. D V R Murthy : Development Journalism, What Next? Kanishka Publication, N.Delhi,2007

6. Mridula Menon, Development Communication and Media Debate, Kanishka Publishers,

7. Anil Singhal and James W. Dearing (Editors), Communication of Innovation, Sage Publication, 2006.

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-402; Title of the Subject: Online Journalism (CORE)

L-T-P: 3-0-2   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Develop ideas for publishable news or feature stories on online platforms. (Cognitive level: Apply)
CLO-2: Recognise and deploy appropriate online journalism strategies to engage readers across a range of online media. (Cognitive level: Analyse)
CLO-3: Acquire ability to write correctly and lucidly in the forms and styles appropriate for digital platforms. (Cognitive level: Apply)
CLO-4: Produce news content using video, audio, photo and text. (Cognitive level: Apply)
CLO-5: Use Content Management System. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	2	1	2	3	2	2	1	1
CLO2	3	2	3	2	1	1	3	2	1	1	1
CLO3	3	2	2	2	1	1	3	2	1	1	1
CLO4	3	2	3	2	1	2	3	2	2	1	1
CLO5	3	2	3	2	1	1	3	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I- Introduction to Online Journalism   10 Hours
   a) Online Journalism: Internet editions, e-newspaper, HTML, content management system, online tools for texts, links, photos etc.
   b) Hyper-text, multi-mediality and interactivity
   c) Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today
   d) What do you mean by Digital media?
   a) Concept of internet and its functioning
   b) Concept of Web 2.0 and concept of interactivity
   c) Mobile 2.0
   d) Social networking websites
   e) Concept of media convergence
   f) Four types of convergence in media – technological, business, professional, content
   g) What is multimedia content?

Unit II Multimedia: **6 Hours**
   a) Tools, story development and news updates, writing in appropriate style, podcast, webcast Web browsers and RSS Feed
   b) Journalism and digital media
   c) Digital Journalism in India- e-newspapers, websites for newspapers and TV channels,
   d) emergence of online news portals

Unit III Digital Story Telling: **10 Hours**
   a) Introduction to cross-media news production processes
   b) Understanding the basics of content management systems (CMS)
   c) writing in appropriate style, podcast, webcast
   d) Multi-media content generation techniques- Interactive content generation
   e) News stories with audio-visual inputs; Call-to-action (CTA) enabled script writing and its importance
   f) Use of interactive info-graphics
   g) Use of Crowd sourcing and aggregation
   h) Use of Social Media platforms
   i) Use of hyperlinks, hashtags and related data while writing and presenting a new story

Unit IV Data Journalism: **10 Hours**
   a) Defining Data Journalism
   b) Concept and its use in current scenario
   c) Importance of data journalism
   d) Understanding and finding data sources
   e) Defining data story
   f) Playing with numbers and presenting them into words
   g) Data Analysis and understanding Data Patterns
   h) Writing data story
   i) Data visualization and its importance
   j) Introduction to software like MS Excel, Infogram etc

Unit V Digital Journalism: **10 Hours**
   a) Mobile Journalism: Understanding the features of Smart- phones, telling compelling stories / photo stories using mobile devices, rich multi-media enabled apps, storytelling methods for mobile consumers; Tools and best practices for editing and posting videos for mobile platforms, Mobile Journalism and its advantages
   b) Business Journalism: Understanding impact of digital media and social media on journalism shrinking size of newsrooms and digital news business, Economics of digital journalism, Understanding the business models for digital platforms, Emerging trends related with business of digital platforms, Corporate and their interests in Digital Journalism: Facebook Journalism Project, Google News Initiative
   c) Socio- Political impacts of Digital Journalism: Digital Journalism and digital social movements; Digital Journalism and Politics 2.0; Digital Media and Politics – Practises and impacts; Digital media and elections; social media and elections in India

Unit VI Laws and Ethics: **4 Hours**

   a) Cyber crimes

b) Laws

c) ICT Policy

INTERNAL ASSESSMENT

- Individual Blog: News stories, features, opinion pieces, pictures and video;

- Group weblog: Working on different themes and issues and posting it on a team's blog; Contribution to a Group or Community on any of the Social Network Sites;

- Bring out a web edition of the experimental journal.

SUGGESTED READING:

1. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002

2. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004

3. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004 4. Menon, Narayana.

4. The Communication Revolution. National Book Trust.

5. Pavlik J.V. Media in the Digital Age. Columbia University Press.

6. Newspaper and magazine articles about New Media.

7. The Handbook of Global Online Journalism, Wiley-Blackwell

8. Online Journalism: A Critical Primer, Jim Hall, Pluto press, London, 2001

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-403; Title of the Subject: TV Programming, Reporting and Production (CORE)

L-T-P: 2-0-4   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand the working nature of television production. (Cognitive level: Apply)
CLO-2: Familiarize with techniques of TV broadcasting. (Cognitive level: Understand)
CLO-3: Learn television content creation. (Cognitive level: Apply)
CLO-4: Acquire knowledge of television programme lighting techniques. (Cognitive level: Apply)
CLO-5: have the knowledge of Video Editing. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

UNIT I Basics of News   10 Hours
   a) What is news: Elements and structure of news,
   b) Basic elements of a TV report, News angles, Investigative news, Follow-ups, Spot news, breaking news, Development news, Planned News
   c) Understanding TV Reporting
   d) Reporting Concept & process
   e) Concept of News, Elements and structure of news reports
   f) Types of news: Hard and Soft
   g) News Leads and their types
   h) Writing for TV: Writing for the visual medium: Thinking audio and video; Writing anchor leads; Editing bytes, procuring and editing visuals; Broadcast styles and techniques of writing

UNIT II TV Reporters Tools, types, and Techniques   10 Hours
    a) Reporter- role, functions and qualities
    b) Anchoring: delivery, pronunciation, voice modulation and diction.
    c) Locating TV stories: Sources of news, Ideation: Covering Speeches, Meetings and Press Conferences, General assignment reporting/ working on a beat; news agency reporting.
    d) Developing TV stories: Process and Planning
    e) Structuring a TV news report, V/O's, Packages & story formats
    f) Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports
    g) PTC: Opening, Bridge and closing
    h) LIVE REPORTING: The equipment, Field work, TV news interviews, shooting, recording and editing
    i) Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges
    j) International events: Major International events and TV coverage, Satellite link for News reporting from abroad, Satellite bookings & co-ordination with local TV channels, booking local editing facilities, planning news stories of cultural and social interest on the side lines, Satellite phones, broadband, optical fibre and internet & 3G based solutions

Unit III TV Interview and TV Documentary: 10 Hours
    a) Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format; indoor/outdoor; personality, opinion, informative interviews; Talk shows, discussions, debates etc.; Role and responsibility of the interviewer;
    b) TV Documentary: Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production

UNIT IV - Broadcast Production AND Packaging (Television)   10 Hours
    a) Mixing Introduction to TV Production: News bulletins; News features; News and current affairs; Talk shows and magazine programmes;
    b) Post production: techniques, tools, editing and packaging
    c) Documentary Mixing ENG and EFP Reconstruction in News based Programming. Post production.

