



ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSURU

(AFFILIATED TO UNIVERSITY OF MYSORE & REACCREDITED BY NAAC WITH B⁺⁺ GRADE)

PROGRAMME: MA in JOURNALISM & MASS COMMUNICATION

CBCS with Learning Outcome Based Curriculum

Academic years: 2020-22

{Approved in the Academic Council Meeting held on 12.01.2021}

{The Academic Year of 2020-21 was commenced on 24.01.2021 due to first wave of Covid-19 Pandemic}



ST. PHILOMENA'S COLLEGE (AUTONOMOUS) MYSORE
(AFFILIATED TO UNIVERSITY OF MYSORE)
PROGRAMME: M. A. IN JOURNALISM AND MASS COMMUNICATION
(For Candidates admitted during the Academic year 2020 -2021 onwards)

Preamble

Master of Arts in Journalism and Mass Communication started in the academic year 2013. The curriculum was regularly revised in the year 2015, 2018 and 2020. The new curriculum is learner centric and it is based on UGC guidelines. It is also in tune with the Vision and Mission of the college and the department. The present curriculum encompasses Programme objectives, programme outcomes, Course Objectives, Course Outcomes, Course Specific Outcomes, Teaching- Learning Process, Evaluation and Result Analysis, Technical support, sharing of resources by the media industry and Internship. The learning centric curriculum enables the faculty to improve every once in two years keeping in mind the demand of the industry as well society.

The student -centric curriculum is designed to meet the UGC guidelines consisting of Mandatory Hard Core papers, Elective Soft Core courses to equip the students with required knowledge and skills to build learner competencies and make them self- learners. The students will have academic mobility, flexibility and maximum utilization of Teacher's knowledge, studio and lab facilities.

The students have a choice to select electives from the pool of courses offered as mentioned below:

- Skill Enhancing Courses
- Ability Enhancing Courses
- Inter-disciplinary Courses
- Generic electives
- Self-Study electives

VISION AND MISSION OF THE COLLEGE

VISION:

The college is guided by the visionary zeal of providing value- based education to everyone irrespective of religion, caste, creed or sex by which the character is formed, intellect is explained and one can stand on his/her feet.

MISSION:

To transform young men and women who come to learn not from books, but also from life and to share the experience of working and playing together, which inculcates life skills to become good citizens with integrity and discipline.

VISION AND MISSION OF THE DEPARTMENT**VISION:**

To develop the department into a vibrant full-fledged knowledge centre for learning Journalism and Mass Communication to nurture creative thinkers who will drive positive global change.

MISSION:

1. To enable students to develop resilient, independent and socially adept young adults.
2. To continuously update curriculum in tune with emerging trends with interdisciplinary approach.
3. To enable students to explore, discover, create and grow as independent thinkers not mere memorisers.

PO No.	Programme Educational Objectives (PEOs)
PEO-1	PROFESSIONAL DEVELOPMENT To create a trans formative educational environment for students to develop professionally and ethically.
PEO-2	CORE PROFICIENCY To enhance the expertise of the students by teaching them nuances of journalistic and communication skills along with advertising, public relations, new media and allied fields to reach the masses.
PEO-3	TECHNICAL ACCOMPLISHMENTS To equip the students with the knowledge of audio-visual production aside technical know-how of printing technology.
PEO-4	PROFESSIONALISM To train the students to acquire the traits of communication, professional attitude, social responsibility and individual growth to meet the demands of the media industry.
PEO-5	LEARNING ENVIRONMENT To provide an environment for learning and to develop scientific temperament toward research, creativity, and leadership to face the world with confidence.

Mapping of Mission of the department with Programme Educational Objectives

Mission	Programme Educational Objectives (PEOs)
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	PEOs-1	PEOs-2	PEOs-3	PEOs-4	PEOs-5
M1				✓	
M2		✓			✓
M3	✓		✓	✓	✓

PO No.	Programme Outcomes (POs) Upon completion of the Programme the student will be able -
PO-1	To acquire knowledge essential to cope up with emerging trends in Journalism and Mass Communication. In-depth knowledge in reporting and editing for print media, electronic media, new media, advertising, public relations and allied fields.
PO-2	To equip himself to visualize and achieve excellence in knowledge of audio-visual production along with technical know-how of printing technology to be on par with dynamic global community.
PO-3	To acquire and develop scientific temperament towards research, creativity, and leadership to face the world with confidence
PO-4	To empower himself to acquire, demonstrate, articulate and value knowledge and skills that will support him to participate in and contribute to the global world.
PO-5	To train himself to acquire the traits of communication, professional attitude, social responsibility and individual growth to meet the demands of the media industry.

PSO No.	Programme Specific Outcomes PSOs Upon completion of the Programme the student will acquire -
PSO-1	The knowledge to remember journalistic terminologies, news writing structure, reporting and editing techniques for print media, electronic media and new media. He will also remember techniques of advertising, corporate communication, photography and other allied fields.
PSO-2	The knowledge to understand the traits of communication, develop professional attitude, social responsibility and individual growth to meet the demands of the media industry
PSO-3	The skills to apply towards advertising, Photography, Technical Writing, Freelancing, Media Research, Internship, New Media and Media Related Activities
PSO-4	Knowledge to analyze communication theories, editorials, laws of mass media, various advertisements, economics and management of media and data for research.
PSO-5	The expertise to critically evaluate available literary works, documentaries, films, public service advertisements and other audio & video productions
PSO-6	The skills to create advertisements, documentaries, short films, audios and write research papers & research projects

Mapping of Programme Educational Objectives with Program Outcomes and Programme Specific outcomes

Programme Educational Objectives	Program Outcomes					Program Specific Outcomes				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
PEOs-1					✓	✓	✓			
PEOs-2	✓		✓	✓		✓	✓			✓
PEOs-3		✓				✓				
PEOs-4			✓		✓		✓			
PEOs-5	✓		✓						✓	

New Course introduced

Sl. No	Semester	Module of the Course	Justification	Percentage of Change
	Third	Television News Production	To meet the requirement of Television Industry	100

Changes in the Syllabus

Sl. No	Semester	Module of the Course	Justification	Percentage of Change
1.	Third	<p>Media & Environment</p> <p>Module - 1 Man Eco – System and Culture ,Relevance of eco-education and mass media</p> <p>Module - 2 Citizens and community groups- Environment groups, scientists, corporations, business lobbyists Role of media in protecting the environmental ecology - communication strategies for ongoing campaigns, Environmental activism, Laws protecting environment</p> <p>Module - 3 Media depictions of nature - News production and the environment, Political economy – Gate keeping , Rise of alternative environmental media - newspapers – films - professional societies for environmental journalists</p> <p>Module – 4 Risk communication – Media reporting of risk, Environmental advocacy – Case studies, Green marketing and corporate campaigns</p>	<p>The whole course is re-structured to suit the media studies students. This will enable and sensitize students towards growing media attention on environment and related issue and prepare them for prospective jobs.</p> <p>To apply the concepts of media literacy in tackling growing menace of fake news. The course is re-structured to also address the growing trend of online journalism</p>	90
2.	Fourth	<p>Online Journalism</p> <p>Module - 1 Meaning, nature, characteristics, importance and tools of new media, Differences between online journalism and traditional media, Positives and negatives of online journalism Fake news and miss Information</p> <p>Module – 2 Digital story-telling formats - reporting, editing, content writing, and management, Content for different delivery vehicles - multi-media and interactivity, writing with</p>	To introduce the students to Online platform	90

		<p>hyperlinks, Trends in online journalism - India and global, Online journalism portals</p> <p>Module – 3 Nature, character and functions of participatory media, Importance of new media in opinion creation and social movement, Blogs as narratives, bloggers as journalists and opinionists Twitter and Facebook`s role as a voice to citizens</p> <p>Module – 4 Meaning and importance of media literacy in the contemporary world, Fact-checking</p>		
2.	First	<p>Development Communication</p> <p>Module – 1 Genesis of concept of development, Indicators of development, Models of development (Gandhian, Western, Eastern, Schumaker, Communist) Problems and issues in development</p> <p>Module – 2 Aspects of Development Communication, Development dichotomies – socio-economic gaps and its implications, Gap and its implications, gap between developed and developing societies, Paradigms in development communication - modernization paradigm - dependency paradigm - alternative development, Telecommunication for development sustainability and development communication, Diffusion of innovation history of diffusion research and development</p> <p>Module – 4 Communication planning and rural development in India, Media Assistance in Development, Development in the age of globalization, Digital divide and development</p>	To focus on development concepts in communication and human development. To inculcate nuances for writing development oriented stories.	80
		<p>Digital Audio Production</p> <p>Module - 1 The basic idea of sound, sound travel, sound waves and frequencies, Differences between analog and digital audio production, Purpose of digital audio production</p> <p>Module - 2 Pre- production, production, post-production and distribution, Generating story ideas for radio productions, preparing a basic script for radio production</p>	To give a logical and clear understanding of radio working, the whole course is re-structured accordingly	80

		<p>programs, planning and designing the use of sound effects, music, narration, and dialogue in a radio script, Trends and policies of the radio broadcasting industry</p> <p>Module - 3</p> <p>Microphones - different directional and types of microphones, operating audio production equipment, Operating digital audio equipment to conduct interviews and capturing, importing and transferring audio using various devices, Operating audacity and adobe audition digital audio software</p>		
	Third	<p>Media & Social Development</p> <p>Module -1</p> <p>Definition-nature and concept of development, Genesis of concept of development, Indicators of development Models of development (Gandhian, Western, Eastern, Schumaker, Communist) Problems and issues in development</p> <p>Module – 2</p> <p>Paradigms in development communication - modernization paradigm - dependency paradigm - alternative development, Media Assistance in Development, Digital divide and development, Writing development messages for rural audience; specific requirements of media writing with special reference to print, TV & Radio & Digital Medium, Case studies of communication support in agriculture & Rural Development</p>	To sensitize non-journalism students towards development & concepts and enhance their development oriented writing abilities.	50
3.		<p>Digital Graphic Design</p> <p>Module – 2</p> <p>Adobe Photoshop, Adobe Illustrator 2.3 Practical activity- visiting card, brochure, flyers, banners</p> <p>Module – 3</p> <p>Lines, shape, colour, form, value, texture, space. principles of design - pattern, contrast, emphasis, balance, proportion, harmony, Colour Theory - hue/value/saturation, primary colours, secondary colours, tertiary colours, complementary, monochromatic, Design Theory- composition, layouts, flow lines, ratios, Bitmap & vector Practical Activity – Logo, Corporate identity materials</p> <p>Module – 4</p> <p>Tools (Tools of tool Bar, Windows, Menu bar) in photoshop layers, Channels, Selection, Masking, Text/Character, Filters, Layer Styles, Photo Manipulation, Different</p>	The course is re-structured more systematically to ensure more hands-on-learning. This will also aim at meeting the growing demand for graphical representation in current industry.	40

		output formats for print, electronic media, and web etc.		
4.	Second	<p>Global Communication</p> <p>Module -2 Communication policies – South Asian Association for Regional Cooperation (SAARC), Brazil, Russia, India, China, and South Africa (BRICS), Association of Southeast Asian Nations (ASEAN)</p> <p>Module – 4 Collection and analyzing of Global news stories</p>	To focus on current changing of power structures and patterns of the world.	30
5.	Third	<p>Technical Writing Freelancing</p> <p>Module – 4 Freelancing for online media, Podcasting, Blogging & YouTube , Hands – on – activity related to online media freelancing</p>	To make students adept with growing use of online medium	30
6.	Second	<p>Media Law & Ethics</p> <p>Module -2 Right to information , Right to privacy The official secrets act 1923 & The copyright act, The contempt of court act and working journalists’ act</p> <p>Module - 3 Responsibilities of publisher</p> <p>Module – 4 Application of RTI, analyzing cases related to Acts</p>	To make students understand the growing usage of newer acts and also to sensitize them towards responsible journalism	30

7.	Third	Media Research Module – 1 Definition, nature and scope of media research, Types of research- pure and applied , Print, electronic & new media research Module – 4 Statistical tool for data analysis – Excel/SPSS	To systematically introduce students to Media Research addressing the need for growing platform for research statistical tools are also brought in within the purview.	20
8.	First	Foundation to Journalism & Mass Communication With addition of Professional organizations - Audit Bureau of Circulation, Press Information Bureau, Working Journalists Act, Network of Women in Media Module – 4 Module 2 is been divided into theories and models. Magic bullet theory is added	The syllabus is been re-organised to give a logical pattern. So that, a non-journalism students can understand the field and appreciate it.	20

Total Percentage of Change: 46% (Approximately)

Syllabus Applicable from 2020 to 2023

SL No	Subject Code	Q.P Code	Subject	Type HC/SC/OE	Credit Pattern L:T:P	Credits
First Semester						
1	A0210		Foundation Of Communication & Journalism	HC	4:0:0	4
2	A0220		Advanced Reporting and Editing	HC	4:0:0	4
3	AP210	NA	Reporting Editing and Desktop Publishing	HC (Practical)	0:0:8	4
Any One of the Following SC to be chosen						
4	AP220	NA	Any one of the Skill Enhancing Course from list A	SC (Practical)	0:0:8	4
5			Development Journalism	SC	4:0:0	4
6			Open Elective offered by other Departments	OE		4
Total Credits: 20 (HC: 12 SC:4OE: 4)						
Second Semester						

