MANGALAYATAN UNIVERSITY, ALIGARH

CENTRE FOR DISTANCE AND ONLINE EDUCATION

PROGRAMME PROJECT REPORT

BACHELOR OF ARTS
(JOURNALISM AND MASS COMMUNICATION)
BA-JMC

2023-24

Introduction

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)(BA-JMC) is unique at Mangalayatan University in its commitment to both breadth and depth of knowledge after 12th. Its aim and scope is very focused in its approach to preparing a student for higher education as well as for needs of media industry.

The duration of the Program shall be of three academic years for award of undergraduate degree and 4 years for award of undergraduate degree with research. Each academic year shall be divided into two Semesters, viz., Odd Semester comprising the period between July and December/January and Even Semester comprising the period between January and

May/June. The program follows CBCS (Choice Based Credit System) which encourages inter-disciplinary approach allowing student to choose any subject of their choice offered by various departments. This allows students to get a Major degree in Mass Communications along with a Minor degree in their chosen subject.

A. Programme's Mission and Objectives

Mission:
To excel students in a multicultural environment to be critical thinkers, innovative professionals and writers, and leaders in the field of journalism.
To create new knowledge that contributes to understand community and global issues through media studies

Objectives:
* To educate and train individuals to be well prepared for higher education and media industry.
* To be able to engage independent and life-long learning.
* To develop professionally that ensures existence in the competitive world.

B. Relevance of the Programme with HEI's Missions and Goals

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION) program is a blend of theory and practical designed to stimulate the creative muscles. The students study and undergo training in various domains like reporting, writing and editing for print media, feature writing, photography and photojournalism, advertising and public relations, event management, web journalism, print design, anchoring and electronic media production, film studies, media law, radio journalism, media management and research. Their perspectives are further broadened by classes on the Indian economy, Indian politics, international relations and culture & communication. They realize the importance of developing critical and lateral thinking, employed intelligently in crafting communication.

The BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION) aims to provide highly professional environment such as community radio station, Newsroom studio

to the broadcast media aspirants. Program also aims to provide highly equipped media lab for editing and designing news for electronic as well as print media.

The goals of ODL (Open Distance Learning) programme is to provide educational facilities to all qualified and willing persons who are unable to join regular courses due to personal or professional reasons. There are many potential learners who cannot afford to join regular courses due to professional responsibilities and personal commitments. The programme's objectives and goals are on the lines of HEIs vision and Mission.

Vision:

To be an institution where the most formative years of a young mind are spent in the guided pursuit of excellence while developing a spirit of inquisitive questioning, an ability to excel in the pressure of a fast-changing professional world, and a desire to grow into a personality than a person, in an environment that fosters strong moral and ethical values, teamwork, community service and environment consciousness.

Mission:

- To be the enablers of the confluence of academic rigor and professional practicality.
- To bring global best practices to students through widespread use of technology.
- To empower our faculty to constantly develop new skills and excel professionally.
- To provide the best campus environment to students and faculty with all facilities to nurture their interest.

C. Nature of Prospective Target Group of Learners

The ODL programme of Mangalayatan University (MU) shall target the working professionals as well as those who cannot attend a full-time programme due to constraints. We also welcome those candidates who want to see their career in the field of Basic Sciences. Students may complete their practical work/assignment through virtual lab mode. Desirous candidates of BA - JMC. program shall have to meet the eligibility norms as follows:

1. To obtain admission in BA – JMC programme offered through ODL mode, the learner must have completed 10+2 in any stream.
2. The learner must have scored a minimum of 45% marks aggregately at 10+2 level.

D. Appropriateness of Programme to be conducted in ODL mode to acquire specific skills and competence

The University has identified the following **Programme Outcomes (PO)** and **Programme Specific Outcomes (PSO)** as acquisition of specific skills and competence in BA – JMC Programme.

Programme Outcomes (PO)

PO1: Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3: Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

Programme Specific Outcomes (PSOs)

PSO 1: Acquiring functional knowledge of the underlying principles and recent emerging trends of communication and media industry.

PSO 2: Develop ability to embrace convergent media by shooting video, making photographs, and writing for and posting to the web.

PSO 3: An understanding of the roles and duties of journalism in society, and recognition of the legal and other implications of their work.

E. Instructional Design

The program is divided into eight semesters and minimum credit requirement is 160 to get BA-JMC. Degree in ODL mode from Mangalayatan University. Minimum time period for acquiring BA-JMC degree will be four year and maximum time period to acquire BA-JMC degree eight years.

Evaluation Scheme

Semester-I							
S. No.	Course Code	Course Name	Area	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
					Max. Marks	Max. Marks	
1	JMO1101	Basics of Mass Communication	CC - Major	4	30	70	100
2	JMO1102	History of Mass Media	CC - Major	4	30	70	100
3	JMO1104	Introduction to radio jockeying	Minor	4	30	70	100
4	JMO1105	Political science	Minor	4	30	70	100
5	ENO-1100	English Communication	AECC	2	30	70	100
6	BCA-102	Computer Fundamental and Office automation	SEC	2	30	70	100
Total				20	180	420	600

Semester-II							
S. No.	Course Code	Course Name	Area	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
					Max. Marks	Max. Marks	
1	JMO1201	Print Media	CC - Major	4	30	70	100
2	JMO1202	Advertising and Public Relations	CC - Major	4	30	70	100
3	JMO1203	Media writing skills	Minor	4	30	70	100
4	JMO1204	Radio production	Minor	4	30	70	100
5	HNO-1101	Hindi I	AECC	2	30	70	100
6	BSO-2100	Introduction to computer applications	SEC	2	30	70	100
Total				20	180	420	600