UNIT V Understanding media and news Sociology of news: 6 Hours

    a) Factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.
    b) Objectivity and politics of news Neutrality and bias in news

<u>INTERNAL ASSESSMENT:</u>
    ✓ Internal assessment may be based on covering the beats and   writing reports / interviewing personalities, celebrities etc.
    ✓ Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc

- ✓ Discussions on current affairs, tests, debates and tests may be held regularly.
- ✓ Students have to produce at least two news-based programmes in such a way that each student gets to write the script and present it.
- ✓ Students have to record individual piece-to-camera, tick tock, news anchoring; production of news bulletin documentary or interview

SUGGESTED READINGS:

1. D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286
2. E. Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-20
3. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
4. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
5. News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
6. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
7. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
8. The Newspaper's Handbook, Richard Keeble, Routledge Publication
9. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010 Television Journalism by Ivor Yorke, Routledge

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Title of the Subject: Integrated Marketing Communication-1 (Advertising)

Subject Code: BJMC-404; Title of the Subject: Integrated Marketing Communication-1 (Advertising) (DSE)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understanding of development of advertising and basic concepts. (Cognitive level: Analyse)
CLO-2: Know about role and importance of advertising in media. (Cognitive level: Analyse)
CLO-3: Have the knowledge of self-employment. (Cognitive level: Apply)
CLO-4: Know about advertising agencies. (Cognitive level: Understand)
CLO-5: Know about the advertising industry and its functioning. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	2	1	1	1	1	1	1	1	1
CLO2	3	2	2	1	1	1	1	1	2	1	1
CLO3	2	1	3	1	1	1	1	1	1	1	1
CLO4	3	2	2	1	1	1	1	1	1	1	1
CLO5	3	2	3	1	1	1	1	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus:

Unit I Fundamentals of integrated marketing   12 Hours
   a) Introduction marketing process and how to elaborate on the important decisions that marketing managers need to take through the marketing process,
   b) an introduction to the field of Integrated Marketing Communications
   c) Latest trends in the market and how to establish brand equity and loyalty
   d) IMC Planning Process: planning process for an effective integrated marketing communications campaign.
   e) Potential challenges and the tricks to overcome these challenges
   f) The theories on how advertising works and how consumers make decisions
   g) Marketing communications budgets
   h) Communications strategy in line with the specific company characteristics, goals and needs

Unit 2- Advertising as Marketing Communication, Types and Classification of Advertising   12 Hours
   a) Need for integrated communications

b) Concept, Nature, Definitions, Evolution and History
c) Role, Objectives, Functions, and Significance
d) Advertising goals and strategies: advertising and sales promotion goals.
e) Segmentation and positioning strategies, niche marketing
f) Brand management and building brand equity, developing brand personality
g) Types of advertising: Advertising in different product categories: consumer, industrial, corporate, service, financial, social marketing etc.
h) Different advertising media and their comparative strengths and weaknesses
i) Structure of an ad agency, types of ad agencies
j) Basic Theories and Applications

Unit III Marketing Communications Mix   12 Hours
a) The elements of the marketing communications mix.
b) Latest trends and tools that are used in integrated marketing communications.
c) Customer promotion activities, public relations, cause related marketing, crisis management, social media marketing, digital marketing, and search engine optimization
d) Economic and Marketing of Media Organisations: Circulation, Advertising and Changing Dynamics in Marketing of Newspapers and News Channels (the race for TRPs and Eyeballs)

Unit IV Advertising Planning and execution: 8 Hours
a) Brand positioning
b) Importance of research inputs- market research, situation analysis, consumer behaviour etc
c) Developing message strategy, media strategy
d) Preparing advertising plan
e) Media planning, media buying

Unit V Budget and Audit Process   6 Hours
a) Allocation of Budget and Methods
b) Agency Revenue Processes
c) Audits and its Processes

SUGGESTED READINGS
1. Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press
2. Advertising & Promotions: An IMC perspective, Kruti Shah and Alan D'Souza, Tata McGraw Hill
3. Advertising Management, Aakar, Batra and Myers, Prentice
4. Advertising & Promotions, S H Kazmi and Satish K Batra, Excel
5. Advertising; Principles and Practice, Wells, Moriarty and Burnett, Pearson
6. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning

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Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

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A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-405; Title of the Subject: Digital Marketing (SEC)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand concept of digital marketing for online communication. (Cognitive level: Analyse)
CLO-2: Learn skills of digital business marketing. (Cognitive level: Apply)
CLO-3: Learn skills of technological skills for enhancing online journalism. (Cognitive level: Apply)
CLo-4: Learn skills of managing social networking platforms. (Cognitive level: Apply)
CLO-5: Learn planning and process of digital marketing campaign. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	2	1	2	3	2	2	1	1
CLO2	3	2	3	2	1	1	3	2	1	1	1
CLO3	3	2	2	2	1	1	3	2	1	1	1
CLO4	3	2	3	2	1	2	3	2	2	1	1
CLO5	3	2	3	2	1	1	3	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Introduction to Digital Marketing   8 Hours
   a) Strategies in Digital Marketing,
   b) Aligning Internet with Business Objectives
   c) Examples of Great Case Studies
   d) User Behaviour & Navigation, Branding & User Experience
   e) What is Social Media Marketing?
   f) Overview of Facebook, Twitter, LinkedIn
   g) Overview of Blogging, YouTube and Flickr

UNIT II Mobile Marketing   8 Hours
   a) The Development of Mobile Marketing,
   b) Various Forms of Mobile Marketing
   c) How Consumers Use Mobile Marketing
   d) Examples & Case Studies

Unit III Search Engine Optimization   **8 Hours**
   a) Keyword Research,
   b) How Google Works
   c) Search Engine Factors
   d) On Page & Off ¬Page Optimization
   e) Meta Tags
   f) Images, Content, Video, Links and How to Get Them

UNIT IV Digital Display Marketing   **8 Hours**
   a) What is Display Advertising?
   b) How are Banners Bought & Sold
   c) Banner Formats & When to Use them
   d) Creating and Implementing a Banner Campaign
   e) Web Design and Publishing (Web design and development)

UNIT V Search Engine & E-Mail Marketing   **8 Hours**
   a) Search Engine marketing: How to Create a PPC Campaign, Implementing Your PPC Budget, Targeting Your Advertising, and Measuring & Managing Your Campaigns
   b) E Mail Marketing: Creating Optimized Campaigns, Email Marketing Explained, How to Measure Success, Managing Your Database, Best Practice Case Studies
   c) Choosing 3rd Party Email Providers

Unit VI Planning Integrated Digital Marketing Campaigns   **8 Hours**
   a) Examples of Integrated Marketing Plans
   b) Using the Best Digital Marketing Channels for Maximum Impact
   c) Create an Integrated Digital Marketing Plan

SUGGESTED READINGS:
   1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan & Calvin Jones
   2. Direct and Digital Marketing in Practice by Brian Thomas & Matthew Housden
   3. E-Marketing Excellence: Planning and Optimizing Your Digital Marketing by Dave Chaffey & Paul Russell Smith

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-406;   **Title of the Subject: ICT For Media (Graphics, Animations) (SEC)**