1	B0210		Global Communication	HC	4:0:0	4
2	B0220	NA	Digital Audio and Radio Production	HC (Practical)	0:0:8	4
3	B0230		Law and Ethics of Mass Media	HC	4:0:0	4
Any One of the Following SC to be chosen						
4	B0310	NA	Any one of the Ability Enhancing Course from list B	SC (Practical)	0:0:8	4
5	B0550		Interdisciplinary course from list E	SC	4:0:0	4
6			Open Elective offered by other Departments	OE		4
Total Credits: 20 (HC: 12 SC: 4 OE: 4)						
Third Semester						
1	CP210	NA	Any one of the Skill Enhancing Course from list A	SC (Practical)	0:0:8	4
2	C0210		Media Research	HC	4:0:0	4
3	C0220	NA	Digital Graphic Design	HC (Practical)	0:0:8	4
4	C0310	NA	Introduction to Corporate Communication and Advertising	HC (Practical)	0:0:8	4
Any one of the Following SC to be chosen						
5	C0320		Any one of the soft core course from list C	SC	4:0:0	4
6	C0330		Any one of the soft core course from list C	SC	4:0:0	4
Total Credits: 20 (HC: 16 SC: 4 OE: 0)						
Fourth Semester						
1		NA	Digital Video Production and Documentary/PSA Making	HC (Practical)	0:0:8	4
2	DP210	NA	Project Work	HC (Practical)	0:0:8	4
3	DP220	NA	Internship	HC (Practical)	0:0:8	4
4	DO310	NA	Any one of the Skill Enhancing Course from list A	SC	0:0:8	4
5		NA	Self- Study Course list F	SC (Practical)	0:0:2	2
		NA	Review of Literature List F	SC (Practical)	0:0:2	2
Total Credits: 18 (HC: 12 SC: 4 OE: 0 Self Study: 2)						
O. E Offered for Other departments						
Second Semester						
1	B0330		Any one of the open elective course offered to others departments from list D	OE	4:0:0	4
2	B0320		Any one of the open elective course offered to others departments from list D	OE	4:0:0	4
Total Credits (HC – 48 + SC -4 +AEC – 4 + SEC-12 + IDC -4+ SS – 2 + OE – 8)						82 (4)*

MOOC – 04*	
HC = Hard Core Course, SC = Soft Core Course, AEC = Ability Enhancement Course, SEC = Skill Enhancement Course, SS = Self Study, IDC = Interdisciplinary Course, OE = Open Elective/Generic	

Hard Core Theory –

1. Foundation of Communication & Journalism
2. Advanced Reporting & Editing
3. Global Communication
4. Law & Ethics of Mass Media
5. Media Research

Hard Core Practicals –

1. Reporting, Editing & Desktop Publishing
2. Digital Audio Production
3. Digital Video Production and Documentary/PSA Making
4. Digital Graphic design
5. Introduction to Corporate Communication & Advertising
6. Project Work
7. Internship

List A Soft Core Semester wise Skill Enhancing Course (SEC)						
Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	First	Photography	0	0	4	4
2	Third	Television News Production	0	0	8	4
3	Fourth	Online Journalism	0	0	8	4

List B- Soft Core Semester wise Ability Enhancing Course (AEC)						
Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	Second	Technical Writing & Freelancing	0	0	8	4

List C- Soft Core Semester wise theory						
Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	First	Development Journalism	4	0	0	4
2	Third	Media Economics and Management	4	0	0	4
3	Third	Media and Environment	4	0	0	4

List D- Soft Core Semester wise Generic (Open Elective)						
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Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	Second	Film Appreciation	4	0	0	4
2	Second	Media and Democracy	4	0	0	4

List E- Soft Core Semester wise Inter Disciplinary course						
Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	Second	Media and Social Development	4	0	0	4
2	Second	Media and Democracy	4	0	0	4

List F- Soft Core Semester wise Self Study Course						
Sl. No.	Semester	Title of the paper	L	T	P	Credits
1	Fourth	Print and Electronic Media related studies	0	0	4	2
2	Fourth	Review of Literature	0	0	4	2
3	Fourth	Online Media related studies	0	0	4	2

FIRST YEAR SEMESTER – I

Course Title	Foundation to Journalism & Mass Communication (HC)						
Course Type	Hard Core	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course objectives on completion of the course the student will be able to						
CO-1	Understand meaning and scope of the field of journalism & mass communication						
CO-2	Appreciate basics of mass communication as a subset of human communication and apply communication to build relationships in the society						
CO-3	Be cognizant with communication theories and principles						
CO-4	Acknowledge the importance of the concepts of socio-psychological perspectives of Communication						
Mapping of CLOs with PSOs & CLDs Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to			PSOs Addressed		CLDs	
CLO-1	Understand the scope and objectives of journalism and mass communication			PSO 1 & PSO-2		Remember & Understand	

CLO-2	Appreciate basics of mass communication as a subset of human communication and apply communication to build relationships in the society	PSO-4	Analyze
CLO-3	Conceptualize the theories of communication	PSO-2	Understand
CLO-4	Evaluate media concepts	PSO-5	Evaluate
CLO-5	Integrate concepts of communication theories to that of recent phenomenon of the society	PSO-6	Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Journalism Definition & Concepts	14 hrs.
	<p>1.1 Nature, scope, Journalism as profession, Qualifications of a Journalist, Duties of a Journalist, responsibilities of a Journalist</p> <p>1.2. Characteristics of mass media, categorization of media & medium</p> <p>1.3. Print Media - newspaper, magazine, Broadcast Media - radio, TV, cinema, out-of-home, Interactive media</p> <p>1.4. Journalistic Terminologies - banner, beat, by-line, circulation, readership, box story, column, copy, credit line/byline, inverted pyramid, dateline, deadline, editorial, feature story, five W's 1 H, libel, slander, soft news, hard news, crop, masthead, morgue, stringer</p>	
	<i>Key words- Understanding Journalism Concepts & Principles</i>	
2.0	Communication: Definition & Concepts	14 hrs.
	<p>2.1 Definition, nature and scope of communication, process, functions of communication</p> <p>2.2 Kinds/levels of communication, intra - personal communication, inter- personal communication, group communication, verbal, non-verbal, grapevine, mass communication</p>	
	<i>Key words- Understanding Concepts & Principles of Communication</i>	
3.0	Communication Models & Professional Organizations:	18 hrs.
	<p>3.1 Elements of Communication, linear models, interactive model, transactional model.</p> <p>3.2 Shannon and Weaver Model, Lasswell Model, Osgood & Schramm Model, Dance's Helical Model, New Comb's ABX Model</p> <p>3.3 Professional organizations - Audit Bureau of Circulation, Press Information Bureau, Working Journalists Act, Network of Women in Media</p>	
	<i>Key words- Understanding Models & Media Professional Organizations of communication</i>	
4.0	Mass Communication Theories	18 hrs.

	<p>4.1 Hypodermic Needle or Magic Bullet, Cognitive Dissonance, Uses & Gratification, Diffusion of Innovation, Cultivation Approach, Agenda Setting</p> <p>4.2 Four theories of press</p> <p>4.3 Preparing students for oral and written communication skills by giving class exercises.</p>	
	Key words- Understanding and apply media system theories	

Note: Course content involves 80% of Theory and 20% of Practical

Practical Activities

- Each student have to visit library and read newspaper/books everyday
- To differentiate between soft news & hard news
- Identifying various features of a newspaper
- Each student should take turn and prepare a 5 minute note on current event and should present it to the class everyday
- Student should write a small research paper on the subject assigned to him/her by the faculty
- Student missing out on presentation, late submission of the class activity/project will not be considered for evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass communication	KevalJKumar	Jaico	4 th	1994
2	Introduction to Mass Communication	Stanley J. Baran	New York: McGraw Hill.	2 nd	2002
3	Communication	C.S.Rayadu	Himalaya Publishing House, Mumbai	9 th	2010
4	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
Recommended books					
4	Understanding Mass Communication	Melvin L DeFluer and Sandra J Ball	Boston: Houghton Mifflin.	7 th	1994
5	Mass Communication: An Introduction.	John R. Bitner	New Jersey: Prentice Hall.	5 th	1989

6	Communication Models for the Study of Mass Communication	Denis McQuail & Sven Windahl	Singapore: Longman Publications	2 nd	1981
7	Theories of Mass Communication	Uma Narula	Har-Anand Publications Pvt. Limited	2 nd	2001
8	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
9	Media, Communication & Culture Studies	Compilation of articles by Sage	Sage Publication	1 st	2019
10	Gender & Diversity Representation in Mass Media	Gülşah Sarı	Bolu Abant İzzet Baysal University, Turkey	1 st	2020

Course Title	Advanced Reporting and Editing (HC)						
Course Type	Hard Core-Theory	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15		30 Marks		100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Understand the scope and objectives of reporting and editing						
CO-2	Learn the techniques of reporting						
CO-3	Equip themselves with the principles of editing						
CO-4	Understand the concepts of editorial, newspaper design and layout						
Mapping of CLOs with PSOs & CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs				

CLO-1	Understand the scope and objectives of reporting and editing	PSO-1 & PSO -2	Remember & Understand
CLO-2	Analyze the techniques of reporting	PSO-4	Analyze
CLO-3	Conceptualize with the principles of editing	PSO-3	Apply
CLO-4	Developing skill for editorial, article, interview, feature and column writing.	PSO-6	Create
CLO-5	Design and layout the newspaper page by understanding the principles of page makeup	PSO-6	Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Meaning, Nature & Techniques of Reporting	14 Hrs
	<p>1.1 Basics of reporting- news; definition, elements, sources and types</p> <p>1.2 Lead and Body – types of lead, structure of news</p> <p>1.3 Tools of News Gathering</p> <p>1.4 Types and techniques of reporting</p> <p>1.5 Types of report writing- crime, speech, sports, accidents , reporting legislature, investigative reporting and interview</p> <p>Key words- Understanding the Techniques, scope & objectives of Reporting</p>	
2.0	Principles of Editing	14 Hrs
	<p>2.1 Rewriting different copies – computer editing-style sheet</p> <p>2.2 Techniques of Headline Writing – news and feature headlines</p> <p>2.3 Types and functions of headlines</p> <p>Key words- Understanding the Principles of Editing</p>	
3.0	Editorials	18 Hrs
	<p>3.1 Function, principles, types</p> <p>3.2 Letters to the editor, columns, articles and features</p> <p>Key words- Understanding the concept of editorial</p>	
4.0	Newspaper Design and Layout	18 Hrs

	4.1 Computer Page Makeup - principle & techniques of page makeup 4.2 Picture editing and caption writing 4.3 Writing, editing and page designing exercises	
	Key words- Understanding Newspaper Design and Layout	

Note: Course content involves 80% of Theory and 20% of Practical

Practical Activities: Each student has to take up following practical exercises assigned by the concerned teacher;

- Write headlines for the news stories provided
- Each student has to write seven different types of news stories
- Two editorials & two letters to the editor
- Two types of features
- Captions for the photographs provided
- Two interviews of known personalities
- Leads to the news stories provided
- Editing the reports provided
- Designing three front pages of newspapers

Reference Book

Sl.No	Title of the book	Authors	Publisher	Edition	Year of Plication
1	News Reporting	B N Ahuja& S SChhabra	Surjeet publications	1 st	2001
2	News Reporting & Editing	K M Shrivastava	Sterling publications		1987
3	Here is the news	RangaswamyParthasarathy	Sterling publications		1994
4	Communication and Development ; A Critical Perspective	Evert Rogers			
5	Interpretative Reporting	D McDougal	Collier MacMillan publications		
6	Professional Journalism	John Hohenberg	Holt Rinehart publications		
7	The Art of Editing	P.K.Baskette and JizSissors	Collier MacMillan publications		1986
8	News Editing	Bruce Westley	Houghton Mifflin publications		1972
9	News Headlines	Harold Evans	Butterworth-Heinemann		1974

			publications		
10	Newspaper Design	Harold Evans	Butterworth-Heinemann publications		1974
Rcommended Books					
1	News reporting & Editing	RangaswamyParthasarathy	Sterling publications		1974
2	Communication for Development in the Third World	Srinivas R Melkote	Sage Publications, New Delhi	1 st	2001
3	India's information revolution	M Rogers and Ana AravindSinghlal	Sage Publications, New Delhi,	1 st	1989
4	Development Communication	B N Ahuja	Surjeet Publications		
5	Principles and Techniques of Journalism	B N Ahuja& S SChhabra	Surjeet publications	1 st	2013

Course Title	Reporting Editing and Desktop Publishing (HC)						
Course Type	Hard Core-Practical	Total Hours	64 hrs	Hours/Week	8	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Understand the working structure and nature of the newspaper						
CO-2	Apprehend the key strategy of news/information gathering						
CO-3	Understand dexterity of the news reports and feature writing for the newspaper						
CO-4	Appreciate and apply the techniques of newspaper photography						
CO-5	Use professional software for newspaper layout						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs)On completion of the course the students will learn to			PSOs Addressed	CLDs		
CLO-1	Write news/story and feature for the newspaper			PSO-6	Create		
CLO-2	Apply key strategies of the news gathering			PSO-3	Apply		

CLO-3	Edit, proof-read & design the page	PSO- 3 & PSO-6	Apply & Create
CLO-4	Design and layout of the newspaper page by understanding the principles of page makeup	PSO-2 & PSO 6	Understand & Create
CLO-5	Exercise basic techniques of photo editing such as cropping, trimming, and boiling.	POS-6	Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Newspaper	14 Hrs
	<p>1.1 Unique characteristics and differences between Newspaper, Magazine, Tabloid, House journal, and newsletter</p> <p>1.2 Newspaper working hierarchy, bureau, special correspondent</p> <p>1.3 Dateline, imprint line and folio line</p> <p>1.4 Registrar of the Newspapers for India, Audit Bureau of Circulation, Indian Readership Survey</p>	
2.0	News/Information collection and writing for newspaper	16Hrs
	<p>2.1 Research, gathering information from different events/programs/ various beats like college programs, political beat, cinema beat, crime, city beat etc.,</p> <p>2.2 Writing the reports/ special stories/ features, infographics and package writing based on place/field/event visit/ etc.,</p> <p>2.3 Interviews for newspaper</p>	
3.0	Newspaper Structure	14 Hrs
	<p>3.1 Front Page, back page, edition, editorial, state, national, sports, commerce, weather report pages and their contents.</p> <p>3.2 Supplementary and special issues</p> <p>3.3 News alignment structure for different pages, box item special story designing, cartoons, graphic images and line drawing/ line art</p>	
4.0	Print Design & Layout	20 hrs
	<p>4.1 Planning and layout- dummy, copy fitting, total design page</p> <p>4.2 Organizers – grids, columns, gutters & margins</p> <p>4.3 Headline- headline alignment, types of headlines, subheads, and cross-head, highlight points, bullet, quotes,teaser and sidebar</p> <p>4.4 Using Font Families - type style, type weight choosing</p> <p>4.5 Type-faces- body text choice, display text choice</p> <p>4.6 Type Alignment- type size, alignment, kerning and tracking, word spacing, paragraph spacing, tabs and indents, line spacing, special effects</p> <p>4.7 Editing Photo for newspaper- picture editing and placements, captions/cut lines, standalone photos</p> <p>4.8 Newspaper Designing Softwares - Adobe PageMaker/InDesign, Photoshop</p>	