Semester-III

S. No.	Course Code	Course Name	Area	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
					Max. Marks	Max. Marks	
1	JMO2101	Specialized Reporting	CC - Major	4	30	70	100
2	JMO2102	Media Law & Ethics	CC - Major	4	30	70	100
3	JMO2103	Corporate Communication	Minor	4	30	70	100
4	ENO-1101	Professional Communication	AECC	2	30	70	100
5	JMO – 1103	Basics of still photography	SEC	3	30	70	100
6	AGL-1100	Environmental Studies	Value added	3	30	70	100
Total				20	180	420	600

Semester-IV

S. No.	Course Code	Course Name	Area	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
					Max. Marks	Max. Marks	
1	JMO2201	Community Radio	CC - Major	4	30	70	100
2	JMO2202	New media	CC - Major	4	30	70	100
3	JMO2203	Media and Society	Minor	4	30	70	100
4	HNO–2101	Hindi II	AECC	2	30	70	100
5	BSO-2101	E- Marketing	SEC	3	30	70	100
6	ECO-0001	Renewal sources of Energy	Value added	3	30	70	100
Total				20	180	420	600

Semester-V

S. No.	Course Code	Course Name	Area	Credit	Continuous Assessment Marks Max. Marks	Term End Exam Marks Max. Marks	Grand Total
1	JMO3101	Introduction to Electronic Media	CC - Major	4	30	70	100
2	JMO3102	Radio and Television production	CC - Major	5	30	70	100
3	JMO3103	Development Communication	CC - Major	5	30	70	100
4	**H000201T**	Health and Hygiene	Interdisciplinary	3	30	70	100
5	MAV–0005	Basic statistics	Interdisciplinary	3	30	70	100
Total				20	150	350	500

Semester-VI

S. No.	Course Code	Course Name	Area	Credit	Continuous Assessment Marks Max. Marks	Term End Exam Marks Max. Marks	Grand Total
1	JMR3201	Dissertation	CC - Major	6	30	70	100
2	JMI3201	Viva voce	CC - Major	4	30	70	100
3	JMO3201	Media and International Scenario	CC - Major	4	30	70	100
4	JMT3201	Internship	SEC	3	30	70	100
5	B070404T	Web Designing	Interdisciplinary	3	30	70	100
Total				20	150	350	500

Semester-VII							
S. No.	Course Code	Course Name	Area	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
					Max. Marks	Max. Marks	
1	JMO4101	Communication Research	CC - Major	4	30	70	100
2	JMO4102	Broadcasting & Film Production	CC - Major	4	30	70	100
3	JMO4103	Media Management	CC - Major	4	30	70	100
4	JMO4104	Film Studies	CC - Major	4	30	70	100
5	JMO4105	Television News Presentation	Minor	4	30	70	100
Total				20	150	350	500

Semester-VIII							
S. No.	Course Code	Course Name	Area	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
					Max. Marks	Max. Marks	
1	JMT4201	Internship and presentation	CC - Major	4	30	70	100
2	JMI4201	Viva Voce	CC - Major	4	30	70	100
3	JMR4201	Dissertation	CC - Major	4	30	70	100
4	JMO4201	Film and Documentary making	CC - Major	4	30	70	100
5	JMO4202	Basics of camera, lights and sound	Minor	4	30	70	100
Total				20	150	350	600

MOOCs

The University shall give flexibility in opting for MOOCs (Massive Online Open Courses)/SWAYAM by the students pertaining to the prescribed curriculum and also the Credits earned in the MOOCs may be dealt as part of the evaluation scheme as per UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Syllabi and Course Materials

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and BoS/Academic Council/ Executive Council for further suggestions and approval.

Semester I
Course Name: Basics of Mass Communication

Course Code: JMO – 1101   **Credits: 4**

Course Objectives:
The objective of the course is to teach basic concept of communication. The course also focuses to define various types of communication. It also focuses to explain mass communication and its feature and barriers.

Course outcomes: At the end of the course, student would be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	Elaborate concept of communication and its process.	Remember
2.	Define mass communication and its features	Understand
3.	Understand theories and models of communication in current scenario	Apply
4.	Explain the impact of Mass Communication in the society and audience.	Understand
5.	Describe the types of audience and limitations of Mass Communication.	Understand

BLOCK I: Introduction to Mass Communication

UNIT 1: Communication: concept, definitions and types of mass communication

UNIT 2: Functions of communication, Elements of mass communication

UNIT 3: Intra-personal, inter-personal, Verbal and non verbal communication, Tools of Mass communication

UNIT 4: Development of Mass Communication in India

BLOCK II: Models of communication

UNIT 5: Model: Concept, Meaning and definition of model.

UNIT 6: Harold Laswell's model of communication, Shanon and Weaver model
UNIT 7: Charls Osgood Model, Shanon and Weaver,

UNIT 8: Wilbur Schramm Model, George Gerbner's Model, Westley and Maclean's Model.

BLOCK III: Theories of communication

UNIT 9: Theories: Concept, Meaning and definition of theory, Four theories of press,

UNIT 10: Bullet Theory, Individual difference theory, personal influence theory, Selective Exposure Theory,

UNIT 11: Cognitive dissonance theory, Uses and Gratification theory, social responsibility theory

UNIT12: Development Communication theory, Democratic Participant Media theory

BLOCK IV: Effects of Mass Media

UNIT 13: Effects of Mass Communication

UNIT 14: Mass communication as an agent of Social change

UNIT 15: Demassification, Demystification, Decentralization and convergence

UNIT 16: Characteristics of Audiences, Type of audiences, Elite audience, General audience, specialized audience Limitations of Mass Communication.