L-T-P: 2-0-4   Credits: 04

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Learn application and principles of visual design, colour theory, information hierarchy and typography. (Cognitive level: Apply)
CLO-2: Demonstrate critical thinking and problem-solving skills for project planning, design, and creation. (Cognitive level: Analyse)
CLO-3: Learn Motion Graphics, Packaging, Visual Interaction Design, Typography. (Cognitive level: Apply)
CLO-4: Know how design enhances viewer comprehension in extracting meaning from designed elements. (Cognitive level: Understand)
CLO-5: Use adobe photoshop tools and techniques to create professional layouts and storyboards for different media platforms. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	1	1	1	3	1	1	1	1
CLO2	3	2	3	1	1	1	3	1	1	1	1
CLO3	3	2	3	1	1	1	3	1	1	1	1
CLO4	3	2	3	1	1	1	3	1	1	1	1
CLO5	3	2	3	1	1	1	3	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Introduction to Computers & Networks   **8 Hours**
   a) Multimedia Hardware, Software, and operating systems
   b) Introduction to Multimedia and communication systems
   c) Introduction to Digital Imaging, 2D Animation

Unit II Graphics and advertising (Practical)   **8 Hours**
   a) Creating Digital Layout
   b) Professional image editing
   c) Graphics and illustration
   d) Vector Composition

Unit III 2D Animation   **8 Hours**
  a) Drawing fundamentals using lines
  b) Sketching of cartoon characters
  c) 2D Logo designing
  d) Storyboarding of a 30 second's film
  e) Portfolio making of an organization

UNIT IV 3D Animation   **8 Hours**
  a) Exploring the Interface of 3D application & Basic Modeling
  b) Create different types of Materials and create Shading
  c) Create a simple walk cycle using the character rigs
  d) Create a composition and Light set up
  e) Create a Fluid simulation & rendering

UNIT V 3D Lighting and Rendering (Practical)   **12 Hours**

  a) Understanding Lighting in Cycles
  b) Direct and Indirect Lighting
  c) Light Linking, Final Composition
  d) Creating composition and Light with the Shaded Models

SUGGESTED READINGS

1. Application of ICT and Multimedia Resources in Teaching and Learning Paperback – May 27, 2015 by Murtala Ridwan Sani (Author)
2. "Multimedia Systems" by Ralf Steinmetz and Klara Nahrstedt
3. "Multimedia Communications: Directions and Innovations" by J D Gibson
4. "Quality of Service Technologies for Next Generation Networks" by Tatiana Onali
5. James Curran & Michael Gurevitch (2005). Mass Media and Society (4th Edition). Hodder Arnold.

Online Resources:
Social Media for Nonprofits: http://socialmedia4nonprofits.org/

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-407; Title of the Subject: Multi Media Project-2 (SEC)

L-T-P: 1-0-6   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1 Understand the function of electronic media. (Cognitive level: Apply)
CLO-2 Use various electronic media equipment. (Cognitive level: Understand)
CLO-3 Give a piece to camera before the camera. (Cognitive level: Apply)
CLO-4 Use video camera and its function in different condition. (Cognitive level: Apply)
CLO-5 Use studio lighting for TV programme and news presenting. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-408; Title of the Subject: Internship/ OJT (OJT)

L-T-P: 0-0-6   Credits: 03

(L=Lecture hours, T=Tutorial hours, P=Practical hours

Detailed Activities

Each Student shall work for a period of four to six weeks in a media organization (e.g. Newspaper, TV Channel, production house, Ad agencies, market research firm, IT company, NGO etc.) at the end of semester. Each student shall make a written presentation of his/ her experiences, achievement and learning he/ she had during the period of internship. During the internship, student is expected to participate, contribute and learn the ropes of the work/ activities of organizations. The student should also submit a certificate given by the organization detailing the work done by the student and his/ her contribution to the organization. This internship will carry six (06) credits. These credits will be awarded based on student's participation in workshop, Guest lecture, Tutorials, Field visits, departmental research and survey organized by the department as well as student's participation in tutorial/ presentation of the students held during all the semesters.

<div align="center">

INTERNSHIP/ OJT

WEEKLY PROGRESS REPORT (WPR)

</div>

SESSION: **COURSE:**
        SEMESTER:
SUBJECT: Internship/ OJT Report
ENROLLMENT NO: **STUDENT'S NAME:**

WPR STATUS REPORT		
S.N.	Particular	
1	Functional Area	
2	Title of Training Report	
3	Organization Name	
	Address	
	Phone No	
4	Industry Guide's Name	
	Contact No	
5	Faculty Guide's Name	

Week Number	Work Assigned	Work Status (Completed/Not Completed)	Learning Outcome	Any Specific learning

1st Week (Specify Dates)				
2nd Week				
3rd Week				
4th Week				

Date:

Note: Weekly Progress Report (WPR) to be sent to respective Faculty Guides on every Monday of the week as per schedule

Annexure:
- Published news reports

SEMESTER V

Subject Code	Subject	TYPE
BJMC-501	Research Methods	CORE
BJMC-502	Media Entrepreneurship	CORE
BJMC-503	Educational Media Production	CORE
BJMC-504	IMC-2 (Public Relations and Corporate Communication)	GE
BJMC-505	Specialization *	DSE
BJMC-506	Specialization **	DSE
BJMC-507	Soft Skills Development- II	SEC
BJMC-508	Performing Arts (theatre/visuals arts)	SEC

S. N.	Subject Code	Subject
1	*BJMC-505 (E1)	Documentary Film Making
2	*BJMC-505 (E2)	Anchoring and TV Reporting
3	*BJMC-505 (E3)	Radio Programme Production
4	**BJMC-506 (E1)	Brand Management
5	**BJMC-506 (E2)	Media Buying and Planning
6	**BJMC-506 (E3)	New Media

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-501; Title of the Subject: Research Methodology (CORE)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Learn the definitions and basic concepts of research, communication research,
CLO-2: Media research and social research. (Cognitive level: Understand)
CLO-3: Know the difference between communication research, media research and social research. (Cognitive level: Analyse)
(Cognitive level: Analyse)
ClO-4: Learn the concept of each element of research and the interrelations between elements. (Cognitive level: Evaluate)
CLO-5: Learn the various types of research. (Cognitive level: Understand)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	3	2	1	2	2	1	1	2	3	1
CLO2	3	3	2	1	1	2	1	1	2	3	1
CLO3	3	3	2	1	2	2	1	1	2	3	1
CLO4	3	3	1	1	1	1	1	1	1	3	1
CLO5	3	3	1	1	1	1	1	1	1	3	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Introduction to Research   8 Hours
    a) Definition, Role, and Function,
    b) Basic and Applied Research,
    c) Scientific Approach,
    d) Role of theory in research,
    e) Steps of Research (Research question, Hypothesis, Review of Literature….)

Unit II Methods of Media Research   12 Hours

    a) Qualitative- Quantitative Technique,
    b) Content Analysis,
    c) Survey Method, Observation Methods,
    d) Experimental Studies, Case Studies,

e) Narrative Analysis,
f) Historical research.