Note: Course content involves 20% of Theory and 80% of Practical

Practical Activities

- Student has to work as a team to publish Department Newsletter ‘**New Rise**’
- Each student has to contribute article/news/interview/story to the department newsletter
- Student shall personally attend the event and collect news and prepare a news report on his/her own. Newspaper clippings are not acceptable for evaluation. The news reports shall be the original work of the students
- Student shall personally and individually interview atleast one newsworthy personality and prepare an interview story in the question and answer format along with a photograph of the interviewee
- Student shall personally and individually prepare atleast one Feature story
- Student is required to publish one letter to the editor in any registered newspaper or magazine
- Editorial writing – Student is required to write one editorial on any important and current newsworthy topic. It shall be the original work of the student.
- Student shall publish article/ feature story in any registered newspaper
- The newsletter publishing activity will continue for all the four semesters, hence each student should contribute respectively
- Student writing and publishing activities for the period of two years will be considered in the last semester for Two Credits

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Effective Editing : A practical handbook to develop good editing skill	Halan, Y, C.	Sterling Publishers Ltd, New Delhi	1 st	2009
2	Journalism – Who, What, When, Where, Why and how,	Stoval, James Glen	Pearson Education inc., New Delhi		2005
3	Mass Communication: Principles and Concepts	Hasan, Seema	CBS Publishers & Distributors Pvt Ltd, New Delhi	2 nd	2013
4	News Headlines	Harold Evans, Butterworth	Heinemann publications	1 st	1974
5	Newspaper Design	Harold Evans, Butterworth	Heinemann publications	1 st	1974
6	Newspaper Layout and Design: A Team Approach	Daryl R. Moea	Iowa State University Press;	3rd	1995
7	Designing the Editorial Experience: A	Sue Apfelbaum		1 st	2014

	Primer for Print, Web, and Mobile				
Recommended Books					
1	Newspaper Journalism	Peter Colr and Tony Harcup	Sage	1 st	2010
2	Writing feature Stories	Matthew Ricketson	Matthew Ricketson	1 st	2004
3	Designing News: Changing the World of Editorial Design and Information Graphics	Francesco Franchi		1 st	2013
4	Newspaper Design: Editorial Design from the World's Best Newsrooms	Gestalten		1 st	2018
5	News Reporting & Editing	K M Shrivastava	Sterling publications	1 st	1987

Course Title	Photography (SC)						
Course Type	Hard Core	Total Hours	64	Hours/Week	08	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives on completion of the course the student will be able to
CO-1	Understand the scope of photography as a profession
CO-2	Learn the settings and techniques of photography
CO-3	Equip themselves to handle high end and low-end cameras
CO-4	Understand different types of photography and workflow

Mapping of CLOs with PSOs & CLDs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.

CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
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CLO-1	Understand the importance of photography	PSO-2	Understand
CLO-2	Understand the difference between analogue and digital photography	PSO-2	Understand
CLO-3	Conceptualize the techniques of light	PSO-3	Apply
CLO-4	Understand the concept of product photography, event photography & modeling photography	PSO- 2, PSO-3 & PSO -6	Understand , Apply & Create
CLO-5	Design and layout a Portfolio with their own works	PSO-6	Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Understanding the basics	14 hrs.
	<p>1.1 Development of photography, The digital image revolution, Digital Camera, working of digital camera and its parts, advantages of DSLR over traditional film camera</p> <p>1.2 Image sensors - CCD (Charged Coupled Device) and CMOS (Metal–Oxide–Semiconductor), image sensor sizes, dynamic range</p> <p>1.3 Digital image- pixels, resolution, frame size, image formats</p> <p>1.4 Specialized accessories for camera</p> <p><i>Key words- Understand the digital photography</i></p>	
2.0	Understanding Camera Lens and Basic Settings	14 hrs.
	<p>2.1 Normal, telephoto, wide and special purpose lenses like zoom lens, fish eye, macro lens, camera parameters</p> <p>2.2 Understanding Focal length- aperture , angle of vision, depth-of-field, focus, shutter speed and ISO settings</p> <p>2.3 Co-relations among parameters - Aperture, shutter speed, ISO and Manual & Auto settings</p> <p><i>Key words- Understanding camera parameters</i></p>	
3.0	Understanding Screen grammar	18 hrs.
	<p>3.1 Head room, lead room, nose room, close up, long shot, mid shot</p> <p>3.2 Basics of composition- Understanding the intent, choosing a centre, selecting the orientation, the rule of thirds, framing and balance</p> <p>3.3 Understanding lines - straight, horizontal, converging, diagonal and curved</p> <p>3.4 Lighting -natural and artificial light, short and broad light, side light, front light, back light</p> <p><i>Key Words: Understanding Screen grammar and Lighting</i></p>	
4.0	Understanding types of Photography and its techniques	18 Hrs

	4.1 Indoor & Outdoor photography – Landscape - Mountains, sunsets and sunrises, sea and water scenes, snow scenes, Profile/candid and Sports photography 4.2 Basic Photo editing - hands-on-activity	
	Key Words: Understanding types of Photography and its techniques	

Note: Course content involves 20% of Theory and 80% of Practical

Practical Activities

- Student shall individually select any one photograph published in any newspaper in that respective week and prepare a one paragraph review on it
- Student shall individually prepare an album with five product photograph in studio light setup
- Student shall individually prepare an album with ten human portraits in outdoor light setup
- Student shall individually prepare an album with twenty street life photographs with captions, from which a selected work will be published on the department notice board
- Students shall individually prepare an album which narrates a simple tale in five photographs
- Student shall individually prepare a photo essay on a socially relevant subject
- Each student shall individually prepare a portfolio by selecting twenty five photographs from personal works
- Each student has to contribute photographs to the department newsletter which continues for all four semesters

Reference Book

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Advance Photography	M. Langford	Focal press	5th	1989
2	Applied depth of field	Alfred A. Blaker	Focal Press	2nd	1985
3	Landscape photography	H. Angel	Eastman Kodak Co	1st	1987
4	Visual aids and photography in education	Langford	Focal Press	5th	1973
5	Applied photography,	Chistopher R. Arnold, Peter J. Rolls	Focal Press	4th	1971

Recommended Books

1	The focal Encyclopedia of photography	Focal	Routledge	4th	2017
2	Manual of photography	Ralph E. Jacobson, Geoffrey G, S.F. Ray	Focal Press	1st	1983

3	Fundamentals of photography	Paul Edward Boucher	D. Van Nostrand Company, Incorporated	2nd	1947
5	Principles and A Guide to Night Photography	Alan Hess	Rocky Nook	2nd	2017

Course Title		Development Communication (SC)					
Course Type	Hard Core-Theory	Total Hours	64	Hours/Week	08	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives On completion of the course the student will be able to						
CO-1	Understand various development concepts in communication						
CO-2	Identify development stories and to write development oriented stories						
CO-3	Be conversant with various dimensions of development and communication for social change						
CO-4	Focus on contemporary development concerns, advocacy and communication for sustainable social change with gender sensitivity						
CO-5	Orient and enhances the capacity in participatory methodologies and innovative communication techniques.						
Mapping of CLOs with PSOs & CLDs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to			PSOs Addressed		CLDs	
CLO-1	Understand principles of development communication			PSO-2		Understand	
CLO-2	Appropriate skill sets & take up positions in development agencies, media houses, corporate engaged in social responsibility initiatives and market research organizations			PSO-2, PSO -3 & PSO -5		Understand, Apply & Evaluate	
CLO-3	Develop the communication material in media like print, radio and TV with understanding of other folk media like puppetry, theatre, etc. for effective communication			PSO-3 & PSO - 6		Apply & Create	
CLO-4	Participate in development communication processes and programme management			PSO-3		Apply	

CLO-5	Monitor media, audience segmentation and create responses	PSO-6	Create
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Modules	Proposed Course Content/ syllabus	Duration
1.0	<p>Introduction to Development Communication</p> <p>1.1 Definition-nature and concept of development</p> <p>1.2 Genesis of concept of development</p> <p>1.3 Indicators of development</p> <p>1.4 Models of development (Gandhian, Western, Eastern, Schumaker, Communist) Problems and issues in development</p>	12 hrs.
	<p><i>Key words- Understanding Concepts, Models & Issues of Development communication</i></p>	
2.0	<p>Aspects of Development Communication</p> <p>2.1 Development dichotomies – socio-economic gaps and its implications</p> <p>2.2 Gap and its implications, gap between developed and developing societies</p> <p>2.3 Paradigms in development communication - modernization paradigm - dependency paradigm - alternative development</p> <p>2.4 Telecommunication for development sustainability and development communication</p> <p>2.5 Diffusion of innovation history of diffusion research and development</p>	18 hrs
	<p><i>Key words- Understanding aspects of Development communication & its paradigm</i></p>	
3.0	<p>Development Communication Planning & Strategies</p> <p>3.1 Decentralization, Panchayat Raj Institutions and communication.</p> <p>3.2 Social, cultural and economic barriers</p> <p>3.3 Writing development messages for rural audience; specific requirements of media writing with special reference to print, TV & Radio</p> <p>3.4 Case studies of communication support in agriculture & Rural Development</p>	16 hrs.
	<p><i>Key words- Understanding effective working of democratic decentralization</i></p>	
4.4	<p>Development Communication Perspective</p>	18 hrs.
	<p>4.1 Communication planning and rural development in India</p> <p>4.2 Media Assistance in Development</p> <p>4.3 Development in the age of globalization</p> <p>4.4 Digital divide and development</p> <p>4.5 Collection and analyzing of International development stories</p>	

<i>Key words- Understanding development from various perspectives</i>
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Note: Course content involves 80% of Theory and 20% of Practical

Practical Activities

- Each student has to visit library and read newspaper/books everyday
- Identifying various development news reports/features in a newspaper
- Discussion on national events affecting India
- Student shall critically analysis government's development policy
- Field visit to local slum/rural area and analyze the role of media in development
- Student should write a small research paper on the subject assigned to him/her by the faculty
- Student missing out on presentation, late submission of the class activity/project will not be considered for evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1.	Communication for Development in the Third World: Theory and Practice	<u>Srinivas R. Melkote, H. Leslie Steeves</u>	California : Sage Publications	5 th	1991
2.	India's information revolution	<u>Arvind Singhal, Everett M Rogers</u>	SAGE Publications	illustrated	1989
3.	Designing Messages for Development Communication: An Audience Participation-Based Approach	Bella Mody	SAGE Publications	illustrated	1991
4.	Development Communication: Theory and Practice	Uma Narula	HarAnand Publications	-	2007

Recommended Books

1.	Diffusion of Innovation	Everett M Rogers	Simon & Schuster	5 th	2003
2.	Folk Media For Development - A Study Of Karnatakas Traditional Media	N. Usha Rani	<u>Karnataka Book Publishers</u>	1 st	-
3.	Methods for Development Work and Research; A New Guide for Practitioners	<u>BrithaMikkelsen</u>	New Delhi: Sage Publications	2 nd	2002

4.	Evaluating Development Programmes and Projects	Reidar Dale	New Delhi : Sage Publications	2 nd	2004
5.	Communication for Development and Social Change	<u>Jan Servaes</u>	New Delhi : Sage Publications	1 st	2008
6.	Status of Girls in Development Strategies	<u>NeeraKuckrejaSohoni</u>	New Delhi, HarAnand Publications	1 st	1994
7.	Training for Development	<u>Rolf P Lynton</u> &UdaiPareek	SAGE India	3 rd	2011
8.	Development Planning: The Indian Experience	<u>ChakravartySukhamoy</u>	New Delhi: Oxford Publishers.	1 st	1998
9.	Development Communication Sourcebook- Broadening the boundaries of communication	Paolo Mefalopulos	The World Bank	-	2008

SECOND SEMESTER

Course Title	Global Communication (HC)							
Course Type	Hard Theory	Core-	Total Hours	64	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	10	
		External	Duration	C3	03Hrs	70 Marks	0	
COURSE OBJECTIVES (COs)								
CO No.	Course Objectives On completion of the course the student will be able to							
CO-1	Understand wider and global perspectives of media							
CO-2	Understand global media organizations along with main ownership patterns across the globe							
CO-3	Acquire comprehensive knowledge and understanding of issues and trends emerging in the context of Global Media & Communication							
CO-4	Grasp and apply information technologies in intercultural and international communication							
Mapping of CLOs with PSOs & CLDs								
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.								
CLOs	Course Learning Outcomes (CLOs) on completion				PSOs		CLDs	

No.	of the course the students will learn to	Addressed	
CLO-1	Understand media in global perspective in news and other programmes	PSO-2	Understand
CLO-2	Analyze Indian media vis-à-vis- world media on issues & trends	PSO-4	Analyze
CLO-3	Conceptualize the importance of intercultural & intra-cultural communication	PSO-3	Apply
CLO-4	Evaluate and understand media news flow from global perspective	PSO-5	Evaluate
CLO-5	Integrate concepts of new communication technologies in redefining the global communication	PSO-6	Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Global Communication (GC)	16 Hrs
	1.1. Meaning, nature & scope, GC as a field of study, media in the global context	
	1.2. Information and Power	
	1.3. Global news agencies 1.4. Directionality of news flow	
	<i>Key words- Understanding Concepts & News Flow</i>	
2.0	Media Economics	14 Hrs
	2.1 Media in the economic context	
	2.2 Free flow to free trade	
	2.3 Communication policies – South Asian Association for Regional Cooperation (SAARC), Brazil, Russia, India, China, and South Africa (BRICS), Association of Southeast Asian Nations (ASEAN), United Nations Educational, Scientific and Cultural Organization (UNESCO) and International Telecommunication Union (ITU)	
	<i>Key words- Understanding Concept of Global media economies</i>	
3.0	Media Ownership & Content	16 hrs.
	3.1 Media Ownership- regulation of ownership and control	
	3.2 Possibilities of pluralities in ownership	
	3.3 Content and programming in world media and content. 3.4 Distinguishing the local, regional and global media content	
	<i>Key words- Understanding media ownership pattern & programming content</i>	
4.0	Media in Sociological context	18 hrs.