Text and References:

1. Mass-Communication in India: Kevel J. Kumar: Jairo Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail: Sage Delhi
3. Bharat Men Sanchar aur Jansanchar: J.V.Vilanilam: M.P. Hindi Granth Academy Bhopal
4. Mass-Communication: Concepts and issues: D.V.R Murthy: Olive green: Kochi

5. Mass-, Culture, Language and arts in India: Mahadev L. Apte: Popular Prakashan Mumbai
6. Towards sociology of Mass-Communication: Denis McQuail: Collier –Macmillan

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Course name: History of Mass Media Course Code: JMO – 1102
Credits: 4

Course Objectives:
The objective of the course is to teach student invention of paper and printing press. The course also focuses to discuss development of mass media around the world. It also focuses to explain historical perspectives of print media, radio, television and cinema.

At the end of the course, student would be able to:

Cos No.	Course Outcomes (COs)	Cognitive Level
1.	Understand origin of paper and printing press	Remember
2.	Describe birth of Journalism in India	Understand
3.	**Demonstrate**- Role of Indian Newspapers: Pre independence & Post independence.	Apply
4.	**Explain** Role of Indian Press in Indian freedom movement	Understand
5.	**Describe** Development of Hindi Journalism after Independence.	Understand

BLOCK I: Development of print media

UNIT 1: Invention of paper, Invention of printing press, **D**evelopment of printing – early efforts to publish newspapers in India. Early communication systems in India

UNIT 2: Independence and the press – issues of freedom, both political and press freedom, Birth of the Indian language press – contribution of Raja Ram Mohan Roy;

UNIT 3: Birth of the Indian news agencies and Western News agencies, The Indian press and freedom movement – Mahatma Gandhi and his journalism;

UNIT 4: social, political and economic issues before Independence and the Indian press; the press in India after Independence;

UNIT 5: Social, political and economic issues and the role of the Indian press

BLOCK II: Development of radio

UNIT6: Development of radio as a medium of mass communication

UNIT 7: History of radio in India, Radio as an instrument of propaganda during the World War II.

UNIT 8: Emergence of AIR – commercial broadcasting.

BLOCK III: Development of television

UNIT 9: Development of television as a medium of mass communication

UNIT 10: Historical perspective of television in India **UNIT**

11: Satellite and cable television in India.

BLOCK IV: Development of cinema

UNIT 12: Early efforts – film as a mass medium;

UNIT 13: Historical development of Indian films – silent era, talkies

UNIT 14: Indian cinema after Independence

UNIT 15: parallel   cinema

UNIT 16: Commercial cinema

UNIT 17: Regulatory bodies of Indian Cinema

Text and references

1. Mehta Nalin; India on Television, Harper Colins Publisher India, New Delhi, 2008 Page
2. David & Crawley William; Satellites Over South Asia, Sage Publication New Delhi, 2001
3. Robin Jeffrey, India's Newspaper Revolution: capitalism, politics and the Indian Language PRESS, Oxford University Press, 2003
4. Black Jay & Bryant Jennings; Introduction to Mass Communication. Third Edition, WCB WM.C. Brown Publishers, 1992
5. Singhal Arvind & Rogers M. Evert; India's Communication Revolution, Sage Publication, New delhi, 2001

6. Kumar Keval J.; Mass Communication in India, Jaico Publishing House, Delhi, 2005 India Year Book; Chapter on Mass Media, Publication Division, Government of India, New Delhi.
7. Mathur, C. K. (2013). Mass media and democracy in India: a political study of their relationship in post emergency period.
8. INFLIBNET. Retrieved from http://shodhganga.inflibnet.ac.in:8080/jspui/handle/10603/27658

Course Name: Introduction to Radio Jockeying Course Code: 1104
Credits: 4

Course Objectives:

The course focuses to describe development of radio in the world. The course also focuses to discuss radio and its characteristics. It also aims to discuss various terminologies and techniques used in radio industry**.** In addition, course also explain various radio program formats.

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

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** the history of radio.	Remember
2.	**Differentiate** the nature and types of Radio Programs	Understand
3.	**Classify** the Pronunciation / Diction Clarity/Voice Modulation / Vocal Exercise etc	Apply
4.	**Demonstrate** skills of Specific Audience Programs	Apply
5.	**Explain** the Anchoring /Video Conference/ Connect to PCR etc	Understand
6.	**Describe** the Organizational Structure for TV and Radio,	Understand

BLOCK 1: Development of Radio

UNIT 1: Development of Radio in the World, Radio: Brief History of Radio in India,

Akashvani, AIR Code.

UNIT 2: Radio and its Characteristics, Radio terminology, AM and FM

UNIT 3: Radio presenter, Radio Jockey, News reader, Radio Announcer, Stock Artist

UNIT 4: Anchoring and news reading skills: general awareness, presence of mind, clarity, diction, pronunciation etc.