Unit III Sampling   12 Hours

a) Need for Sampling,
b) Sampling Methods,
c) Representativeness of the Samples,
d) Sampling Error,
e) Tools of data collection: Primary and Secondary Data-Questionnaire,
f) Focus Groups,
g) Telephone, Surveys, Online Polls, Published work

Unit IV Methods of Analysis and Report Writing   12 Hours

a) Data Analysis Techniques;
b) Coding and Tabulation,
c) Non-Statistical Methods (Descriptive and Historical)
d) Working with Archives;
e) Library Research;
f) Working with Internet as a source;
g) Writing Citations,
h) Bibliography writing the research report

Unit V Ethnographies and Other Methods   6 Hours
a) Readership and Audience Surveys Ethnographies,
b) Textual analysis,
c) Discourse analysis
d) Ethical perspectives of mass media research

SUGGESTED READINGS
1. Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
2. Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
3. John Fiske. Introduction to Communication Studies, Routledge Publications,1982.
4. David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon,2002.
5. Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
6. Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-502; Title of the Subject: Media Entrepreneurship (CORE)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Get understanding of opportunities in media industries. (Cognitive level: Analyse)
CLO-2: Learn skills for media start-up. (Cognitive level: Apply)
CLO-3: Learn skills of marketing research. (Cognitive level: Apply)
CLO-4: Learn skills of revenue generation. (Cognitive level: Apply)
CLO-5: Learn skills of effective business strategies. (Cognitive level: Evaluate)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	3	3	3	3	2	2	3	2	3	3
CLO2	2	2	3	3	3	2	1	3	2	3	3
CLO3	2	3	3	3	2	2	2	2	2	3	3
CLO4	2	2	3	3	2	1	1	3	2	3	2
CLO5	2	3	3	3	2	1	2	3	2	3	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

UNIT I Understanding and Opportunities   **8 Hours**

   a) The Current and near future digital environment (opportunities in today's media environment)
   b) Identifying your personal competitive advantage (Why you? Your competitive advantage) Nicole Irving
   c) Legacy media entrepreneurship (entrepreneurship)

UNIT II Start-Up Preparation   **8 Hours**

   a) How to infuse a start-up mentality into an existing media organization (developing an idea)
   b) Why you?
   c) Finding opportunity (finding the audience
   d) Conducting research into your target market (Building Contacts) Amanda Bradshaw

UNIT III Sources of Revenue   **8 Hours**

a) Revenue generation
b) Sponsorship and partnership projects- pros and cons

UNIT IV CREATIVE THINKING AND MAPING   8 Hours

a) How to wireframe an idea (wireframe: Building the prototype)
b) Competition analysis (the competition and market research)

UNIT V Effective Business Strategy   8 Hours

a) How to write an elementary three-year business plan (facing the challenges of entrepreneurship)
b) Your unique value proposition (building a team) Rachel Crosby

SUGGESTED TEXTS

1. "Zero to One" by Peter Thiel with Blake Masters. Crown Business, 2014.

2. "The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change" by Stephen Covey Free Press, 2004. ISBN

3. "Linchpin: Are You Indispensable?" by Seth Godin. Little, Brown Book Group, 2010

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-503; Title of the Subject: Educational Media Production (CORE)

L-T-P: 2-1-0   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand the usage of multimedia in education. (Cognitive level: Understand)
CLO-2: Use of multimedia educational app. (Cognitive level: Apply)
CLO-3: Use of multimedia for their class presentation. (Cognitive level: Apply)
CLO-4: Use the different kinds of multimedia apps. (Cognitive level: Apply)
CLO-5: Learn the advantage and disadvantage of various multimedia apps. (Cognitive level: Analyse)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Module I: Introduction to Multimedia

Introduction of multimedia
Introduction to morphing and warping
Multimedia elements
Characteristics of multimedia
Application of multimedia in various industries
Use of multimedia in education

Module II: Design Concepts

User Interface Design and Navigation
Pre-Production, Planning and Design
Post Production Evaluation
Multimedia Sound and editing
Digital Video Production
Animation for Multimedia

Module III: Educational Production layout

Making a Seminar/Webinar Poster
Making a brochure for educational seminar
Making an attractive PowerPoint presentation
Conducting online survey
Creating a Google Form

Module IV: Online Educational presentation

Portfolio creation or show reel based on Flash or video editing
Final Project Presentations
Conducting a seminar/conference on Google meet
Conducting a Zoom meeting

Text References

1. Abbott, C. 2001. ICT: Changing Education. London, RoutledgeFalmer.Alessi
2. S.M. and Trollip, S.R. 2001. Multimedia for Learning: Methods and Development(ed.). Boston
3. Allyn and Bacon.Ames, C. 1984. Competitive, co-operative and individualistic goal structure: A motiva-tional analysis. R. Ames and C. Ames (eds), Research on Motivation in Education, Vol. 5, pp. 117–207
4. Ames, C. and Archer, J. 1988. Achievement goals in the classroom: Students` learning strategies and motivation process.Journal of Educational Psychology, 80, pp. 260–270
5. Anderson, R., C., Shirey, L.L., Wilson, P.T., and Fielding, L.G: 1987. Interestingness of children`s reading material. R.E. Snow and M.J. Farr (eds). Aptitude

Teaching-Learning Strategies in brief

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC- 504; Title of the Subject: IMC-2 (Public Relations and Corporate Communication) (GE)

L-T-P: 2-1-0   Credits: 03

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR. (Cognitive level: Analyse)
CLO-2: Know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity. (Cognitive level: Analyse)
CLO-3: Knowledge about the tools of public relations. (Cognitive level: Apply)
CLO-4: Learn the basics of public relations writings. (Cognitive level: Apply)
CLO-5: Gain knowledge about the basic ethics and laws of public relations. (Cognitive level: Understand)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	2	2	1	1	1	1	1	2	1
CLO2	3	3	2	2	1	1	1	1	2	1	1
CLO3	2	2	1	2	1	1	1	1	2	1	1
CLO4	2	2	2	2	1	1	1	1	2	1	1
CLO5	2	2	2	2	1	1	1	1	2	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Unit I Public Relations-Concepts and Practices   8 Hours

  a) Introduction to Public Relations
  b) Growth and development of PR
  c) Importance, Role and Functions of PR
  d) Relevance to democratic society
  e) Difference between PR, advertising and propaganda

Unit II Role of PR in Different Sectors: **8 Hours**

a) Government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.
b) Publics of PR- internal, external. Different ways to address them. Concept of 'Communication audit'.
c) Status of PR in India
d) Ethics and legalities of the new digital world, IPRA code - professionalism, PRSI

Unit III Types, Tools and Techniques of Public Relation   **12 Hours**

a) Types of PR: Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy
b) Internal: house journals, bulletin boards, events, mailing groups, social networking sites;
c) External: exhibitions, trade fairs, external journals, media publicity.
d) Traditional modes of communication (yatra, melas etc.), campaigns, movements etc
e) Social media: blogging, LinkedIn, Facebook, Twitter etc. and use of the Internet. Websites: a toll for faster dissemination of information, photographs and A/V material.
f) Programmes and events, CSR projects; PR during crisis: some recent case studies.
g) PR Strategies
h) News release - seven-point formula
i) speech writing, minutes and official memo, institutional advertising
j) Media relations - press conference and press tours

Unit IV Corporate Communication   **8 Hours**
a) Defining Corporate Communication
b) Scope and functions of Corporate Communication
c) Corporate identity/philosophy/image
d) Corporate Social Responsibility: Concepts, Scope and Case Studies

Unit V Crisis Management   **6 Hours**
a) Managing Communication and communicating change, Crisis Management
b) Different ways of communication methods and procedure

<u>INTERNAL ASSESSMENT</u>
Preparing a PR plan for an organisation,
Evaluating media publicity given to various organisations,
Writing Press Releases
Managing PR activities for any college event
Campaign designing and propaganda

SUGGESTED READINGS

1. Corporate Communication Principles and Practice, Jaishri Jethwaney, New Delhi, Oxford University Press 2010. Corporate Communications: A 21st Century Primer,