	4.1 Media in sociological context- relevance of cultural diplomacy 4.2 Dynamics of inter community relations 4.3 Principles of international cooperation 4.4 New media transgressing borders 4.5 Collection and analyzing of Global news stories	
	<i>Key words- Understanding relevance of cultural diplomacy & new media</i>	

Note: Course content involves 80% of Theory and 20% of Practical

Practical Activities

- Identifying various international news reports/features
- Discussion on national/international events affecting India
- Student shall critically analyse government's foreign policy
- Student should write a small research paper on the subject assigned to him/her by the faculty
- Student missing out on presentation, late submission of the class activity/project will not be considered for evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1.	An Introduction to Intercultural Communication: Identities in a Global Community	Fred. E. Jandt	New Delhi: Sage Pub. India Pvt.	9 th	2017
2.	International Communication	Yahya R. Kamalipour	New York: Fraklin Media,	3 rd	2019
3.	International Communication Continuity and Change	Daya Krishna Thussu	Bloomsbury	3 rd	2018
4.	Transnational Media and Third World Development; The Structure and impact of Imperialism,	William Meyer	Praeger Publishers Inc	1 st	1988

Recommended Books

1.	Cross-Cultural and Intercultural Communication	William B. Gudykunst	New Delhi: Sage Pub. India Pvt.	1 st	2003
2.	Global Glasnost; Toward a New World Information and Communication Order	Johan Galtung & Richard C. Vincent	N J: Hampton Press.	1 st	1992

3.	Global Networks; Computers and International Communication,	Linda M. Harasim	New York, Longman.	2 nd	2003
4.	International Communication	Yahya R. Kamalipour	New York: Fraklin Media,	3 rd	2019
5.	Alternative Media; Linking Global to the Local.	Lewis Patrica	Paris, UNESCO Publications.	-	1993
6.	Global Media, Neo-liberalism and Imperialism.	Robert McChesney	Madison, WI; University of Wisconsin Press.	-	2001
7.	The Globalization of News	Oliver Boyd-Barrett	Sage Publication Limited	1 st	1999
8.	Many Voices, One World	Sean MacBride	Oxford & IBH	-	1982.

Course Title	Digital Audio and Radio Production						
Course Type	Hard Core	Total Hours	64	Hours/Week	8	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives On completion of the course the student will be able to						
CO-1	Understand the differences between analogue and digital audio production						
CO-2	Know the three-stage of digital audio production						
CO-3	Appreciate the radio programme production						
CO-4	Attain knowledge on script writing for different radio genres						
CO-5	Develop skills for handling technical equipment						
CO-6	Use digital audio production software						
Mapping of CLOs with PSOs & CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to				PSOs Addressed	CLDs	
CLO-1	Understand the differences between analogue and digital audio production				PSO 1 & PSO-2	Remember & Understand	
CLO-2	Execute the three-stage of digital audio production				PSO-6	Create	
CLO-3	Write script and edit the same for radio				PSO-6	Create	

CLO-4	Handle technical equipment with regards to radio production	PSO-3	Apply
CLO-5	Use the required professional software	POS-3 & PSO-6	Apply & Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Digital Audio Production	14 Hrs
	1.1 The basic idea of sound, sound travel, sound waves and frequencies 1.2 Differences between analog and digital audio production 1.3 Purpose of digital audio production	
2.0	Stages of Radio Production	16 hrs
	2.1 Pre- production, production, post-production and distribution 2.2 Generating story ideas for radio productions, preparing a basic script for radio production programs, planning and designing the use of sound effects, music, narration, and dialogue in a radio script. 2.3 Trends and policies of the radio broadcasting industry	
3.0	Equipment Operation, Skills and Concepts	16 hrs
	3.1 Microphones - different directional and types of microphones operating audio production equipment 3.2 Operating digital audio equipment to conduct interviews and capturing, importing and transferring audio using various devices 3.3 Operating audacity and adobe audition digital audio software	
4.0	Practical	18 hrs
	4.1 Radio news bulletin, radio advertisement, radio programmes and radio jockey	

Note: Course content involves 20% of Theory and 80% of Practical

Practical activities

1. Each student has to produce at least one radio Programme/News Bulletin.
2. The radio programme done by the each student will be compiled as one or few programmes, hence, each student has to work as a team to produce this programme.
3. Pre-Production work has to be approved by concerned faculty before going to the production.
4. Student need to book the studio/equipment 10 days prior to production.
5. Late submission of the project will not be considered for evaluation.

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1 st	2017

2	Audio production worktext	David e. Reese Lynne s. Gross Brian gross	Elsevier	6 th	2009
3	PC Audio Editing	Roger Derry M.I.B.S.	Focal Press	2 nd	2003
4	Android Studio New Media Fundamentals	Wallace Jackson			2015
5	Radio in Small Nations	Richard J. Hand and Mary Traynor	University of Wales Press	1 st	2012
Recommended Books					
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1 st	2017
2	Radio Production	Robert McLeish		5 th	2005
3	Reality Radio	John Biewen, Alexa Dilworth, coeditor	<i>The University of North Carolina Press Chapel Hill</i>	1 st	2010
4	Audio Production Worktext: Concepts, Techniques, and Equipment	David Reese, Lynne Gross, Brian Gross	Focal Press	1 st	2009
5	Audio Mastering: The Artists: Discussions from Pre-Production to Mastering	Russ Hepworth-Sawyer, Jay Hodgson	Routledge	1 st	2019

Course Title	Law and Ethics of Mass Media (HC)						
Course Type	Hard Core	Total Hours	64	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03 Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Understand the scope and objectives of Media law and ethics						
CO-2	Learn different types of press laws						

CO-3	Apply the procedure to start a newspaper
CO-4	Analyze the working of Press Council and broadcasting regulations
Mapping of CLOs with PSOs &CDLs	
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course	

CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand the scope and objectives of Media law and ethics	PSO-1 & PSO -2	Remember & Understand
CLO-2	Apply different laws connected to media	PSO-3	Apply
CLO-3	Apply the procedure to start a newspaper and learn responsibilities of a publisher	PSO-3	Apply
CLO-4	Analyze the working of Press Council of India and application of press laws in their work	PSO-3 & PSO -4	Apply & Analyze
CLO-5	Evaluate the Laws relating to Broadcasting – Telecasting and Advertisement in India	PSO-5	Evaluate

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Media Law & Ethics	14 hrs
	1.1 Freedom of Speech and Expression 1.2 Freedom of Press in India	
2.0	Media Laws	16 hrs
	2.1 Law of Defamation, sedition, obscenity 2.2 The film censorship 2.3 The law of parliamentary privileges 2.4 Right to information 2.5 Right to privacy 2.6 The official secrets act 1923 & The copyright act 2.7 The contempt of court act and working journalists' act	
3.0	Publication Registrations	18 hrs
	3.1 The press and registration of book act 3.2 Procedure of newspaper registration & RNI 3.3 Responsibilities of publisher	
4.0	Legal Boards	
	4.1 Press Council of India 4.2 Prasara Bharathi	20 hrs

	<p>4.3 Laws relating to broadcasting – telecasting and advertisement in India</p> <p>4.4 Practical component- application of RTI, analyzing cases related to above Acts</p>	
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Note: Course content involves 80% of Theory and 20% of Practical

Practical activities

Each student has to take up following practical exercises assigned by the concerned teacher;

- Preparing an RTI application
- Refer, summarize and present at least one case study related to any of the above laws by each student in the class

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Law and the Media- An Everyday Guide for professionals	B N Ahuja & S S Chhabra	Surjeet Publications	1st	2005
2	Media and Ethics	S.K. Aggarwal	Shipra Publications		2010
3	Media Laws In India : A Brief Observation	Akash Kamal Mishra	Xpress Publishing	1st	2018
4	Press and the Law	An Grover	Notion Press	1st	2020
3	Mass Media Laws and Regulations in India	VenkatIyer	India Research Press	1st	2000
4	Media and Ethics –	S.K. Aggarwal	Shipra Publications		2010
5	The law of journalism and mass communication	Robert Trager		1st	2005
6	Press and the Law	An Grover	Vikas Publishing House Pvt. Ltd.	1st	1991
7	Handbook of Journalism and Mass	VirBalaAgarwal	Lexis Nexis		2010

	Communication				
8	Law of the Press	Durga Das Basu	Lexis Nexis Butterworths&Wadhwa	5 th	2010
Recommended Books					
2	Media Law and Ethics	M. Neelamalar			
3	Mass Communication in India	Keval J Kumar	Jaico publications, New Delhi	4th	2010
4	Mass Communication Principles and Concepts	SeemaHasan		2nd	
5	Law , Ethics and Mass Media	Sebastian Paul	Lexis Nexis	3rd	2015

Course Title	Technical Writing & Freelancing (SC)						
Course Type	Soft Core- Practical	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives On completion of the course the student will be able to
CO-1	Understand the scope of technical writing as a profession
CO-2	Learn the overview of technical writing process
CO-3	Equip themselves to be freelancers
CO-4	Understand different workflow of freelancer and professional journalist

Mapping of CLOs with PSOs &CDLs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand Technical writing and its formats	PSO-1 & PSO -2	Remember & Understand
CLO-2	Understand the process of generating a technical document as a team	PSO-2	Understand
CLO-3	Conceptualize the techniques of writing in documentation and journalism	PSO-3	Apply

CLO-4	Apply the concept of freelancing and new methods of generating content	PSO-3	Apply
CLO-5	Design and layout a product-based documents	PSO-6	Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to technical writing 1.1 Overview of the technical writing process- doc plans, outlining 1.2 Establishing style guidelines 1.3 Terminology, 1.4 Examining legacy documentation, editorial checklists, indexing, production edits	16 hrs.
	<i>Key words- Introduction to Technical Writing</i>	
2.0	Understanding Basics of Writing	16 hrs.
	2.1 Types of content interface information - Reference information, conceptual information, procedural information, writing task-oriented information	
	2.2 Illustrations and graphics – Vector, PNG, Clipart, Illustrations	
	<i>Key words- Understanding Writing Basics</i>	
3.0	Understanding freelance Journalism	18 hrs.
	3.1 Definition, nature and scope of freelance journalism	
	3.2 Comparison with professional journalist, scope of writing for freelancers	
	3.3 Formats of journalism writing: features, reviews, interviews and creative writing	
	Key Words: Understanding Freelance Journalism	
4.0	Understanding Freelancing in digital media	18 hrs.
	4.1 Freelancing for online media- Podcasting, Blogging & YouTube	
	4.2 Hands – on – activity related to online media freelancing	
	Key Words: Understanding Freelancing in digital media	

Note: Course content involves 80% of Theory and 20% of Practical

Practical activities

- Student has to work as a team to publish a journalist glossary book under the guidance of faculty
- Student shall personally engage in data Collection, writing, sub-editing, designing, publishing and other editorial activities
- Student has to work as a team to create a Doc Plan for the publishing Journalist Glossary Book
- Student shall personally design a cover page for a book

- Student shall personally interview at least one newsworthy personality and prepare an interview story in the question and answer format along with a photograph of the interviewee
- Student shall publish article/ feature story in any registered newspaper
- Students shall individually publish a radio interview in department YouTube channel with a social worker regarding a social relevant subject

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Technical writing strategies 1	Rebecca D. Alcantara, Josefina Q, Felicidad P.	Goodwill Trading. Co. Inc	3rd	2003
2	Technical Writing 101: A Real-World Guide to Planning and Writing Technical Documentation.	Alan S. Pringle, Sarah S. O'Keefe	Scriptorium Publishing	1st	2001
3	On writing: A Memoir of the craft	Stephen King	Hodder Paperbacks	2nd	2012
4	Freedom to freelance	Rusty Fischer	Rusty Fischer	1st	2001
5	Freelancing later in life	Kimberley Ripley,	Booklocker.Inc	2nd	2001

Recommended Books

1	Writing skills for Technical Purposes	Rajmohan Joshi	Isha Books	1st	2006
2	Technical Writing: Process and Product	Sharon J. Gerson, Steven M. Gerson	Prentice Hall	3rd	2000
3	Mass media laws and regulations in India (Ed)	VenkatIyer	Asian Media Information and Communication Centre	2nd	2000
5	Everything that you wanted to know about freelance journalism	KavithaRao, CharukesiRamadurai	Westland	1st	2014

Course Title	Media and Democracy (OE)						
Course Type	Soft Core-Open Elective	Total Hours	64 hrs	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100

		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives On completion of the course the student will be able to						
CO-1	Understand the scope of Media and Democracy						
CO-2	Learn the overview of various mass media						
CO-3	Equip himself with the knowledge Freedom of speech and Expression						
CO-4	Understand the role of media in a democratic setup						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed		CLDs			
CLO-1	Understand the scope of Media and Democracy	PSO-1	&	PSO -2	Remember	&	Understand
CLO-2	Get an overview of various mass media	PSO-2			Understand		
CLO-3	Equip themselves with the knowledge Freedom of speech and Expression	PSO-3			Apply		
CLO-4	Understand the role of media in a democratic setup	PSO-3			Apply		
CLO-5	Realize the power of media in India	PSO-6			Analyse		