BLOCK 2: RADIO PROGRAM FORMATS

UNIT 5: Meaning of radio program formats

UNIT 6: Musical radio program format, Classical, Light, Folk, and Western Music programs

UNIT 7: Spoken word Radio program formats

UNIT 8: Information based-radio program format, Radio talk, Radio interview, Talk show/Chat show, Discussion, Lecture and Literary discourse

BLOCK 3: RADIO FEATURES

UNIT 9: Content based Radio program formats, Radio features and

Poetry recital, Short story reading,

UNIT 10: Documentary, Radio serial, Radio drama,

UNIT 11: Book and Film reviews

UNIT 12: Interactive radio program formats, Listner's letter, OB based programs, Forum Programs, Phone-ins programs, Voice and email based programs, Audio conferencing and radio bridge, Quiz programs

BLOCK 3: NEWS PROGRAMS

UNIT 13: Radio News, Characteristics of news, format of news, Types of news News bulletins

UNIT 14: News Magazine, types of news magazines and Newsreels

UNIT 15: Strength and weakness of the medium, Skills of a radio news reporter: developing sources, gathering news

Text and references:

- Zettl Herbert, Television Production Handbook
- White, TED &Barnas Frank, Broadcast News, Writing Reporting & Producing, Focal Press
- Radio & TV Journalism – K M Srivastava, Sterling Publishers Pvt. Ltd., New Delhi.
- Broadcasting Management in India – Angela Wadia.
- Electronic Media in Modern World – S P Phadke.

Course name: Political Science Course Code: JMO – 1105
Credits: 4

Course Objectives:

The primary objective of political science is to study and analyze the theory and practice of politics and government to better understand political systems, behaviors, and their impact on society.

At the end of the Political Science course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** the basic concepts of state, Sovereignty, Liberty and Equality.	**Remember**
2.	**Differentiate** traditional idea with modern political system.	**Understand**
3.	**Classify** the applications and practices of political ideas and values.	**Apply**
4.	**Demonstrate** a general understanding of Political Science.	**Apply**
5.	**Explain** theories of origin, nature, function and state.	**Understand**
6.	**Describe** rights and duties and relationship between them.	**Understand**

BLOCK 1: INTRODUCTION OF POLITICAL SCIENCE

Unit1: Political Science: Meaning, origin, nature and scope of the discipline

Unit2: Relationship of Political Science with allied disciples

Unit3: Law: Meaning, original, sources and classification **Unit4:**

Relevance of Political Science to the study of Law

BLOCK 2: STATE GOVERNANCE

Unit5: State: Meaning, essential elements

Unit6: distinction between state, society, government and other associations.

Unit7: Theories of the origin, nature and functions of the state.

Unit8: Concepts of Totalitarian and Welfare State.

BLOCK 3: POLITICAL IDEOLOGIES

Unit9: Political Ideologies: Liberalism, Neo-liberalism, Marxism,

Unit10: Socialism, Fascism, Utilitarianism ganderism and Sarvodaya **Unit11:** Sovereignty: Meaning, Features, Kinds and Theories of sovereignty-Austin and

Pluralist

BLOCK 4: RIGHTS AND DUTIES

Unit12: Fundamental Rights and Duties: Meaning, classification

Unit13: theories of Rights; Relationship between Rights and Duties.

Unit14: Liberty: Meaning, kinds, safeguards and relationship between liberty and law

Unit15: Equality: Meaning, kinds and relationship with liberty, Freedom & Autonomy in

Media

Text and references:
- Joad, C.E.M.: Political Theory
- Appadorai, A : Substance of Politics
- Asirvatham, A: Political Theory
- Ray & Bhattacharya, M. : Political Theories Ideas and Institutions
- Verma, S.P. : Modern Political Theory
- Singh, G.N. : Fundamental of Political Science and Organisation
- Ghosal: A History of Indian Political Ideas

- Sabine, G.H. : A History of Indian Political Ideas
- Rathore, L.S.: Political Theory and Organisation (Eastern Book Haggi, S.A.H. Company, Lucknow)
- Ghose, Shankar: Socialism and Communism in India (Bombay A.Pub.)
- Sriniwas, M.N. : Social Change in Modern India
- Ommen, T.K.:   Sociology

Course Name: English Communication Course Code: ENO-1100
Credits: 2

Course Objectives:
Understanding the fundamental communication skills being integral to personal, social and professional interactions. To develop the ability to share thoughts, emotions and ideas through various means of communication: both verbal and nonverbal.

Course Outcomes
After completion the course, students will be able to develop correct pronunciation. They will be able to communicate effectively.

Block I: Self-Introduction

Unit 1: Introducing self

Unit 2: Speaking about achievements

Unit 3: Voicing future aspects

Block II: Non-Verbal Communication

Unit 4: Types of non- verbal communication

Unit 5: Body Language

Unit 6: Paralanguage skills

Block III: Manners and Etiquettes

Unit 7: Personal grooming

Unit 8: Dress code

Unit 9: Telephone etiquettes

Unit 10: Intellectual grooming

Block IV: Conversation in Real Life Situations

Unit 11: Meeting people

Unit 12: Travelling

Unit 13: Visiting Places

Unit 14. Shopping

Block V: Public Speaking Skills

Unit 15: Extempore

Unit 16: Role Play

Unit 17: Group Discussion

Text and references:
- Fluency in English part-1, Macmillan, Delhi,2005, Units 1-18
- Martin Hewing, Advanced English Grammar, CUP, New Delhi, 2010, Unit 1-60.
- Language through Literature (forth coming). Dr. Gauri Mishra, Dr. Ranjana Kaul,
- Dr. Brat Biswas, Primus Books, Delhi 2005 Chapter 1-17

Course Name: Computer Fundamental & Office Automation Course Code: BCA-102 Credits: 2

Course Objective:
Office tools course would enable the students in crafting professional word documents, excel spread sheets, power point presentations using the Microsoft suite of office tools. To familiarize the students in preparation of documents and presentations with office automation tools.