Joseph Fernandez, Response Books, New Delhi, 2004 Communication in Organisations, Dalmar Fisher, Jaico Publishing House, Mumbai, 1999
2. Effective Public Relations, Scott Cutlip et al, London 1995.
3. Public Relations Management, Jaishri Jethwaney and N N Sarkar, Sterling, New-Delhi, 2015 Public Relations Strategy, Oliver Sandra, Kogan Page, 2008
4. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall,
5. New Delhi
6. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications,
7. New Delhi
8. Jefkins Frank Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford & Glen T Public Relations, Pearson, New Delhi, Cameron

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-505 (E1); Title of the Subject: Documentary Film Making (DSE)

L-T-P: 2-0-4
Credits:04 (L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand the role and importance of documentary to bring changes in a society. (Cognitive level: Analyse)
CLO-2: Research and write script for a documentary film. (Cognitive level: Apply)
CLO-3: Write a critical review on a documentary film. (Cognitive level: Analyse)
CLO-4: Acquire skills and techniques of documentary filmmaking. (Cognitive level: Apply)
CLO-5: Do the editing of a documentary film. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

Documentary Film Making

Lect ure No	Topic details	Methodology	Assessment Task	Case Study
1.	What is documentary? Is it the truth? Or is it the perspective?	Discussion and dissecting each explanation.	Students to ideate about the topics that they would be interested in making a documentary on.	
2.	(1) Tracing the history of documentary film making and how has it evolved over the years? (11) Relevance of documentary in the present scenario.	Viewing some of the earliest documentaries made	Students to write what impressed them about each film viewed in four lines.	
3.	What are the new forms of documentary film making? Is Reality TV a new form of documentary?	Films viewing and Discussion	Students to flesh out their ideas.	
4.	How to prepare synopsis, theme, project description, Treatment and Budget	Discussion and slide presentation	Students to finalize a proposal and pitch it.	
5.	Reece and Scripting. Students to be made into four groups, consisting of 5 each.	Discussion on various scripts	Students to write a rough scripts for the shoot.	
6.	Subject evaluation and finalizing the format of the documentary. (11) Types of lighting, shooting of their ideas and framing a shot.	Practical	Practical	
7.	Viewing and logging the footage – importance of logging.	Practical	To finalize the script as per the footage	
8.	Sound – voice over, music, etc to finalize for respective documentaries.	Viewing films to notice sound design	To complete sound design and do voice overs, if necessary	

	Importance of sound design.			
9.	Editing the film in the studio	Practical	Practical	
10	Editing the film in the studio	Practical	Practical	
11	Social media- how it can help sale/marketing of a documentary.	Various ways of using social media	How have new digital technologies affected the production/ distribution/reception of documentaries around the world?	
12	Viewing of the made documentaries by students. The final analysis.		Students to review each other's films	

Teaching-Learning Strategies in brief

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-505 (E2); Title of the Subject: Anchoring and TV Reporting (DSE)

L-T-P: 2-0-4   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Write scripts for Piece to camera. (Cognitive level: Apply)
CLO-2: Handle a television programme. (Cognitive level: Apply)
CLO-3: Acquire skills of anchoring. (Cognitive level: Apply)
CLO-4: Acquire skills and techniques of news presentation, interview with a political leader or an expert. (Cognitive level: Apply)
CLO-5: Develop their voice modulation and depth for TV programme anchoring. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	2	2
CLO2	3	2	3	3	1	1	2	2	2	2	2
CLO3	3	2	3	3	2	2	2	3	1	2	2
CLO4	3	3	3	3	2	1	2	3	2	2	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

ANCHORING	
Lecture No	**Topic details**
1.	Introduction to Anchoring: Anchoring Basics, tips and techniques: What it needs to be a good anchor
2.	Voice Grooming: Understanding your voice, tips and techniques for voice grooming
3.	What to expect in a studio
4.	Anchor styling

5.	Getting ready for the interview and Panel Discussion
6.	News Reading

TV REPORTING		
UNIT	**UNIT BREAK UP**	**COURSE OVERVIEW**
1.	Reporting for International Media	Understanding the international media-both print and electronic as it exists in India. Difference with India media, Writing for international newspapers, magazines, websites, TV and radio networks, Working for international TV and radio networks.
2.	Reporting for Special Shows	Identification of subject. Research, making a proposal for commissioning. Costing Reece, Hiring of equipments. Identification of the crew, Elements of reporting for docu-drama.
3.	Reporting for Sports	Multi camera match coverage, Identification of sources, Writing for sports visuals.
4.	Political Reporting	Focus on party or personality, Reporting daily party matters, Election coverage.
5.	Business Reporting	Reporting of chambers of commerce, Reporting of FMCC articles and commodities, Mandi chase, Stock Market.
6.	Program Reporting	Proposal of special shows, Scripting of program, Advertisement spacing.
7.	Post Production	Editing of the story you have reported, Arranging music, Commentary, voice over, Supers, Aston, title, translation, captions, Graphics and designs.
8.	Travel Catalogue	Travel reporting
9.	Mobilized Coverage	Covering local health issues, hospitals, accidental and technological advancements,

		researches, impacts
10.	Sting Operation	Types of sting camera, Connecting with sources, Art of finding scoops, Oath of confidentiality.
11.	Audience Satisfaction	Selection of story, Targeting according to sections, Follow-up of news.
12.	Beat Reporting	Planning of shoot, Contacting PRs, Team spirit, Reporting under stress.
13.	Post Reporting Work	Shooting, Logging, Viewing and Re-shooting.

Suggested Readings:

1. Inside Reporting by Tim Harrower
2. Reporting for the Media by John R. Bender
3. Melvin Mencher's News Reporting and Writing by Melvin Mencher

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-505 (E3); Title of the Subject: Radio Program Production (DSE)

L-T-P: 2-0-4   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Cover events using mobile phones and right radio news stories. (Cognitive level: Apply)
CLO-2: Produce radio news bulletin. (Cognitive level: Apply)
CLO-3: Make radio promos, jingles and conduct interviews. (Cognitive level: Apply)
CLO-4: Understand radio production techniques. (Cognitive level: Analyse)
CLO-5: Make radio programme production in different formats. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

UNIT	UNIT BREAK UP	COURSE OVER VIEW
1.	Types of Radio Station & functioning	Commercial & Community. Difference, Range, Functioning, who owns.
2.	Research	Topics, Research, Social Issues, Entertainment.
3.	Introduction to radio jockeying / Announcing	Characteristics of Radio Jockey, Announcer. Their responsibilities and functioning.
4.	Shows & Scripting	Types of Shows (talk, music, cultural, interviews, sports, news & documentaries) Scripts for various Radio Programme and Show Designing

5.	Voice Culture	Practice on English, Hindi & Urdu content for Radio. Some radio exercises.
6.	Sound Recording and introduction to Sound Software	Types and Uses of Microphones, Audio Consoles & Audio Recorder . Software- Audacity & Synergy.
7.	Different Genres of Radio Programming	Special Radio shows - Phone-ins / dial out Live Radio show, Presentation and recording of a Theme based Program, Different types of Links - Segments of a Show. The Art of Producing Radio Advertisements.
8.	On-Air	Programming, Production and On-air. Do / Don'ts on Radio, Scheduling, Editing and Recording the shows.
9.	Monitoring	Radio Data System (RDS) Radio audience measurements systems (RAM, SMS IVRS and Phone calls)

Suggested Reading:

1. Broadcast Journalism, Boyd Andrew, Focal Press London.
2. News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi.
3. This is ALL India Radio, U.L Baruah, Publications Division.
4. Hearst Marine Books Complete Guide to Anchoring and Line Handling: Putting Rope to Work for You (Paperback)

5. The New Book about the ABC News Anchor -- Excerpts, Video & Photos "Peter Jennings: A Reporter's Life

Teaching-Learning Strategies in brief

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-506 (E1); Title of the Subject: Brand Management (DSE)

L-T-P: 3-0-2   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand meaning and concepts of brand management. (Cognitive level: Understand)
CLO-2: Understand economy of brand management. (Cognitive level: Analyse)
CLO-3: Learn preparing of brand strategies. (Cognitive level: Apply)
CLO-4: Learn various skills of brand promotions. (Cognitive level: Apply)
CLO-5: Learn skills of brand value measurement. (Cognitive level: Analyse)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	2	3	3	3	2	1	1	2	2	2	1
CLO2	3	2	3	3	2	1	1	2	2	2	1
CLO3	2	3	3	3	1	1	1	2	2	2	1
CLO4	2	2	3	3	2	1	1	2	2	2	1
CLO5	2	2	3	3	1	1	1	2	2	2	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

BRAND MANAGEMENT

UNIT	UNIT BREAK UP	COURSE OVER VIEW
1	Brand Concept	• What comes first? A Product/Service, a Brand, or Both? • What's the relationship between a Product/Service and a Brand? • What are new Brands and why do we need them? • Why do some new Brands succeed and some fail? • What is the New Brand Development Process? • Brand differentiation.
2	Brand Decisions	• Brand Positioning • Building brands in the new economy

		• Brand Image & Verbal Identity • Packaging & Labeling
3	Branding Strategies	• Product branding • Line branding • Umbrella Branding • Endorsement Branding
4	Branding Through External Communications	• Designing the communications strategy • Extending the brand to all communication vehicles • Leveraging product and service in brand delivery • Managing the brand through distribution channels
5	Developing the Integrated Brand Communications Plan	• Developing the internal branding framework • Aligning the external and internal brand • Creating the internal brand plan • Managing customer touch points with consistent brand standards
6	Measuring Brand Value	• Understanding how to measure overall brand value • Using financial metrics • How to set up, measure and evaluate brand value by media • Evaluating brand impact by media • Apply the Learning

Suggested Readings:

1. Strategic Brand Management, Jean Noel Kapferer, Kogan page

2. Brand Management, Harsh V Verma, Excel Books

3. Brand Equity, Economic Times Thursday Supplement

Teaching-Learning Strategies in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-506 (E2);   Title of the Subject: Media Buying and Planning (DSE)

L-T-P: 3-0-2   Credits: 04

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand meaning and concepts of media planning. (Cognitive level: Analyse)
CLO-2: Understand process of media planning. (Cognitive level: Apply)
CLO-3: Understand economy of media planning. (Cognitive level: Apply)
CLO-4: Learn various stages of media planning. (Cognitive level: Analyse)
CLO-5: Learn skills of impact measurement of media planning. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	2	3	3	3	2	1	1	2	2	2	1
CLO2	3	2	3	3	2	1	1	2	2	2	1
CLO3	2	3	3	3	1	1	1	2	2	2	1
CLO4	2	2	3	3	2	1	1	2	2	2	1
CLO5	2	2	3	3	1	1	1	2	2	2	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

UNIT	UNIT BREAK UP	COURSE OVERVIEW
1	Media planning	• The function of media planning in advertising • Role of media planner • Challenges in media planning • Media planning process • Media planning for consumer goods • Media planning for industrial goods
2	Sources of media research	• Audit Bureau of Circulation • Press Audits • National readership survey/IRS • Businessman's readership survey • Television • Audience measurement • TRP • National television study • ADMAR satellite cable network study • Reach and coverage study • CB listener ship survey
3	Selecting suitable media options	• Advantages of Radio • Magazine • Newspapers • Buying media space for other mediums
4	Criterion for selecting media vehicles	• Reach • Frequency • GRPS • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass along rate (print)
5	Media Timing	• Flight • Pulsing • Scheduling
6	Comparing and evaluating continuity of media options/choices	
7	Deciding the ideal media mix and communications mix	
8	Media buying and negotiation	Competitive media expenditure analysis

9	Scheduling and budget allocation	

Suggested Readings:

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning ,crain books 1976
2. James R Adams, Media Planning ,Business books 1977
3. Advanced M.P. ,John R Rossister, Kluoer Academic publications 1998
4. Advertising M.P. , Jack Z Sissors, McGraw Hill 6th Edition

Teaching-Learning Strategies in brief

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Name of the Academic Programme: B.A. (JMC)

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-506 (E3);   **Title of the Subject: New Media (DSE)**
L-T-P: 3-0-2   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand significance of new media technologies. (Cognitive level: Analyse)
CLO-2: Learn different forms of new media. (Cognitive level: Apply)
CLO-3: Learn various applications of new media. (Cognitive level: Apply)
CLO-4: Learn skills of new media story telling. (Cognitive level: Apply)
CLO-5: Learn various forms of content generation of new media. (Cognitive level: Analyse)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	2	1	2	3	2	2	1	1
CLO2	3	2	3	2	1	1	3	2	1	1	1
CLO3	3	2	2	2	1	1	3	2	1	1	1
CLO4	3	2	3	2	1	2	3	2	2	1	1
CLO5	3	2	3	2	1	1	3	1	1	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

UNIT	UNIT BREAK UP	COURSE OVER VIEW
1	Introduction to New media	Mapping, Meaning and Characteristics Principles of New Media The New Media Interface- Cultural interfaces, printed word, Cinema The User & The Screen- issues of representation & reproduction New Media Economy
2	Disseminating Digital Content	Online broadcasting technologies- webcasting, Social TV, Video conferencing, Skype Digital Cinema: New Media Fiction & New Media

		Documentary
		Research and Development for New Media Documentary ideas Interactive Story telling: Strategies and Debates
3	Lateral Thinking	Concept of lateral thinking, thinking out of the box, critical thinking and layering.
4	Elements	Audio-Visual, Print, Audio, Video, Photographs.
5	Writing for New Media	Understanding the Audience, Weaving the Media, Multi-mediality and Interactivity.
6	Pre- Production-1	Concept, Ideation, Research, Thought to Web, Working on the story
7	Pre- Production-2	Different element coverage, Making a Video, Producing Audio material.
8	Production	Production for Web. Shoot, Record and Write
9	Post Production	Creating package. Weaving the story, Hyper linking and connectivity.