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Mass Media	16 hrs.
	1.1 Meaning, Definition and Types of Mass Media 1.2 Characteristics and functions of Mass Media-Folk, Print, Radio, Television, Cinema and New Media. 1.3 Merits and Demerits of Mass Media	
	Key words- Introduction to Mass Media	
2.0	Freedom of Speech and Expression	16 hrs.
	2.1 Fundamental Rights and Duties 2.2 Freedom of Speech and Expression under Indian Constitution 2.3 Reasonable Restrictions on Freedom of Speech and Expression	
	Key words- Understanding Freedom of Speech and Expression	
3.0	Understanding Freedom of Press	18 hrs.
	3.1 Meaning, Definition of Freedom of Press 3.2 Normative Theories of Press 3.3 Freedom of Press as seen by Thomas Jefferson, Jawaharlal Nehru, M D Mani and Blackstone	
	Key Words: Understanding Freedom of Press	

4.0	Understanding Media and Democracy 4.1 Theories of Democracy- Dahl, Hayek 4.2 Role of Media in a Democratic setup with special reference to India 4.3 Examples, Case studies and Popular Movements	18 hrs.
	Key Words: Understanding Media and Democracy	

Note: Course content involves 100% of Theory

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	The Media and Democracy	John Keane	Polity Press	1st	1991
2	Media and Democracy	James Curran	Routledge	1st	2011
3	Media and Society	James Curran	Bloomsburry Publishing	1st	2010
4	Democracy and the News	Herbert J Gans	Oxford University Press	1st	2004
5	Interface Between Media, Democracy and Development	Kaul, Vineet		1st	2012

Recommended Books

1	Election Polls, The News Media and Democracy	Paul J, Lavrakas, Michael W Traugott	Chatham House Publishers	1st	2000
2	Media, Markets and Democracy	C Edwin Baker	Cambridge University Press	1st	2001
3	Media Democracy: How the Media Colonize Politics	Thomas Meyer	Polity Press	1st	2002
4	Social Media and Democracy: The State of the Field and Prospects for Reform	Nathaniel Persily and Joshua A Tucker	Cambridge University Press	1st	2020

Course Title	Film Appreciation (OE)						
Course Type	Soft Core- Theory	Total Hours	56	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives						
	On completion of the course the student will be able to						
CO-1	Understand the scope of Film appreciation as a profession						

CO-2	Learn the history of world and Indian Cinema		
CO-3	Equip themselves to be a critic to analyze cinema as a medium		
CO-4	Understand the need of Intellectual film reviewing as a social element		
Mapping of CLOs with PSOs &CDLs			
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course. The CLO statements are prepared by considering the course content covered in each unit of a course. For every course there may be 5 or more CLOs. The keywords are used at the end of each unit to define CLOs.			
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand Film movements around the world	PSO-1	Understand
CLO-2	Understand Visual Grammar	PSO-5& 2	Understand
CLO-3	Conceptualize theme and Genres of Cinema	PSO-5& 2	Apply
CLO-4	Understand Censorship and Rating	PSO-2	Understand & Analyze
CLO-5	Crafting film reviews for different media platforms	PSO-1	Analyze

Units	Proposed Course Content/ syllabus	Duration
1.0	<p>Understanding the history of Cinema; A brief history. Lumiere brothers and early experiments Major film movements, An Overview German expressionism- <i>Cabinet of Dr.Caligary</i> by <i>Robert Wiene</i>. Soviet montage - <i>Battleship Potemkin</i> by <i>Sergie Eisentein</i>. Italian Neo Realism - <i>Bicycle thieves</i> by Vittorio Desseca.</p> <p>1.1 A few Great masters: Charles Spencer, Chaplin, Akira Kurosawa, Kim Ki Duk and Mohsen Makmalbaf</p> <p>Key words- <i>Understanding the history of Cinema</i></p>	14 hrs.

2.0	<p>Introduction to Indian Cinema: History of Indian Cinema - Early experiments, New wave / Parallel and commercial cinema.</p> <p>2.1 Indian Masters: H.S. Bhatwadekar, Dada Saheb Phalke, Satyajith Ray, Ritwik Ghatak, Mrinal Sen, Girish Kasaravalli, K Balachandar</p>	14 hrs.
<i>Key words- Understanding Indian Cinema</i>		
3.0	<p>Understanding the Film Genres – Romantic Comedies, Romantic Drama, Sci-fi, Fantasy, Investigation, Comedy, Spoofs, Thrillers, Horror, Religious, Suspense, Musicals, Historical, Epics, War and others.</p> <p>3.1 Basics of cinematography: Mise- en scene, Basic Rules of Framing, Visual Composition, Importance of continuity - Cut away, Filler, Reaction Shots, Lighting Techniques</p>	12 hrs.
<i>Key Words: Understanding Film Genres and Basics of cinematography</i>		
4.0	<p>Understanding Censorship and Reviewing: Brief history of Censorship in India, Censorship Laws in India, Film Rating system in US</p> <p>4.1 Case study: Neel Akasher Niche (Directed by Mrinal Sen), Garam Hawa (Directed by M.S Sathyu), Fire (Directed by Deepa Mehta), Padmavat (Directed by Sanjay Leela Bansali)</p> <p>4.2 Critical Analysis of Cinema – Watching and Analyzing, Research, Draft an Outline, Consider and Comment, Rating.</p>	16 hrs.
<i>Key Words: Understanding Censorship and Reviewing</i>		

Movies for Viewing and Analysis

Movies by Lumiere Brothers:

Arrival of a Train

Gardener with a watering hose

Workers Leaving the Factory

Demolition of a wall

Breakfast scene

Other Movies

1. A Trip to Moon by George Melies
2. The Birth of a Nation by D.W. Griffith
3. The Cabinet of Dr. Caligari by Robert Wiene
4. Battleship Potemkin by Sergei M. Eisenstein
5. Modern Times by Charles Chaplin
6. The Grand Illusion by Jean Renoir
7. Citizen Kane by Orson Welles
8. Bicycle Thieves by Vittorio De Sica
9. Rashomon by Akira Kurosawa
10. Roman Holiday by William Wyler.
11. Pather Panchali by Satyajit Ray
12. Wild Strawberries by Ingmar Bergman.
13. The Godfather by Francis Ford Coppola.
14. Pyaasa by Guru Dutt.
15. Hiroshima, mon amour by Alain Resnais.
16. Breathless by Jean-Luc Godard.
17. Knife in the Water by Roman Polanski.
18. Bhuvan Shome by Mrinal Sen.
19. Jules and Jim by François Truffaut.
20. Ankur by Shyam Benegal.
21. One who flew over the Cuckoo's Nest by Milos Forman.
22. Elements Trilogy (Fire, Earth, Water) by Deepa Mehta
23. Nayakan by Mani Ratnam.
24. Court By Chaitanya Tamhane
25. Mother India by Mehaboob Khan
26. Through the Olive Trees by Abbas Kiarostami.

<p>27. Postino by Michael Radford.</p> <p>28. The Cyclist by Mohsen Makhmalbaf.</p> <p>29. Gulabi Talkies by Girish Kasaravalli.</p> <p>30. Spring, Summer, Fall, Winter... and Spring by Kim Ki-duk.</p> <p>31. Salam Bombay By Mira Nair</p> <p>32. Run Lola Run by Tom Tykwer.</p> <p>33. The Day I Became a Woman by Marzieh Meshkini.</p> <p>34. Lucia By Pawan Kumar</p> <p>35. Traffic by Rajesh Pillai.</p> <p><u>Documentaries for Viewing and Analysis:</u></p> <p>1. Born into Brothels, directed by Ross Kauffman and Zana Briski.</p> <p>2. Bowling for Columbine, directed by Michael Moore.</p> <p>3. Fahrenheit 9/11, directed by Michael Moore.</p> <p>4. The Fog of War, directed by Errol Morris.</p> <p>5. March of the Penguins, directed by Luc Jacquet.</p> <p>6. The Man with the Movie Camera, directed by Dziga Vertov.</p> <p>7. Ram Ke Naam, directed by Anand Patwardhan.</p> <p>8. Bombay Our City, directed by Anand Patwardhan.</p> <p>9. Hey Ram!! Genocide in the Land of Gandhi, directed by Gopal Menon.</p> <p>10. The Fire Within, directed by Shri Prakash.</p> <p>11. PAPA 2, directed by Gopal Menon.</p> <p>12. Have you seen the arana? (Ningal aranaye kando?), directed by Sunanda Bhat.</p> <p>13. Salesmen</p> <p>14. Glass</p> <p>15. Zoo</p> <p>16. 5 Broken Cameras by Emad Burnat, Guy Davidi</p> <p>17. Superman of Malegaon by Faiza Ahmad Khan</p> <p>18. Katyabaaz by Fahad Mustafa, Deepti Kakkar</p>	
<p><i>Key words: Understanding Censorship and Reviewing</i></p>	

REFERENCES

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	An Introduction to Film Studies	Jill Nelmes	Routledge	3rd	1999
2	Film Art: An Introduction	Bordwell, David and Kristin Thompson	McGraw Hill	6th	2001
3	Film Theory and Criticism	Braudy, Leo and Marshal Cohen	Oxford University Press	1st	1999
4	The Cinema Book	Cook, Pam and Philip Dodd	BFI Publications	1st	2000
5	How to Read a Film. Movies, Media, Multimedia	Monaco James	Oxford University Press	3rd	2000
6	Film and Culture	Ed Sikov	Columbia University Press	2nd	2010
7	History of Indian Cinema	Renu Saran	Diamond Pocket Books Pvt Ltd	1st	2014
8	Cinema and Censorship: The Politics of Control in India	Somesvara Bhaumika	Orient Black Swan	1st	2009

RECOMMENDED BOOKS

1	Film Studies: A Global Introduction	Glyn Davis	Routledge	1st	2015
2	Routledge Hand Book of Indian Cinema	K Moti Gokulsing, Wimal Dissanayake	Routledge	2nd	2018
3	Encyclopedia of Indian Cinema	Ashish Rajadhyaksha, Paul Willemen	Routledge	1st	2014
4	Pornography and Censorship in India	Gopal Das Khosla	Indian Book Company	4th	2006
5	A short Guide to Writing about Film	Timothy Corrigan	Longman	1st	1998
6	Writing about movies	Keren Gocsik	W.W Norton. Incorporated	1st	2018

THIRD SEMESTER

Course Title	Television News Production						
Course Type	Hard Core-Practical	Total Hours	64 hrs	Hours/Week	8	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Understand the basic idea of television news production and newsroom structure						
CO-2	Apply key strategies of news and information gathering for the television news channels						
CO-3	Attain knowledge on scriptwriting for different programmes and news patterns.						
CO-4	Develop camera skills both behind & in-front						
CO-5	Understand the technical knowledge of the News Production.						
CO-6	Handle the professional software for TV production.						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to			PSOs Addressed	CLDs		
CLO-1	Understand basic idea of television news production and newsroom structure			PSO-1 & PSO -2	Remember & Understand		
CLO-2	Adopt the newsgathering strategy			PSO-3	Apply		
CLO-3	Write the script and edit the same to suit different programming genres			PSO-6	Create		
CLO-4	Comfortably face the camera for both indoor and outdoor programmes			PSO-6	Create		
CLO-5	Broadcast the news using all the technical knowledge			POS-6	Create		
CLO-5	Use the required professional software			POS-6	Create		

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Television News Production	14 hrs
	1.0 Difference between Television news dissemination and other	

	<p>media news pattern</p> <p>1.1 Role of CEO, editor –in- chief, output and input chief, programme producer, bulletin producer</p> <p>1.2 Different bureaux’ - special and principal correspondent</p> <p>1.3 Importance of desk in a TV newsroom</p>	
2.0	News/Information gathering and writing for Television	16 hrs
	<p>2.0 Research, Gathering of information of different events/programmes/ various beats (political beat, cinema beat, crime beat, metro beat, sport beat, district/rural beat, etc.) ,special stories and panel discussions</p> <p>2.1 Scriptwriting-Audio – visual, audio – visual byte, audio graphics, audio – video graphics, package, segment and news briefs, Interview for TV news channels</p> <p>2.2 Functions of Television Programme - daily plans and run order</p>	
3.0	Camera Skills	18 hrs
	<p>3.0 Introduction to anchoring: screen presentation, expression, diction, pronunciation, pace of delivery, teleprompter reading</p> <p>3.1 p to c, walkthrough, live chat, chit chat</p> <p>3.2 Introduction to basic technical equipment and camera operation, PCR and studio management</p>	
4.0	Professional software learning for TV production	20 hrs
	<p>4.0 Live news broadcast, special programmes/ bulletins, video content editing, effect and templates.</p> <p>4.1 Teaser making, masking, marking, breaking, scrolling, top band, slug</p> <p>4.2 Popup/coming up, event plates/graphics, L band</p> <p>4.3 Use of Chroma Key technique for montage, special programmes and news broadcast</p> <p>4.4 Use of OB, backpack and skype in live streaming</p> <p>4.5 Software: Adobe premiere pro</p>	

Note: Course content involves 30% of Theory and 70% of Practical

Practical Activities

1. Each student has to produce one News bulletin/ Segment/Interview as part of the course.
2. Pre-Production work has to be approved by the concerned faculty before going to the next step of production.
3. The News bulletin/ Segment/Interview should be the original work of the student
4. Student need to book a studio and required equipments 10 days prior to the production.
5. Late submission of the project will not be considered for exam evaluation.