Course Outcome:
At the end of the course student would be able to:

S. No.	Course Outcomes (COs)	Cognitive Level

1.	**Describe** the concept of input and output devices of Computers and how it works and recognize the basic terminology used in computer programming	Knowledge
2.	**Explain** the concept of operating system and its function	Understand
3.	**Illustrate** the concept of call by vaue and call by reference	Apply
4.	**Contrast** on compile and debug programs	Analyze
5.	**Design** programs connecting documents	Create

Block I: Introduction to Computers

Unit 1: Introduction, Characteristics of Computers, Block diagram of computer.

Unit 2: Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers.

Unit 3: Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages). Data Organization, Drives, Files, Directories.

Unit 4: Types of Memory (Primary And Secondary) RAM, ROM, PROM, EPROM. Secondary Storage Devices (FD, CD, HD, Pen drive)
Unit 5: I/O Devices (Scanners, Plotters, LCD, Plasma Display) Number Systems
Introduction to Binary, Octal, Hexadecimal system Conversion, Simple Addition, Subtraction, Multiplication

Block II: Algorithm and Flowcharts

Unit 6: Algorithm: Definition, Characteristics, Advantages and disadvantages,

Unit 7: Definition, Define symbols of flowchart,

Unit 8: Examples Flowchart

Unit 9: Advantages and disadvantages, Examples.

Block III: Operating System and Services in O.S.

Unit 10: Dos – History, Files and Directories,

Unit 11: Internal and External Commands,

Unit 12: Batch Files,

Unit 13: Types of O.S.

Block IV: Windows Operating Environment

Unit 14: Features of MS – Windows,

Unit 15: Control Panel,

Unit 16: Taskbar, Desktop, Windows Application, Icons, **Unit-17:**

Windows Accessories, Notepad, Paintbrush.

Block V: Editors and Word rocessors Unit

18: Basic Concepts, Examples: MSWord **Unit**

19: Introduction to desktop publishing.

Unit 20: Purpose, usage, command, MS-Excel, Creation of files in MS-Access, Switching between application, MS-PowerPoint.

Text and references:

1. Norton Peter, "Introduction to computers", 4th Ed., TMH, 2001.

2. Alex Leon & Mathews Leon, "Fundamentals of Information Technology", Leon Techworld, 1999.

3. Vikas Gupta, "Comdex Computer Kit", Wiley Dreamtech, Delhi, 2004 4. P. K. Sinha & Priti Sinha, "Computer Fundamentals", BPB Publications, 1992.

5. V. Raja Raman, "Introduction to Computers", PHI, 1998.

6. Alex Leon & Mathews Leon, "Introduction to Computers", Vikas Publishing House, 1999.

7. Computer Architecture and Organization, Nicholas carter, Scaum Series TMH Adaptation, 2010

Semester II

Course name: Print media Course Code: JMO – 1201
Credits: 4

Course Objectives:

The objective of the course is to teach students the basic concept of news and various types of news beats. The course also focuses to inculcate an understanding of news features and interviews among students. It also focuses to explain editing concepts and processes in the context of print media.

Course outcomes:
At the end of the course, student would be able to:

COsNo	Course Outcomes (COs)	Cognitive Level
1.	Define News: Definition & Type, Sources of news	Understand
3.	Demonstrate Interview skills: Methods, Importance and types, Book review, Film Review	Apply
4.	Demonstrate to write headline: Meaning, Significance Writing and types	Apply
5.	Explain – Editing, Importance & Significance of the Editorial Page	Understand
6.	Describe -Dummy page, make up, layout, pagination.	Understand

BLOCK I: NEWS AND ITS BEATS

UNIT 1: News: Definition & Type, News beats, Sources of news, Elements of news,

UNIT 2: New writing style/Structure of News Story:

UNIT 3: Headline, lead, Intro, Body (Inverted Pyramids) etc., Lead and types Lead,News Value judgment,

UNIT 4: Qualities & Responsibilities of Reporter

BLOCK II: NEWS FEATURES AND INTERVIEWS

UNIT 5: News Writing Process, Problems in News Writing,

UNIT 6: Media Interview: Methods, Importance and types,

UNIT 7: Book review, Film Review,

UNIT 8 : Feature: Definitions, Importance and Types of Features

BLOCK III: EDITING: CONCEPT

UNIT 9: Editing: Meaning, Definition & Need, Role of sub editor, Qualities & Duties of Sub editor

UNIT 10: Headline: Meaning, Significance Writing and types,

UNIT 11: Structure of editorial Department, Proof reading symbols, Importance& Significance of the Editorial Page

UNIT 12: Use of style sheet. Dummy page, make up, layout, and pagination, Editing of Press releases, news and features

BLOCK IV: STRUCTURE OF PRINT ORGANISATION

UNIT 13: Structure of Editorial department,

UNIT 14: Structure of Advertisement,

UNIT 15: Structure of H.R, Circulation,

Text and references:
1. M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
2. George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.
3. Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.
4. M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
5. Bhanavat Sanjeev, SamacharLekhanKeSiddhant,
6. Mencher, M. (2013). News Reporting and Writing. McGraw-Hill.

Course name: Advertising and Public Relations Course Code: JMO – 1202
Credits: 4

Course Objectives:
The objective of the course is to teach students the concept of advertising and implication of advertising. The course also focuses to inculcate an understanding of media plan and message development. It also focuses to explain public relation processes and its objectives.