Suggested Readings:

1. New Media by John v. pavlik (Coulmbia University Press,2001)
2. Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
3. Manovich, Lev. (2001) The Language of New Media. MIT Press.
4. Lister Martin. (2009). New Media – A critical Introduction. Routledge.
5. Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to
6. Blogging' New Media & Society, Vol. 6, No. 1, 87-95 (2004)
7. Castells, Manual (2004) The Network Society: a cross-cultural perspective, Edward Elgar, MA

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-507; Title of the Subject: Soft Skills Development- II (SEC)

L-T-P: 1-1-0   Credits: 02
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Demonstrate proficiency of effective Communication Skills. (Cognitive level: Apply)
CLO-2: Learn etiquettes anchoring and conducting interviews. (Cognitive level: Apply)
CLO-3: Learn soft skills of media content presentation. (Cognitive level: Apply)
CLO-4: Learn skills of motivation and self-confidence. (Cognitive level: Apply)
CLO-5: Understand basics of Personality Development. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	3	2	1	1	2	2	3
CLO2	3	3	3	2	3	2	2	1	2	1	2
CLO3	2	2	3	2	3	2	1	1	2	1	1
CLO4	3	2	3	2	3	2	1	1	2	2	3
CLO5	2	2	3	2	3	2	3	2	2	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

1   **Pre-Assessment (Mock Interviews)**
   a) Video Recording: Video Recording will be done so that Students get to see themselves how they perform and behave during an interview right from their entry style to exit

2   **(Mock Interviews) Video Recording**
   a) One on one feedback

3   **Interview Etiquette**
   a) What is an interview?
   b) Why are they conducted?
   c) Types of Interviews.
   d) What to prepare for an interview?
   e) How to be a successful interviewee?

4   Time Management
   a) What is Time Management?
   b) Why Time Management is necessary?
   c) Time Management and goal achievement
   d) Barriers to effective time management
   e) Effective time management for success

5   News Channel presentation
   a) Students to present news channel in a group of 4

6   Interpersonal Skills
   a) Introduction,
   b) Building Trust,
   c) Handling difficult people,
   d) Valuing Diversity,
   e) Office Politics
   f) Ways to improve Interpersonal Skills

7   Office Etiquette & Dinning Etiquette
   a) Videos & Role Plays

8   Motivational Movie
   b) Coach Carter

9   Self-Leadership
   a) What is self-leadership?
   b) Self – leadership: who am I?
   c) What is total wellness?
   d) points to remember for total wellness

10 Team building Activity
   a) Tower building

11 Grooming
   a) How to dress for an interview and the importance along with videos.(Do's and Don'ts)

12 Grooming Check & Inspirational Classes.
   a) After training on grooming, a class would be conducted where students will have to be dressed for an interview and then they would be given a feedback

13 Questions Handling Session
   a) Two-way discussions where students will come up with questions related to interviews and the trainer will guide them

14 Commonly asked and technical questions (With a media person)

     a) Students will be guided to the various types of questions they should be prepared with. (Media faculty will be present in the class)

15 Extempore

     a) Interview Extempore (Topics related to an interview will be given)

16 Introduction preparation

     a) Students will come with their self-introduction and will be corrected and given feedback

17 Resume Writing

     a) Format of a resume
     b) The importance of a good resume
     c) Rules that should be kept in mind

18 Resume Check

     a) Students will come with their resume and will be checked and corrected along with them

19 Group Discussion

     a) Types of group discussion
     b) Group discussion etiquette
     c) What do they look for?

20 Group Discussion

     a) Back-to-back group discussion would be conducted with topics related to current affairs. (A media person will also be present then)

21 Post Assessment (Mock Interviews) Video Recording

     a) Video Recording will be done so that Students get to see themselves and compare the degree of improvement achieved in comparison to their first recording assessment

22 (Mock Interviews) Video Recording

     a) One on one feedback

Teaching-Learning Strategies in brief

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-508;   **Title of the Subject: Performing Arts (Theatre / Visual Arts) (SEC)**

L-T-P: 1-0-4   Credits: 03

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Inculcate the knowledge of theatre/ performing arts. (Cognitive level: Apply)
CLO-2: Understand stages and process of theatre/ performing arts. (Cognitive level: Apply)
CLO-3: The character creation, imitation and vocal skills. (Cognitive level: Analyse)
CLO-4: Inculcate the understanding of costumes and lighting in a theatre. (Cognitive level: Analyse)
CLO-5: Learn skills of various body movement. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	2
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	3
CLO4	3	3	3	3	2	1	2	3	2	1	2
CLO5	3	2	3	2	2	1	3	2	1	2	2

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

UNIT I   Creating Character   10 Hours

a) Discover types of characters, building character through movement, and recognizing character objectives.
b) Creating a Character's History, Characterization and Imitation
c) Exploring Emotions, Face and Body, Creating Character Habits/Traits, Exploring Movement in Communication,
d) Character behaviour in various situations, Relationships,
e) Character Physicality and vocal skills.

UNIT II   Movement   10 Hours
a) The body is the Instrument,
b) Physical aspects,
c) Costumes,

d) Non-verbal Communication,

e) Simple Actions,

f) Situational movement and occupation while waiting

UNIT III   Acting Comfort on stage,   10 Hours
   a) Facial Expressions,
   b) listening and reacting,
   c) character development,
   d) voice, objectives and tactics,
   e) stage business, practice and evaluation

UNIT IV   Types of instructional strategies and learning styles   10 Hours
   a) Direct instruction (structured overview, lecture, demonstration, didactic   questions)
   b) indirect instruction (problem solving, inquiry, concept mapping)
   c) Independent learning (research, homework)
   d) Experiential learning (field studies, experiments, exploring and games)
   e) Interactive instruction (co-operative learning groups, debates, problem solving, interviewing, role play and improvisation)

SUGGESTED READINGS:

1. The Phantom of the Opera by *Gaston Leroux, Alexander Teixeira de Mattos*

2. *My Life in Art* by Constantine Stanislavski.

3. *Acting A to Z: The Young Person's Guide to a Stage or Screen Career* by Katherine Mayfield

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Semester VI

Subject Code	Course Name	TYPE
BJMC-601	Content Management System (CMS)	CORE
BJMC-602	Gender, Youth and Society	CORE
BJMC-603	Dissertation/ Beat Reporting	SEC
BJMC-604	Internship/ OJT (Practical)	SEC

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-601; Title of the Subject: Content Management System (CORE)

L-T-P: 2-0-2   Credits: 03
(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand the basics CMS. (Cognitive level: Understand)

CLO-2: Understand the basics of scripting languages. (Cognitive level: Understand)

CLO-3: Understand the overall CMS technology. (Cognitive level: Apply)

CLO-4: Recognise the importance of CMS. (Cognitive level: Evaluate)

CLO-5: Acquire expertise to use CMS. (Cognitive level: Apply)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	3	3	1	1	3	3	2	1	1
CLO2	3	2	3	3	1	1	2	2	2	1	1
CLO3	3	2	3	3	2	2	2	3	1	2	1
CLO4	3	3	3	3	2	1	2	3	2	1	1
CLO5	3	2	3	2	2	1	3	2	1	2	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

1. **Introduction:**
   What is CMS? Types of CMS, CMS Architecture

2. **CMS Technologies:**
   LAMP stack, Web server (Apache), Database (MySQL) Scripting languages- HTML, CSS, JavaScript, PHP

   Case Study: WordPress – Architecture, Modules, themes, Installation and Configuration
           Plug-ins

Suggested reading:
www. drupal.org

Teaching-Learning Strategies in brief

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Assessment methods and weightages in brief

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Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-602; Title of the Subject: Gender, Youth and Society (CORE)

L-T-P: 2-0-2   Credits: 03

(L=Lecture hours, T=Tutorial hours, P=Practical hours

COURSE LEARNING OUTCOMES (CLOs)

After completing this Course, students should be able to:

CLO-1: Understand role of youth in social development. (Cognitive level: Analyse)
CLO-2: Understand challenges before youth. (Cognitive level: Analyse)
CLO-3: Understand contemporary Indian society. (Cognitive level: Analyse)
CLO-4: Understand role of and importance of gender in the society. (Cognitive level: Evaluate)
CLO-5: Understand role media in social engineering. (Cognitive level: Evaluate)