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Television	Herbert Zettl		12 th	

	Production Handbook	emphasizes			
2	Writing for Television, Radio, and New Media	<u>Robert Hilliard</u>	Taxmann Publications Private Limited	11 th	2013
3	Public Television : Politics and the Battle Over Documentary Film Communications, Media, and Culture	Bullert, B. J.	Rutgers University Press	1 st	2007
4	Something new in the air	Lorna roth	Mcgill-queen's university bpress	1 st	2005
5	Broadcast News Writing, Reporting, and Producing	<u>Frank Barnas</u>	Routledge	7 th	2017
Recommended Books					
1	The Cognitive Impact of Television News	Barrie Gunter	Barrie Gunter	1 st	2015
2	Broadcasting Baseball	Eldon I. Ham	McFarland & Company, Inc., Publishers	1 st	2011
3	Turning off the television	Jock Given	University of New South Wales Press Ltd	1 st	2003
4	Computers In Broadcast and Cable Newsrooms Using Technology in Television News Production	Phillip O. Keirstead	Lawrence Erlbaum Associates, Publishers	1 st	2005
5	Writing and Producing Television News: From Newsroom to Air	Alan Schroeder	Oxford University Press	1 st	2009
6	Writing and Editing News (Studies in Journalism)	K. V. Krishnaswamy	Orient Blackswan Private Limited	1 st	2016

Course Title	Media Research (HC)						
Course Type	Hard Core-Theory	Total Hours	64 hrs	Hours/Week	4	Credits	4

Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
CO No.	COURSE OBJECTIVES (COs) Course Objectives on completion of the course the student will be able to						
CO-1	Understand the definition, nature and scope of media research and types of research						
CO-2	Understand the methods of media research						
CO-3	Analyze review of literature, hypothesis, objectives and sampling						
CO-4	Analyze data						
CO-5	Interpret & evaluate data						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand the nature and scope of media research and types of research	PSO-1 & PSO -2	Remember & Understand
CLO-2	Understand the methods of research	PSO-2	Understand
CLO-3	Analyze Review of literature, apply hypotheses, objectives and sampling	PSO-4	Analyze
CLO-4	Analyze data	PSO-4	Analyze
CLO-5	Evaluate data	PSO-5	Evaluate

Modules	Proposed Course Content/ syllabus	Duration
1.0	Research concepts	14 Hrs
	1.1 Definition, nature and scope of media research 1.2 Types of research- pure and applied 1.3 Print, electronic & new media research	
	Key words- Knowledge of Methods of Research	
2.0	Methods of Research	14 Hrs
	2.1 Survey Research, content analysis, historical research, experimental research 2.2 Rating research, non-rating research	
	Key words- Knowledge of Methods of Research	
3.0	Research Design	18 Hrs
	3.1 Review of literature – meaning and scope 3.2 Defining research problems 3.3 Research objectives 3.4 Hypotheses - meaning & importance	
	3.3 Sampling - meaning & types of sampling, probability & non – probability samplings	

	<i>Kew words- Review of Literature – Meaning and Scope, Research Problems, Research Objectives, Hypotheses, Sampling</i>	
4.0	Data Collection & Analysis	18 Hrs
	4.1 Questionnaire, interview guide, observation methods, field study 4.2 Statistical tools for data analysis – Excel/SPSS 4.3 Data analysis 4.4 Inferences and suggestions 4.5 Proposal Submission – Selection of area of interest for dissertation and the same and finalize research proposal with concerned mentor.	
	<i>Kew Words- Questionnaire, Interview Guide, Observation Methods, Field Study, Statistical tools, Excel/SPSS</i>	
Note: Course content involves 20% of Theory and 80% of Practical		

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Scientific Social Surveys and Research.	YOUNG, PAULINE V.	Prentice-Hall, Inc., New York, Pp. xxix, 619	---	--
	Research: An Introduction	Robert Ross	Barnes & Noble, OH, USA		
2	Sociological research Methods	William J Good, Paul K Gat	McGraw-Hill, 1952. New York	1st ed.	
3	Research Methodology- Methods Techniques	C R Kothari	New Age International publishers, New Delhi		
4	Mass Communication Research Methods	Anders Hansen, Simon Cottle & others	, NYU Press.	1st	1998
5	Communication Research for Development – The ISRO Experience	Binod C Agarwal S R Joshi Arabind Sinha	Concept Publishing Company New Delhi	1st	1986
6	Electronic Media and Communication Research Methodology	G K Parthasarathy	--	5th	2018
7	Methods in Electronic Media and Communication Research	Viviana Richard	Magnum Publishing	1st	2019
8	Media and Communication Research Methods	Arthur Asa Berger	Sage Publications	3rd	2013
9	Mass Media Research - An Introduction	Roger D. Wimmer,	Rupa Publications	10th	2015

		Joseph R. Dominick			
10	An Introduction to Qualitative and Quantitative Approaches	Arthur Asa Berger	Sage Publications	4th	2015
Recommended Books					
1	Qualitative Inquiry and Research Design: Choosing Among Five Approaches	John W. Creswell, Cheryl N. Poth,	SAGE Publications,	4th	2017
2	EXPLORING MEDIA RESEARCH	Andy Ruddock	SAGE Publications	1st	2017
3	Research Methods in Mass Communication	VedPrakash Gandhi	Kanishka Publishers	1st	2019
4	Handbook of Media and Communication Researches	Anjali and SARITA Anand	----	1st	----
5	Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies	Klaus Jensen	Rouledge	1st	2002

Course Title	Digital Graphic Design (HC)						
Course Type	Soft Core- Practical	Total Hours	64	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives On completion of the course the students will be able to						
CO-1	Understand the scope of graphic designing as a profession						
CO-2	Learn the principles and elements of design						
CO-3	Equip themselves to be a media designer						
CO-4	Understand the need of designing in today's communication era						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to			PSOs Addressed		CLDs	
CLO-1	Understand software and tools used in graphic designing			PSO-1 & PSO - 2		Remember & Understand	

CLO-2	Understand the work of a Graphic designer	PSO-2	Understand
CLO-3	Conceptualize the techniques in designing materials for corporate communication and advertisement	PSO-3	Apply
CLO-4	Understand the concept of product design	PSO-2	Understand
CLO-5	Craft individual design portfolio	PSO-6	Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to the Graphic Design	12 Hrs
	1.1 Importance of the design	
	1.2 Introduction to the Graphic design software and tools	
	<i>Key words- Understanding the importance of design</i>	
2.0	Designing Softwares	20 hrs
	2.1 Adobe Photoshop 2.2 Adobe Illustrator 2.3 Practical activity- visiting card, brochure, flyers, banners Keywords - Understanding the design software	
3.0	Understanding Elements of Design	20 Hrs
	3.1 Lines, shape, colour, form, value, texture, space. principles of design - pattern, contrast, emphasis, balance, proportion, harmony 3.2 Colour Theory - hue/value/saturation, primary colours, secondary colours, tertiary colours, complementary, monochromatic 3.3 Design Theory- composition, layouts, flow lines, ratios 3.4 Bitmap & vector 3.5 Practical Activity – Logo, Corporate identity materials <i>Key words- Understanding elements of Design</i>	
4.0	Designing Tools	12 Hrs
	4.1 Tools (Tools of tool Bar, Windows, Menu bar) in photoshop layers, Channels, Selection, Masking, Text/Character, Filters, Layer Styles, Photo Manipulation. 4.2 Different output formats for print, electronic media, and web etc. <i>Key Words: Understanding & applying design tools</i>	

Practical Activities

- Student shall individually design a Visiting card
- Students shall personally design a logo for an imaginary company and submit it with a write up describing the relevance of the logo and work flow
- Each student shall contribute in designing the materials for departmental activities
- Student shall work as team to design posters and other materials for department and college activities
- Student shall personally design film posters as a weekly activity
- Student shall individually design corporate materials as assigned by the faculty.

- Student shall individually design a personal portfolio

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Symbols in Graphic Design	Shijian Lin	SendPoint Publishing Company	1st	2016
2	Graphic design: The New Basics	Ellen Lupton, Jennifer Cole, Phillips	Princeton Architectural Press	2nd	2008
3	Photoshop CC Bible	Lisa DaNae Dayley, Brad Dayley	John Wiley & Sons	1st	2013
4	Art and Design in Photoshop	Steve Caplin	Taylor & Francis	3rd	2008
5	Corporate Design: Graphic Identity System	Joseph W. Bereswill	PBC Internation	6th	2007
6	Smashing Logo Design: The Art of Creating Visual Identity	Gareth Hardy	John Wiley & Sons	2nd	2011

Recommended Books

1	The fundamentals of Graphic Design	Gavin Ambrose, Paul Harris	AVA publishing	1st	2008
2	The Corporate Search for visual identity	Ben Rosen	Van Nostrand Reinhold Company	1st	1970
3	Corporate Identity Design	Veronica Napoles	Van NostrandReinhol	2nd	1999
4	Logo-art: Innovation in Logo Design	Charlotte Rivers	RotoVision	2nd	2010
5	Logo Design Love: A Guide to creating iconic brand identities	David Airey	Peachpit Press	1st	2014

Course Title	Introduction to Corporate Communication and Advertising (HC)						
Course Type	Hard Core-Theory	Total Hours	64 hrs	Hours/Week	08	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Understand basic and emerging concepts and principles in advertising and corporate						

	communication.		
CO-2	Integrate various functions within organizational goals and strategies		
CO-3	Assimilate the concepts of integrated marketing communication		
CO-4	Acquire skills on various relevant technology use especially in media planning and Campaigns		
CO-5	Sensitively comprehend various gender/ social communication issues in relation to CSR and gender representation in advertisement		
Mapping of CLOs with PSOs & CLDs Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.			
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand principles in advertising & corporate communication	PSO-1 & PSO - 2	Remember & Understand
CLO-2	Carry on all media related activities in corporate companies	PSO-4	Analyze
CLO-3	Conceptualize and carry out a media campaign for product or corporate organization	PSO-3 & PSO -4	Apply & Analyze
CLO-4	Evaluate various CSR activities and able to design CSR activities	PSO-5	Evaluate
CLO-5	Integrate concepts of advertising and produce and place the advertisement in various mediums	PSO-6	Create

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Corporate Communication	16hrs
	1.1 Definition, nature and scope of Corporate Communications 1.2. Structure of corporate organization 1.3. Comparison with Public Relations, advertising, publicity and propaganda 1.4. Core functions of corporate communications 1.5 Basic tools, strategies and planning 1.6 Crisis management	
	<i>Key words- Understanding Concepts & tools of corporate communication</i>	
2.0	Aspects of Corporate Communication	14hrs
	2.1 Corporate Communication with internal public and external public 2.2 Media for corporate communication 2.3 Media relations – media conferences and releases, media queries, rejoinders, media expectations (both print and electronic). 2.4 Pressure groups 2.5 Corporate Social Responsibility	
	<i>Key words- Understanding aspects of corporate communication & CSR</i>	

3.0	Introduction to Advertising	
	3.1 Definition of advertising 3.2 Growth and development of advertising – world and India 3.3 Types of advertising 3.4 Appeals in advertising 3.5 Branding – brand equity, image, positioning, placement 3.6 Case studies- Pepsi-Coke, Vijaya Vani-Vijaya Karnataka - Times of India campaign	16 hrs
4.0	Advertising Production	18 hrs
	4.1 Advertising agency system-structure and functions 4.2 Writing a creative brief 4.2 Advertising ethics and law 4.4 Copywriting for print, script writing for radio, storyboard for television 4.5 Planning an advertising campaign, producing advertisements for print, television and online	
	<i>Key words- Understanding and produce advertisements</i>	

Note: Course content involves 20% of Theory and 80% of Practical

Practical Activities

- Student should write Press Release of the functions and events held in the institution/College
- Student should prepare media queries and rejoinders
- Student should strategize a CSR activity of any local organization or NGO
- Planning Advertising Campaign for any central/state government social welfare scheme (Print Ad, TV Commercial, Radio Slots & New Media ad's)
- Branding agriculture or home made products
- Work plan has to be approved by the concerned faculty before going to the next step of production.
- The advertising produced should be the original work of the student
- Student need to book a studio and required equipments 10 days prior to the production.
- Late submission of the project will not be considered for exam evaluation.

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1.	Ogilvy on advertising. Foundation of	David Ogilvy	London : Prion Books Ltd	1 st	2000.
2.	Advertising theory and practice	Meena Pandey	Bombay : Himalaya Publishing House	9 th	1989.

3.	Advertising and Promotions an IMC perspective	Kruti Shah	McGraw Hill Education	1 st	2009
4.	Corporate Communication: A Guide to Theory and Practice	Joep Cornelissen	Sage	1 st	2011
Recommended Books					
1.	Public Relation. The Profession & The Practice	Baskin Otis & Craig Aronoff (Eds)	William C. Brown	2 nd	1996
2.	Handbook of Public Relations and Communication	Lesly Philip	Jaico Publishing House	1 st	2002
3.	Integrated Advertising, Promotion and Marketing Communications	Kenneth E Clow and Donald E Baack	Pearson	7 th	2015
4.	The PR Masterclass: How to Develop a Public Relations Strategy that Works!	Alex Singleton	John Wiley & Sons	1 st	2013
5.	Brand equity and advertising.	David A. Aaker	Psychology Press	1 st	1993
6.	Corporate Communication: A Guide to Theory and Practice	JoepCornelissen	Sage	1 st	2011
7.	Truth, Lies, and Advertising: The Art of Account Planning	Jon Steel	Adweek Magazine Series	3 rd	1998
8.	Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads	Luke Sullivan, Sam Bennett, Edward Boches	John Wiley & Sons	4 th	2012
9.	Social Media for Strategic Communication: Creative Strategies and Research-Based Applications	Karen Freberg	Sage Publications	1 st	2018

Course Title	Media Economics and Management (SC)						
Course	Soft Core-	Total	64 hrs	Hours/Week	04	Credits	04

Type	Practical	Hours					
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives On completion of the course the students will be able to
CO-1	Understand the scope of media economics and management
CO-2	Learn the overview of media management
CO-3	Equip themselves to be a media outlet manager
CO-4	Understand different types of media business and managerial task

Mapping of CLOs with PSOs &CDLs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand types of media business patterns	PSO-1 & PSO - 2	Remember & Understand
CLO-2	Understand the marketing perspective of media	PSO-2	Understand
CLO-3	Conceptualize the techniques of event management	PSO-3	Apply
CLO-4	Understand the concept of product life cycle	PSO-2	Understand
CLO-5	Plan and conduct an event	PSO-6	Create