Course outcomes:

At the end of the course, student would be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** the processes of Advertising and Public Relations.	Remember
2.	Design media strategy and apply the tools of Public Relations.	Apply
3.	**Demonstrate** the knowledge of self-employment and advertising agencies.	Apply
4.	**Explain** the functions of Public Relations in different sectors.	Understand
5.	**Describe** the Role and responsibilities of PR officer.	Understand

BLOCK I: Advertising: Concept, Meaning and Definition

UNIT 1: Concept and definition of advertisement

UNIT 2: Social, Economic and Legal Implications of Advertisements

UNIT 3: Setting advertisement objectives

UNIT 4: Advertising Agencies, selection and remuneration, advertisement campaign.

BLOCK II: Media Plan

UNIT 5: Media plan – type and choice criteria

UNIT 6: Reach and frequency of advertisements

UNIT 7: Cost of advertisements related to sales

UNIT8: Media strategy and scheduling.

BLOCK III: Message Development

UNIT 9: Message development, Different types of advertisements

UNIT 10: Layout – design appeal –copy structure, Advertisement production: print, Radio, TV, and web advertisements

UNIT 11: Media Research: testing validity and reliability of ads

UNIT 12: Measuring impact of advertisements.

BLOCK IV: Public Relations: an Introduction

UNIT 13: Public relation: Concept and origin, Definitions, Objective and Functions,

UNIT 14: PR tools, Target audience for PR

UNIT 15: Role and responsibilities of PR officer, PR in Government sector; PR in Public, Private and NGO Sectors;

UNIT 16: PR Codes and Professional bodies

Text and References:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S. H. H. Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. Belch M A and Belch G E- Advertising and Promotion – An Integrated Marketing Communication Perspective (Tata McGraw-Hill) 2003. 6th ed
5. Asker, David and Myers John G., Advertising Management, Prentice Hall of India, New Delhi
6. Solomon, M. R. (2019). Consumer behavior: Buying, having, and being. Pearson.
7. McAllister-Spooner, S. M., & Ware, L. M. (2021). A longitudinal analysis of public relations undergraduate curriculum content: A 12-year review. Public Relations Journal, 15(2), 1-19.
8. Liu, F., & Kim, D. (2018, June). The impact of native advertising format and disclosure on consumers' attention and persuasion. Paper presented at the International Communication Association Conference, Prague, Czech Republic.

Course Name: Media writing skills Course Code: JMO – 1203
Credits: 4

Course Objectives:
The objective of the course is to teach students the basics concept of writing. The course also focuses to inculcate an understanding of media writing. It also focuses to explain writing for various media such as print media, electronic media and cinema.

Course outcomes:
At the end of the course, student would be able to:

S. No.	Course Outcomes	Cognitive Level
1	Explain basics of Media writing	Remember
2	Understand the style and types of print, TV &Radio	Understand
3	**Demonstrate** Conscious attention to surroundings/Listening carefully, reading, observing, writing	Apply

BLOCK 1: WRITING FOR THE SCREEN AND PRINT

UNIT 1: Media writing: concepts, The Nature and Characteristics of Media Writing, Literary text v/s text written for screen.

UNIT 2: News: Basic news structures, Headlines**:** Writing Headlines, Lead: Characteristics, Writing Leads, body, conclusion/end

UNIT 3: Feature Writing: Concept, type, elements& structures, Article writing, Film/Book review writing,
UNIT 4: Overview of the television industry and its various formats, Role and responsibilities of a television writer

BLOCK 2: WRITING FOR RADIO

UNIT 5: Writing opinion pieces, Writing script for radio talk show, Writing for radio news bulletins

UNIT6: writing for radio promos-jingle-general announcement

UNIT 7: Radio interview writing**,** Writing agriculture feature

UNIT 8: Radio feature, drama and documentary

BLOCK 3: WRITING FOR TELEVISION

UNIT 9: Writing for television news

UNIT 10: Writing for TV programmers, Writing for TV news, Writing television talk,

UNIT 11: Writing advertisement,

UNIT 12: Writing for TV interview and discussion/ debate

BLOCK 4: WRITING FOR WEB

UNIT 13: News writing for web,

UNIT 14: Writing blog, Vblog, Podcast, writing Photo caption,

UNIT 15: Writing for Web interview and discussion/ debate

UNIT 16: Writing for web/AMP stories

Text and references:

1. Copy writing for electronic media: A practical guide, Milan D. Meeske, Wadsworth Publishing Co. 2006
2. Broadcast Journalism: Techniques of Radio and Television Journalism by Andrew Boyd, Focal Press 2009
3. Broadcasting News: Writing, reporting and producing by Ted White 2008
4. The craft of copywriting by June A. Valadares, Response Books 5. Writing for Media by Usha Rani, Oxford University Press, 2010

Course Name: Radio Production Course Code: JMO1204
Credits: 4

Course Objectives:
The course focuses to describe basics of writing for radio programs. The course also focuses to discuss challenges and elements of radio writing. It also aims to discuss various In addition; it aims to explain writing for various radio program formats.