Mapping of Course Learning Outcomes (CLOs) with Programme Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	3	2	2	2	1	2	1	2	2	1	1
CLO2	3	2	2	2	1	2	1	2	2	1	1
CLO3	3	2	1	2	1	2	1	2	2	1	1
CLO4	3	2	1	2	1	2	1	2	2	1	1
CLO5	2	2	1	2	1	2	1	2	2	1	1

Level of Mapping: '3' is for 'high-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

Detailed Syllabus

UNIT 1: INTRODUCTION   8 Hours
   a) Defining Youth - Social Construction of Youth –
   b) Changing conceptions of Youth · Perspectives of youth: cultural, comparative and biographic
   c) Youth Demographics · Youth power: youth as social capital - youth as change agents - socio-political movements
   d) CHALLENGES AND OPPORTUNITIES ·
   a) Youth in the context of globalization ·
   b) Education and Skill Development, Employability and Employment
   c) Health-Physical, Mental and spiritual well-being

Unit 2: Contemporary Indian Society   8 Hours
   a) Main features: Large and diverse territory and population –
   b) Language, ethnicity, religion and geography as markers of diversity and plurality –

c) Uniqueness of India as a unified Nation state with the highest degree of diversity •
The Indian Caste System -Hierarchies –

d) Relations of Dominance and Dependence –

e) Untouchability and other forms of caste discrimination/oppression –

f) Caste as a marker of identity in a changing India –

g) Role of affirmative action/positive discrimination • Classes and Class Relations –

h) Dynamics of Caste and Class Relations linked to socio-economic changes such as economic modernization and urbanization • Globalization and contemporary Indian Society –

i) Implications for Family and Social Values.

Unit 3 Gender roles in society   8 Hours
a) Gender: Meaning and definition - Difference between gender and sex

b) Gender roles in society: family, caste, class, religion, culture, the media and popular culture, law and the state (film, advertisements, songs, etc)

c) Reasons for gender inequalities - Gender-just education outside school

Unit 4 Gender identity and socialization process   8 Hours

a) Gender identity and socialization practices in family, school and organization –

b) Role of school, peers, teachers, curriculum and textbooks in challenging gender inequalities or reinforcing gender parity –

c) Actual gender roles and responsibilities assigned in schools and classrooms –

d) Measurement of gender identity - discrimination of gender in classroom interactions, rituals and school/ routines –

e) Processes of disciplining techniques for boys and girls - Analysis of sex-roles stereotype.

Unit 5 Violence on Safety of Girls and Women   8 Hours
a) Safety of girls and women at school, home and workplace - Sexual abuse and violence: Role of education in preventing them –

b) Meaning and concept of body objectification - Combating female body objectification: Role of teachers and parents.

Unit 6 Mass Media and Gender   8 Hours
a) Gender roles in mass media –

b) Gender stereotypes in mass media –

c) gender identity roles - Positive notions of body and self –

d) Gender in media: magazines, TV shows, cartoons, movies and advertisements - Gender equality and language use.

Suggested Readings:

1. Dube, Leela. (1992). Women in a Matrilineal Muslim Community. In: Mohini Anjum (Ed). Muslim Women in India. New Delhi: Radiant Publishers. 4. Dube, Leela.

(2001). Anthropological Explorations in Gender- Intersecting fields. New Delhi: Sage Publications.

2. Byerly, C. M. (2011). Global report on the status of women in the news media. Washington DC: International Women's Media Foundation.

3. Fredrick Luic Aldama. (2005). Brown on brown: Chicapola representations of gender, sexuality, and ethnicity. University of Texas Press.

4. Hurlock, Elizabeth.B.(1974) Personality development. New Delhi: McGraw Hill Education.

5. Jayaraman, Chindai (2016). Understanding the schools. Chennai: Vinodh Publishers.

6. Kata Rousmaiere, Kari Dehli & Ning De Conink Smith. (2013). Disciplince, moral regulations and schooling: A social history. New York: Routledge.

7. Sharma.K.K & Punam Miglani. (2016). Gender, school and society. Patiala:Twenty first century publications.

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-603; Title of the Subject: Dissertation / Beat Reporting (SEC)

L-T-P: 0-0-12   Credits:
12 (L=Lecture hours, T=Tutorial hours, P=Practical hours

Detailed activities:

Each student will be assigned to prepare a research project at the beginning of 6th semester and will be asked to under the supervision of an internal supervisor. The project will be on the topics relating to any media issues taught in course. Students should assign and submit their projects within stipulated time period given by the department. It should be research-based projects and presentation should be made both for internal and external assessment.
Media research project shall be evaluated by the internal and external evaluator on five parameters viz. Language, Content, Originality, power point presentation and Viva-voce each parameter will carry equal weightage. The faculty members shall also be present during the presentations. The marking pattern for dissertation/Beat reporting is given below:

Marks	Language	Content	Originality	PowerPoint presentation	Viva-voce
Internal	10	10	10	10	10
External	10	10	10	10	10

Teaching-Learning Strategies in brief

Teaching and learning are through classroom teaching, discussion and debate, two-way question and answer sessions, presentations, guided self-study, and online resources.

Assessment methods and weightages in brief

A variety of assessment methods that are appropriate to the subject area and programme of study are used to assess progress towards the CLOs and PLOs. Priority is given to formative assessment. Progress towards achievement of learning outcomes is assessed using the following: time-constrained end-semester examinations, and internal assessment based on written tests; assignments; oral presentations, including seminar presentation, attendance, project submission, Viva-voce etc., and other approaches as per the context and need.

Name of the Academic Programme: B.A. (JMC)

Subject Code: BJMC-604; Title of the Subject: Internship/OJT (SEC)

L-T-P: 0-0-8   Credits: 04
(L=Lecture hours, T=Tutorial hours, P=Practical hours

Detailed Activities

Each Student shall work for a period of four to six weeks in a media organization (e.g. Newspaper, TV Channel, production house, Ad agencies, market research firm, IT company, NGO etc.) at the end of semester. Each student shall make a written presentation of his/ her experiences, achievement and learning he/ she had during the period of internship. During the internship, student is expected to participate, contribute and learn the ropes of the work/ activities of organizations. The student should also submit a certificate given by the organization detailing the work done by the student and his/ her contribution to the organization. This internship will carry six (06) credits. These credits will be awarded based on student's participation in workshop, Guest lecture, Tutorials, Field visits, departmental research and survey organized by the department as well as student's participation in tutorial/ presentation of the students held during all the semesters.

INTERNSHIP/ OJT

WEEKLY PROGRESS REPORT (WPR)

SESSION: **COURSE:**
        SEMESTER:
SUBJECT: Internship/ OJT Report
ENROLLMENT NO: **STUDENT'S NAME:**

WPR STATUS REPORT		
S.No	Particular	
1	Functional Area	
2	Title of Training Report	
3	Organization Name	
	Address	
	Phone No	
4	Industry Guide's Name	
	Contact No	
5	Faculty Guide's Name	

Week Number	Work Assigned	Work Status (Completed/Not Completed)	Learning Outcome	Any Specific learning
1st Week (Specify Dates)				

2nd Week				
3rd Week				
4th Week				

Date:

Note: Weekly Progress Report (WPR) to be sent to respective Faculty Guides on every Monday of the week as per schedule

Annexure:
- Published news reports