Modules	Proposed Course Content/ syllabus	Duration
	Overview of Management	14 rs
	1.1 Definition, nature, concept, scope & significance 1.2 Principles & theories of management 1.3 Types of markets	
	<i>Key words- Overview of Management, Principles and theories of management</i>	
2.0	Understanding Media Management	14hrs
	2.1 Concept & definition, principles of media management 2.2 Unique characteristics of media companies 2.3 Media Economics - monopoly, oligopoly, conglomerates, convergence, mergers & acquisitions 2.4 Media Ownership - sole proprietorship, partnership, pvt. ltd. co., trusts, cooperatives, franchises	
	<i>Key words- Understanding Media Management, media economics and ownerships</i>	
3.0	Understanding Marketing Perspective of Media	
	3.1 Product life cycle	16 hrs

	3.2 Market analysis 3.3 Product Planning - market promotion and sale of media products 3.4 Promotion strategies & tools	
	Key Words: <i>Understanding Perspective and planning of Media</i>	
4.0	Understanding Event Management	20 hrs
	4.1 Need for event management 4.2 Principles of event management 4.3 Types of event management 4.4 Time frame and budgeting. 4.5 Practical Component – Student should conceptualize, budget & organize an event in the college	
	Key Words: <i>Understanding Event Management, Principles and types</i>	

Note: Course content involves 80% of Theory and 20% of Practical

Practical Activities

- Student shall individually plan and craft a life cycle for a product
- Student shall work as a team to create a marketing strategy for a product
- Student shall work as a team to create promotion strategy for a college event
- Student shall work as a team to conduct an event for the internal audience of the campus
- Student shall work as a team to create a feedback form for the event

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Media Management	B.K Chaturvedi	Global Vision Pub House	4th	2009
2	Media Management	Kundra S	Anmol Publication	1st	2005
3	Media Management and digital Transformation	Arne L. Bygdas, Stewart Clegg, Aina Hagen	Routledge	1st	2019
4	Media Economics: Applying economics to New and Traditional Media	Colin Hoskins, StuartMcFadyen, Adam Finn	SAGE Publications	1st	2014
5	The Business of Event Management	John Beech, Robert Kaspar	Pearson Education	1st	2014
Recommended Books					
1	Media Management	DibakarPanigrahy, Prasanna K	Kanishka Publishing House	2nd	1993

	in India				
2	Handbook of Media Management and Economics	Alan Albarran, Bozena Mierzejewska, Jaemin Jung	Routledge	2nd	2006
3	Media Management: A Case Approach	Ardyth Broadricsohn	Taylor & Francis	2nd	2007
5	Event Management: A professional and Development Approach	Greg Damster	Juta & Company	1st	2005

Course Title	Media and Environment (SC)						
Course Type	Hard Core-Theory	Total Hours	64	Hours/Week	04	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	

COURSE OBJECTIVES (COs)

CO No.	Course Objectives on completion of the course the students will be able to
CO-1	Understand various environmental concepts in communication
CO-2	Appreciate the social construction of nature, and human relationships with nature, through discourse, rhetoric, and communication practices
CO-3	Create/develop communication materials in environmental controversies; stakeholder dialog, and conflict
CO-4	Generate public understanding of environmental issues; public participation in environmental decision making; expert-public-government dialog
CO-5	Recognize role of communication in environmental advocacy, deliberation, and public relations

Mapping of CLOs with PSOs & CLDs

Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.

CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand relation between environment, policies & Communication	PSO-2	Understand
CLO-2	Express an understanding of critical and cultural approaches to environmental communication	PSO-2, PSO-3 & PSO-5	Understand, Apply & Evaluate

CLO-3	Identify and implement communication skills relevant to disseminating environmental information in organizational, political, and international contexts	PSO-2 & PSO – 6	Understand & Create
CLO-4	Identify key issues in environmental conflicts, risk communication, and democratic participation in policy-making	PSO-5	Evaluate
CLO-5	Demonstrate an ability to critically evaluate environmental advocacy, deliberation, and public relations	PSO - 5	Evaluate

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Environmental Communication 1.1 Nature, scope and definition 1.2 Need of Environmental Communication 1.3 Man Eco – System and Culture 1.4 Relevance of eco-education and mass media <i>Key words- Understanding Concepts, & Issues of Environmental communication</i>	14 hrs.
	Aspects of Environmental Communication 2.1 Citizens and community groups-Environment groups, scientists, corporations, business lobbyists Role of media in protecting the environmental ecology - communication strategies for ongoing campaigns 2.3 Environmental activism 2.4 Laws protecting environment <i>Key words- Understanding aspects of Environmental communication & its issues</i>	
3.0	Environmental Communication in Media 3.1 Media depictions of nature - News production and the environment 3.2 Political economy – Gate keeping 3.3 Rise of alternative environmental media - newspapers – films - professional societies for environmental journalists <i>Key words- Understanding media role in environmental communication</i>	12 hrs.
	Environmental Communication Issues & Perspectives 4.1 Risk communication – Media reporting of risk 4.2 Environmental advocacy – Case studies 4.3 Green marketing and corporate campaigns <i>Key words- Understanding development from various perspectives</i>	

Practical Activities

- Each student have to visit library and read newspaper/books everyday
- Identifying various development news reports/features in a newspaper relating to environment issue
- Discussion on policy matters with special focus on environment in India
- Student shall critically analyse government's policy
- Field visit to rural area/reserve forest and analyze the role of media in environment
- Student should write a small research paper on the subject assigned to him/her by the faculty
- Student missing out on presentation, late submission of the class activity/project will not be considered for evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1.	Environmental communication and public sphere.	Phaedra C. Pezzullo & Robert Cox	London: Sage publications.	5 th	2006
2.	Global Negotiations Vol I and II.	V i n o d K . A g g a r w a l	Centre for science and Environment. Analysis from the East-West Center	-	2016
3.	Media Advocacy And Public Health.	L. Wallack et al.	London: Sage publications.	1 st	1993
4.	Global environmental crisis and management	<u>Gopesh Nath Khanna</u>	Ashish Publishing House,	1 st	1993
RECOMMENDED BOOKS					
1.	The Human Impact : Manis Role in Environmental Change, ,	Andrew Goudie	OXford : Basil Blackwell	1 st	1982
2.	Environmental Movements in India :	Reddy Ratna V :	Same Reflections, Vol. 10, No. 4, Pune.		
3.	Ecological conflicts and Environmental Movements in India, India In Development and change,	MadhavGadgil and RamachandraGuha	Published by Blackwell Publishers	Vol. 25	1994
4.	Sustainable Development : Policy and practice,	Ron Moore and Jon Ryan	New Delhi, New Age International-publishers,	1 st	1995.

5.	Social Environment for sustainable Development,	Joshi Y. G. and Verma D. K.	Jaipur, Rawat Publications.	1 st	1998
6.	Biodiversity Reckoning with life,	GadgilMadhav	Hindu, Survey of the Environment,	-	1994.
7.	Ecology And Equity: The Use And Abuse of Nature in Contemporary India	MahadevGadgil and RamachandraGuha	Penguin India	2 nd	2000
8.	Environmental concerns and strategies	M. G. Chitkara	APH Publications	1 st	2012
9.	Global environmental crisis and management	Gopesh Nath Khanna	Ashish Publishing House,	1 st	1993
10	Environmental Politics: People's Lives and Development Choices	Sumi Krishna	Sage Publications	1 st	1997

Media & Social Development			
COURSE OBJECTIVES (COs)			
CO No.	Course Objectives On completion of the course the student will be able to		
CO-1	Understand various concepts of Mass Communication		
CO-2	Identify development stories and to write development oriented stories		
CO-3	Focus on contemporary development concerns, advocacy and communication for sustainable social change with gender sensitivity		
CO-4	The role of mass media in social development		
CO-5			
Mapping of CLOs with PSOs & CLDs			
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.			
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to	PSOs Addressed	CLDs
CLO-1	Understand nature and concept of Mass Communication	PSO-2	Understand
CLO-2	Realize various mass communication	PSO-2, PSO -3 & PSO -5	Understand, Apply & Evaluate
CLO-3	Understand Concept of Development Communication	PSO-2	Understand
CLO-4	Understand the meaning and relevance of social development	PSO-2 & PSO-4	Understand & Analyze
CLO-5	The role of mass media in social development	PSO-4 & PSO-5	Analyze and Evaluate

Mod ules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Mass Communication 1.1 Definition-nature and concept of Mass Communication 1.2 Types of Mass Communication 1.3 Barriers of Mass Communication	12 hrs.
	2.0	
	Concept of Development Communication 2.1 Theories of Development journalism 2.2 News coverage on: gender, rural, health, Human Interest stories 2.3 Media and Human Rights 2.4 Role of Media in Democracy – Political, Economic, Cultural, Social and	

	Technological factors.	
	<i>Key words- Understanding various social issues & its impact on development</i>	18 hrs
3.0	Concept of Social Development 3.1 Gender in sustainable development 3.2 Social dimension of infrastructure 3.3 Local government, participation and civic engagement 3.4 Social analysis and social policy 3.5 Social Sustainability and safeguards	
	<i>Key words- Understanding various social issues & its impact on development</i>	
4.0	Social Work and Other Concepts Social Service, Social Welfare, Social Development, Social Reform, Social Security. Interrelation between Social Work and Other Disciplines.	

Reference Books

Note: Course content involves 100% of Theory

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1.	Introduction to Mass Communication	Stanley J. Baran	New York: McGraw Hill.	2 nd	2002
2.	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
3.	Agricultural problems of India,	Bansal P C	Vikas Publishing House, New Delhi.	1 st	1981
4.	Development Communication: Theory and Practice	Uma Narula	HarAnand Publications	-	2007

Recommended Books

1.	The Cooperative Movement in India	Krishnan Bagai	Vijaya Press, New Delhi	1 st	2000
2.	Evaluating Development Programmes and Projects	Reidar Dale	New Delhi : Sage Publications	2 nd	2004
3.	Status of Girls in Development Strategies	NeeraKuckreja Sohoni	New Delhi, HarAnand Publications	1 st	1994
4.	Training for Development	Rolf P Lynton & Udai Pareek	SAGE India	3 rd	2011
5.	Ideologies and Social Work - Historical and Contemporary Analyses,	Desai, Murali.,	Rawat Publications, New Delhi		2006
6.	Social Work - An Introduction to the Field	Stroup, H. H.	Eurasia Publishing House		1960.

IV SEMESTER

Course Title	Online Journalism						
Course Type	Hard Core- Practical	Total Hours	64 hrs	Hours/Week	8	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Understand the current digital industry & the relationship between new media and journalism						
CO-2	Appreciate the changing dynamics of journalism with the advent of new technologies						
CO-3	Create content for online platform						
CO-4	Cognize the importance of media literacy						
CO-5	Differentiate between fake news, misinformation & disinformation						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) On completion of the course the students will learn to			PSOs Addressed		CLDs	
CLO-1	Gather and process news and information to suit various online platforms			PSO-1 & PSO - 2		Remember & Understand	
CLO-2	Analyze the trends in online journalism and differentiate between real and fake information			PSO-4		Analyze	
CLO-3	To create blogs, vlogs, hyper-local sites and other online interactive platforms			PSO-6		Create	
CLO-4	Apply the nuances of media literacy in the dissemination of the information			PSO-3		Apply	
CLO-5	Create multimedia content according online platform needs			POS-6		Create	

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Online Journalism	14 hrs
	1.1. Meaning, nature, characteristics, importance and tools of new media 1.2. Differences between online journalism and traditional media 1.3. Positives and negatives of online journalism	

	1.4. Fake news and miss Information	
2.0	News/Information gathering and writing for Online Journalism	14 hrs
	2.1. Digital story-telling formats - reporting, editing, content writing, and management. 2.2. Content for different delivery vehicles - multi-media and interactivity, writing with hyperlinks. 2.3. Trends in online journalism - India and global. 2.4. Online journalism portals	
3.0	Participatory Media	16 hrs
	3.1. Nature, character and functions of participatory media 3.2. Importance of new media in opinion creation and social movement (Case Studies) 3.3. Blogs as narratives, bloggers as journalists and opinionists 3.4. Twitter and Facebook`s role as a voice to citizens	
4.0	Media Literacy	20 hrs
	4.1. Meaning and importance of media literacy in the contemporary world 4.2. Fact-checking 4.3. Practical: Field Study and writing content, creating and designing multimedia content for online platforms, blogs, developing print journal along with the online version of lab journals	

Note: Course content involves 40% of Theory and 60% of Practical

Practical Activities

- Each student has to create multimedia content assigned by the teacher
- As part of the content creation for the online platform, students have to visit the venue and conduct field study as per the concerned faculty instruction
- Each student has to create his/her Blog/ Hyper local site and has to upload the same
- Before uploading the content, it should be approved by concerned faculty
- Late submission of the project will not be considered for exam evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Online Journalism: A Basic	Ray	Cambridge University Press India Private	1 st	2006

			Limited		
2	Online Journalism A Critical Primer	Jim Hall	Pluto Press	1 st	2002
3	India Connected: Mapping the Impact of New Media	<u>SunetraSen Narayan</u>	Sage Publications	1 st	2016
4	The New Media Handbook	<u>Andrew Dewdney,</u> <u>Peter Ride</u>	Routledge	1 st	2016
5	Belo: From Newspapers to New Media	Judith Garrett Segura	University of Texas Press	1 st	2008
Recommended					
1	The Handbook of Global Online Journalism	Eugenia Siapera and Andreas Veglis	A John Wiley & Sons, Ltd., Publication	1 st	2012
2	Participatory Journalism	Jane b. Singer, alfredhermida,	A John Wiley & Sons, Ltd., Publication	1 st	2011
3	The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age	Paul Bradshw	Routledge	2 nd	2017
4	Mobile Communications: An Introduction to New Media	Leslie Haddon, Nicola Green	Berg Publishers	1 st	2009
5	New Media Language	Jean Aitchison, Diana Lewis	Routledge	1 st	2003

Course Title	Digital video production and Documentary making						
Course Type	Hard Core- Practical	Total Hours	64 hrs	Hours/Week	08	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100