Course outcomes:
At the end of the TV Anchoring and Radio Jockeying course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** – Basics of writing, anchoring radio programs	Remember
2.	**Differentiate** writing style of various Radio Programs formats	Understand
3.	**Classify** the Pronunciation / Diction Clarity/Voice Modulation / Vocal Exercise etc	Apply
4.	**Demonstrate** Writing skills of Specific Audience Programs	Apply
5.	**Explain** – anchoring of various programs	Understand
6.	**Describe** – Sound editing and mixing software	Understand

BLOCK 1: WRITING FOR RADIO

UNIT 1: Radio, Meaning, Definition, Characteristics of radio

UNIT 2: Writing, Meaning of writing, Radio writing Challenge of Audio medium, Basic Elements of Radio

UNIT 3: Writing for deferent radio formats

UNIT 4: Radio script writing tips, Scope of Radio programs

BLOCK 2: RADIO STORIES & NARRATIONS

UNIT 4: Writing Short stories, its basic elements, Characteristics of short stories

UNIT 5: Radio Drama writing and Recording, Feature of Radio Drama

UNIT 6: Writing for Radio interview, discuss, and talk show

UNIT 8: Writing feature stories, Radio live program

BLOCK 3: RADIO COMMERCIAL PROGRAMS

UNIT 9: Writing Radio Jingle, and commercial

UNIT 10: Documentary writing

UNIT 11: Writing musical program script, producing musical program

UNIT 12: Writing for Phone ins program, Quizs, children programs

BLOCK 4: WEEKLY RADIO PROGRAMS (MAGAZINE)

UNIT 13: How to write radio news and read radio news

UNIT 14: Radio magazine – Writing and Producing

UNIT 15: Agriculture programs (Writing and Producing)

UNIT 16: Writing for special audience

Text and References:

- Zettl Herbert, Television Production Handbook
- White, TED &Barnas Frank, Broadcast News, Writing Reporting & Producing, Focal Press
- Radio & TV Journalism – K M Srivastava, Sterling Publishers Pvt. Ltd., New Delhi.
- Broadcasting Management in India – Angela Wadia.
- Electronic Media in Modern World – S P Phadke.

Course Name: Hindi-I Course Code: HNO–1101
Credits: 2

Course Objective:

1- छात्रों में पठन कला को ननपणता का विकास करना।

2- छात्रों को क्षेत्रीय लोकोक्ततयों ए महाि◌रों का संपणणू ज्ञान कराना।

3- छात्रों को ननबंध, सं◌ि◌द, सारांश, पत्र इत्यादद ललखने की कला कुशलता उत्पन्न करने का प्रयास करना।

4- छात्रों को व्याकरण संबंधी ननयमों का पणणू ज्ञान कराना।

Course Outcomes:

सीओ 1: दहदं ◌ी भाषा और उसके सादहत्य की उत्पवि को समझना। सीओ 2: सादहत्य के इनतहास की अधिारणा को समझना। सीओ 3: दहन्दी सादहत्य के ि◌र्गीकरण का

आधार समझना। सीओ 4: दहदं ी नाटक, लघकथा‌ और उपन्यास के विकास के इनतहास को समझना। **Block 1: t;kdj izlkn ^vtkr "k=q***

इकाई .1 उद्दे य; प्रस्तािना; दहन्दी सादहत्य ऐ भाषा का इनतहास; आधननकु काल मेंॊ दहन्दी गद्य के उदय तथा विकास। इकाई 2- उदण ू सादहत्य] अजानात्रुः‌ कथासार] अजानात्रुः‌ नाट्यकला] अजानात्रुः‌ संिॊद योजना] अजानात्रुः‌ दोकाल और ‌ितािॊरण] अजानात्रुः‌ अलभनेयता; अजानात्रुः‌ प्रनतपाद्य@उद्दे य] अजानात्र‌। इकाई 3- भाषा**शैली**] अजानशत्रुः‌ रस-योजना, अजानशत्रुः‌ गिॊनत-योजना] अजानशत्रुः‌ पात्र-योजना] प्रमखु नारी पात्र।

Block 2:
इकाई 4 उद्देश्य; निब हमीदल्लाहुः‌ एक पररचय] परम्परा] प्रगनत और स‌िरूप। **इकाई** 5 हमीदल्लाह के नाटकों में नारी] 'दलारी‌ बाई और ख्याल भारमली में लोकनाट्य शैली, ख्याल भारमली मंगलाचरण की विलशष्टता, सत्रधारू ‌ अलभनेत्री का प्रयोग] भोपा-भोपी का प्रयोग, गयन मण्डली का प्रयोग

इकाई 6 भारमली की लोककथा] लोकसंिॊद और लोकभाषा, शब्द और भाषा का प्रयोग, लोकगीित, लोकनत्यृ , लोकिाद्य, पिदणू ‌ीक्तत शैली, हास्य और व्यंग्य, ननष्कष।ण

Block 3:
इकाई 7 उद्देश्य प्रस्तािना, जन्म ऐ बाल्यकाल, लशक्षा-दीक्षा, राजेन्र यादिुः व्यक्ततत‌ि तथा कृनतत‌ि।

इकाई 8 राजेन्र यादिुः कृनतत‌ि] लेखन का प्रारम्भ तथा प्रेरणा, बहु‌ॊमखी‌ प्रनतभा] सादहत्य की समीक्षा, सम्पादक ‌ि अनिादक।‌

इकाई 9 राजेन्र यादि की रचना-दृष्ट तथा चचन्तन पर यरगु का प्रभाि, राजेन्र यादि के उपन्यास] राजेन्र यादि की प्रकालशत रचनाएँ] उपसंहार।

Block 4:
इकाई 10 & उद्देश्य, प्रस्तािना, निजागॊरण का प्रभाि, वप्रक्टंग प्रेस की स्थापना, पत्रपत्रत्रकाओं का प्रकाशन, अनिादु की भलमका‌ू , निजागॊरण का सामान्य पररचय, भारतेन्द ‌ु यरगॊनु ननबन्धों में निजागॊरण का स‌िरूप।