		External	Duration	C3	03Hrs	70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Understand the basic knowledge of digital video production						
CO-2	Handle the camera and other embedded equipment						
CO-3	Acquire the knowledge of basic lighting for video production						
CO-4	Learn the basic skill of different camera shots, movements and angles						
CO-5	Understand & practice the three stages of video production method						
CO-6	Write the script and use editing techniques for documentary production						
CO7	Use professional software for editing the documentary/Public Service Advertisement						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed			CLDs		
CLO-1	Differentiate between digital video and analog video production	PSO-1 & PSO - 2			Remember & Understand		
CLO-2	Apply three stages of production in the documentary filming	PSO-3			Apply		
CLO-3	Skillfully develop documentary script and creatively exercise editing techniques	POS-6			Create		
CLO-4	Proficiently use different shots, movements and angles in filming	PSO-6			Create		
CLO-5	Effectively apply the lighting techniques for documentary/PSA production	PSO-3 & PSO - 6			Apply & Create		
CLO-6	Handle the camera, microphone and other technical equipments	PSO-3 & PSO - 6			Apply & Create		
CLO-7	Use the required professional software for video editing	POS-6			Create		

Modules	Proposed Course Content/ syllabus	Duration
1.0	Introduction to Digital Video Production	12 hrs
	1.1. Basic Idea of digital video production. 1.2. Parts of the video camera and their functions, types of Cameras, other equipments 1.3. Depth of field and aperture control, lenses –functions and types	

2.0	Art of Camera Movements	14 hrs
	2.1. Different types of shots, camera angles and camera movements 2.2. Aesthetics in visual communication, subject –camera relationship 2.3. Basic lighting techniques, accessories used in lighting, lights and its properties, different types of lights 2.4. Other tools used in lighting -reflectors, diffusers, cutters and gels	
3.0	Art of Documentary Making	18 hrs
	3.1. Introduction to video documentary and PSA making 3.2. Different types of documentaries, different types of PSA 3.3. Importance of Pre Production stage in documentary making	
4.0	Production and Post-Production for Documentary	20 hrs
	4.1. The stage of production, post-production and distribution of documentary 4.2. Types of editing- linear and non-linear editing, online and offline editing 4.3. Software Learning - adobe premiere pro, audacity/adobe audition and adobe photoshop	

Note: Course content involves 20% of Theory and 80% of Practical

Practical Activates

- Each student has to produce one documentary/PSA approved by the concerned teacher
- Student has to submit a documentary/PSA production plan and work schedule and completion date to concerned faculty
- Student has to submit his/her pre-production activity detail in the required format to the concerned faculty 10 days prior to the production work.
- Once the script is finalized by the concerned faculty, student has to book the studio and equipment 10 days prior to the production
- Student has to book the editing system in advance
- Late submission of the project will not be considered for exam evaluation

Reference Books

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Video Basics	Herbert Zetl	Cengage Learning Custom Publishing	8 th	2016

2	Video Production Handbook	Jim Owens	Routledge	6 th	2017
3	Electronic Media: Then, Now, and Later	<u>Norman J. Medoff</u>	Routledge	3 rd	2016
4	Documentary Time	Malin Wahlberg	University of Minnesota Press	1 st	2008
5	The Documentary Handbook	Peter Lee-Wright	Routledge		2010
Recommended					
1	Writing, Directing, and Producing Documentary Films and Videos	Alan Rosenthal	Library of Congress Cataloging	3 rd	2002
2	Directing The Documentary	Michael Rabiger Amsterdam	Elsevier	4 th	2004
3	Sight, Sound, Motion: Applied Media Aesthetics	Herbert Zettle	CENGAGE Learning Custom Publishing;	8 th	2015
4	The Visual Story: Creating the Visual Structure of Film, TV and Digital Media	Bruce Block	Routledge	2 nd	2007

Course Title	Project work (HC)						
Course Type	Hard Core-Practical	Total Hours	64 hrs	Hours/Week	08	Credits	04
Course Code	Evaluation	Internal	C1+C2 = 15+15			30	100

		External	Duration	C3	03Hrs	Marks 70 Marks	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Acquire the basic knowledge of research						
CO-2	Get an idea doing research						
CO-3	Differentiate between media research and other forms of research						
CO-4	Understand the concepts like research problems, hypotheses, sampling and data collection						
CO-5	Learn to analyze the data and write inference, conclusion and suggestions						
Mapping of CLOs with PSOs & CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to				PSOs Addressed	CLDs	
CLO-1	Apply the techniques of research				PSO-3	Apply	
CLO-2	Apply the research design				POS-3	Apply	
CLO-3	Understand and write research problems, objectives & hypotheses				PSO -2 & PSO -6	Understand & Create	
CLO-4	Carry-out the field research				PSO-6	Create	
CLO-5	Analyze the data				PSO-4	Analyze	
CLO -6	Write inference, conclusion and suggestions				PSO -6	Create	

Note: Course involves 100% Practical

Practical activities:

- Student has already selected the topic for his/her project in III Semester
- Student shall write the Introduction chapter and submit which is evaluated for C1-IA Component
- Student shall complete Research methodology chapter and submit which is evaluated for C2-IA Component
- Student shall complete the project and submit which is evaluated for C3Component
- Late submission of the project will not be considered for exam evaluation.

Course Title	Internship						
Course Type	Hard Core- Practical	Total Hours	-	Hours/Week	-	Credits	04

Course Code	Evaluation	Internal	-			-	100
		External	Duration	-	-	-	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Hone their practical skill						
CO-2	Develop a stronger study/ research skill						
CO-3	Enhance their learning experience						
CO-4	Have hands-on experience in media research						
CO-5	Cultivate a strong sense of development paradigm						
Mapping of CLOs with PSOs & CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to			PSOs Addressed		CLDs	
CLO-1	Practically apply the research skill			PSO – 3 & PSO -6		Apply & Create	
CLO-2	Improve problem-solving aptitude			PSO - 5		Evaluate	
CLO-3	Engage themselves with the current research trends in the media industry			PSO – 2 & PSO - 3		Understand & Apply	
CLO-4	Enhance learning experience			PSO – 4 & PSO -5		Analyze & Evaluate	

Note: Course involves 100% Practical

Regulations Governing Internship Programme;

- Internship is mandatory for all the students
- The duration of internship is **FOUR WEEKS**
- The Internship can be taken up by the students during holidays in any of the four Semesters
- The student shall undergo internship programme in any recognized media organization - newspaper, magazine, radio station, TV channel, advertising agency, public relations/corporate communication firms, digital media industry anywhere in the country. However foreign nationals can undergo internship in recognized media institutions outside India
- Training in private banks or BPOs or event based management activities will not be considered as internship unless approved by the Department Council. Only journalism related activities in those institutions will be considered as internship
- The student shall produce the copy of the certificate in support of the completion of the Internship. The certificate shall be documented in the department and shall not be returned to the students. Further, students have to submit a report of the work done during internship for evaluation
- Internship carries 4 CREDITS

- The Department council collectively evaluates the performance of the student during internship based on individual report and the certificate of completion
- Non completion of the internship shall disqualify the student from receiving the Masters in Journalism and Mass Communication degree
- The student shall bear his/her own expenses during the internship programme
- The student shall adhere to the discipline and code of conduct prevalent in the place of work, hostel, and institution during the Internship

Course Title	Media Related Study						
Course Type	Hard Core-Practical	Total Hours	-	Hours/Week	-	Credits	02
Course Code	Evaluation	Internal	-		-		100
		External	-	-	-	-	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Hone their practical skill						
CO-2	Develop a stronger study/ research skill						
CO-3	Enhance their learning experience						
CO-4	Further explore their course of interest beyond class-room teaching						
CO-5	Explore various job openings in the industry						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
CLOs No.	Course Learning Outcomes (CLOs) on completion of the course the students will learn to	PSOs Addressed	CLDs				
CLO-1	Practically apply the research skill	PSO-3 & PSO -6	Apply & Create				
CLO-2	Be more confident in the area of their course interested	PSO -3 & PSO - 4	Apply & Analyze				
CLO-3	Engage themselves with the current trends in the industry	POS-5	Evaluate				
CLO-4	Improve problem-solving aptitude	PSO -5	Evaluate				
CLO-5	Enhance learning experience	PSO – 4 & PSO- 5	Analyze & Evaluate				

Note: Course involves 100% Practical

Modules	Proposed Course Content/ syllabus	Duration
1.0	Participation in Department Activities	

	1.1 Active participation of student in college/department activities 2.1 The contribution of each student towards lab journal – ‘New Rise’, magazine	
2.0	Writing for Press	
	2.1 press release/news report of college/department events 2.2 Involvement in organizing department/college events	
3.0	Participation in internal and external college activities	
	3.1 Participation of students in inter college events 3.2 Active participation in field/industry visit	
4.0	Participation in Research	
	4.1 Paper presentation and attending in state/national/international seminars and conferences 4.2 Contribution in national/local dailies, TV, Digital Medium through news reports, feature stories, opinion piece or any other	

The self-study will take into account:

Title	Review of Literature						
Course Type	Self-Study	Total Hours		Hours/Week		Credits	02
Course Code	Evaluation	Internal	C1+C2 = 15+15			30 Marks	100
		External	Duration	03Hrs	C3	70 Marks	

COURSE OBJECTIVES

CO No.	Course Objectives
CO-1	To introduce process of conducting Review of Related literature
CO-2	To enable to familiarize them to the advanced tools and search techniques required to search Data bases
O-3	To facilitate to create their own library on line
CLO-4	To introduce software technology to meet the challenges posed the society

COURSE CONTENTS

Module 1 1.1	Introduction to concepts	
	1.1 Bibliography, research steps, importance of gathering research papers and reviews, importance of back ground studies	
	<i>Key words- Bibliography</i>	
Module 2	Internet searching	

2.1	Need for knowing types of search engines and their functions, Boolean search, general search engines and meta search engines <i>Key words- Search Engines</i>	
Module 3 3.1	Synthesis and organization of reviews and notes making , Para phrasing, back ground studies, role of guide and scholar, taking care of grammar, punctuation etc. Style manuals: APA style, MLA style and Chicago style manual etc. <i>Key words- APA, MLA and Chicago style</i>	
Module 4 4.1	Reference management systems – Zotero, Bibme, Mendely, end note etc. and to add new tools of reference and when they are available on the net. How to write a research paper and publish. <i>Key words- Zotero, Bibme, Mendely</i>	

40% Theory and 60% Practicum

COURSE OUTCOMES: Course Outcomes (COs): Statements indicating what a student can do after the successful completion of a course. Every Course leads to some Course Outcomes. **The keywords are used at the end of each unit to define Cos based on Bloom’s Taxonomy**

CO No.	Course Outcomes - On completion of the course the students will learn to	PSOs Addressed	Cognitive Level
CLO-1	Relate and rephrase the concepts of Literature Review	PSO-1	Understand
CLO-2	Apply different process of conducting Review of Related literature	PSO-2	Apply and Analyse
CLO-3	Aanalyse critically and familiarize them to the advanced tools and search techniques required to search Data bases	PSO-5	Apply and Analyse
CLO-4	Apply and create their own library on line	PSO-3	Apply and Analyse
CLO-5	Imbibe the techniques of research design	PSO-2	Understand
CLO-6	Apply skills and attitudes related software technology to meet the challenges posed the society	PSO-5	Understand, Apply and Analyse

REFERENCES

Sl. No	Title of the book	Name of the author	Name of the publisher	Edition	Year of publication
1	Doing a Systematic Review: A Student’s Guide.	Boland, Angela, M.G. Cherry, and R. Dickson	London, Thousand Oakes, SAGE,	California:	2014
2	Systematic Approaches to a	Booth, Andrew, Diana Papaioannou, and	Los Angeles, Thousand Oaks SAGE	California:	2012

	Successful Literature Review.	Anthea Sutton			
3	Clarivate Analytics. (n.d.). Retrieved from https://endnote.com/	Retrieved from	https://endnote.com/		
4	Doing a Literature Review in Nursing, Health and Social Care	Coughlan, Michael, Frances Ryan, and Patricia Cronin	SAGE	Los Angeles:	2013
5	Undertaking a literature review: a step-by-step approach.	Cronin, P., Ryan, F., & Coughlan, M	British Journal of Nursing	London	2008
6	Conducting Research Literature Reviews: From the Internet to Paper.	Fink, Arlene	Sage Publication, New Delhi.	New Delhi	2014
7	The Essential Guide to Using the Web for Research.	Ford, Nigel	Sage Publications	Los Angeles	2012

Course Title	Online Media Related Study						
Course Type	Hard Core-Practical	Total Hours	-	Hours/Week	-	Credits	02
Course Code	Evaluation	Internal	-		-		100
		External	-	-	-	-	
COURSE OBJECTIVES (COs)							
CO No.	Course Objectives on completion of the course the student will be able to						
CO-1	Hone their practical skill						
CO-2	Develop a stronger study/ research skill						
CO-3	Enhance their learning experience						
CO-4	Further explore their course of interest beyond class-room teaching						
CO-5	Explore various job openings in the industry						
Mapping of CLOs with PSOs &CDLs							
Course Learning Outcomes (CLOs): The CLOs indicate what a student has learnt after the successful completion of a course.							
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CLO-3	Engage themselves with the current trends in the industry	POS-5	Evaluate
CLO-4	Improve problem-solving aptitude	PSO -5	Evaluate
CLO-5	Enhance learning experience	PSO – 4 & PSO- 5	Analyze & Evaluate

Note: Course involves 100% Practical

Modules	Proposed Course Content/ syllabus	Duration
1.0	Content writing	
	1.1 Content writing for an NGO, content on Facebook <i>Key words: Content writing, Facebook</i>	
2.0	Social Media	
	2.1 Uploading on Youtube, Writing for a cause on twitter and Instagram <i>Key words: Youtube, Instagram, twitter</i>	
3.0	Desktop publishing	
	3.1 Designing a template for a newsletter , Designing a college programme invitation card <i>Key words: Template, News letter</i>	
4.0	Mojo Journalism	
	4.1 Creating an audio and video advertisements using mobile phone <i>Key words: Mojo, audio, video</i>	