इकाई 11 & समाज सधारु , धमण सधारु की आिश्यकता पर बल, नारी चेतना, देशभक्तत और राष्रीय चेतना, आचायण शतलु का ननबन्ध सादहत्य, ननबन्ध सादहत्य की पररक्स्थनतयाँ, ननबन्ध की विशेषताएँ; ननबन्धकार शतलजी‌ु का ‌िैलशष्ट्य।

इकाई 12 & आचायण हजारी प्रसाद द्विꞏवेꞏदी के ननबन्धों में लाललत्य तत्ꞏ, आचायण हजारी प्रसाद द्विꞏवेꞏदी के ननबन्धों में सांस्कृनतक तत्ꞏ, आचायण हजारी प्रसाद द्विꞏवेꞏदी के ननबन्धों में जीꞏिटता, ललित ननबन्ध की विकास यात्रा।

इकाई 13 & विद्यानिनास लमश्र का व्यक्तत्तꞏ एि उनका सादहत्य संसार, पं. विद्यानिनास लमश्र के ननबन्धों का प्रनतपाद्य, भक्तितकाल का काल विभाजन और नामकरण, भारतेन्दु यर्गु का काल विभाजन और नामकरण, आददकालीन जैन सादहत्य, लसद्ध-नाथ सादहत्य, रासो सादहत्य।

इकाई 14 & कबीरदास, ननर्गुण एि सर्गुण भक्तित, आददकालीन जैन सादहत्य, रामभक्तित काव्य के सामन्ताद विरोधी मल्यू, भक्तित आन्दोलन।

इकाई 15 & सफीू प्रेमाख्यानक काव्य, ननर्गुण काव्यधारा की ज्ञानमार्गी शाखा, सफीू प्रेमाख्यान, कृष्णभक्तित काव्य की कथ्यर्गत विशेषता।

Block 5:

इकाई 16 & रीनतकालीन काव्यभाषा, पनरुत्थानािदु की अिधारणा, छायािाद, भारतेन्दु यर्गीनु नाटक , तलनात्मकु भाषाविज्ञान; राष्ट्रभाषा और राजभाषा। **इकाई** 17& दहन्दी शब्द की उत्पवि एि विकास, वपक्जन और क्रियोल में अन्तर, विज्ञापन की भाषा, भाषा और सामाक्जक सन्दभण, साꞏिभण ौलमक व्याकरण; दहन्दी की स्ꞏिनम व्िस्था, अथ्ग्रण हण की प्रक्रिया, मौखखक तथा ललखखत ꞏिाण्लाप, ऐनतहालसक ध्ꞏिन प्रक्रिया परिितनण, संसक्तत।

इकाई 18 & भाषा लशक्षण के क्षेत्र, व्यनतरेकी विश्लेषण, बदहरंग आलोचना और अंतरंग आलोचना, भाषा लशक्षण की विचध, नतकडु नाटक ‘औरत में स्त्री की समस्याएँ, ‘धोखा ननबन्ध की शैलीर्गत विशेषताएँ, सप्रसंग व्याख्या। **इकाई** 19 & शतलु जी के ननबन्धों के भािꞏ और मनोविकार, आचायण रामचत्र शतलु की भाषा-शैली, ꞏेंꞏसंस्कृनत और जातीयता, रेखाचचत्र और ꞏेंꞏसंस्मरण, ठकुरी बाबा की तत्ꞏꞏेंꞏ के आधार, प्रेमचंद दꞏिꞏारा रचचत ‘कलम का लसपाही’।

इकाई 20 & आत्मकथा तया भलू ꞏॅूꞏ तया याद करूँ, ‘क्रकन्नर देश की ओर की शैली और भाषार्गत विशेषता, अदम्य जीꞏिन की लशल्पर्गत विशेषता, आतटेवियो पॉज नामक साक्षात्कार, व्यंग्य ननबन्धकार की दृक्ष्ट से हररशंकर परसाई, जीꞏिनी और आत्मकथा की तलना।ꞏ

Course Name: Introduction to Computer Applications Course Code: BSO-2100
Credits: 2

Course Objective:

This is a basic paper for Business Administration students to familiarize with basic principles of computer system including computer arithmetic, hardware, operating system, software applications, internet and world-wide web and their applications in the relevant fields.

Course Outcomes:

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1-Define the concept of Computer Fundamentals.	Remember
CO2- Describe the conversion of one base to another base Number System.	Understand
CO3- Explain the needs of hardware and software required for a computation task.	Understand
CO4 - Demonstrate the use of Operating system.	Understand
CO5 -Demonstrate how a document to be prepared and formatted.	Understand

Block I: Computer Basics

Unit 1: Introduction, Characteristics of a Computer, Evolution of Computer, Generations of Computer. **Unit 2:** Classification of Computers, Applications of Computer, Computer Applications in various fields of Science and management, **Unit 3:** Block Diagram of Digital Computers.

Block II: Number Systems & Software

Unit 4: Number System: Introduction, Classification of Number System, Types of Number System,

Unit 5: Conversions from One Base to Another, Conversion using Shortcut Method.

Unit 6: Software: Introduction, Definition & types of Software, Uses of smart-phone, Uses of ICT.

Block III: Hardware and Memory

Unit 7: Hardware: Introduction, Computer Peripherals Devices, Input and Output Devices with examples.

Unit 8: Memory: Introduction, Classification, Hierarchical Chart (Primary memory, Secondary memory,

Unit 9: RAM, ROM, PROM, EPROM, EEPROM).

Block IV: Operating System and DBMS

Unit 10: Operating System: Introduction, Functions of an Operating System, Classification of Operating System (Multi-user, Multiprocessing, Multitasking, Real time). **Unit 11: DBMS:** Introduction of database, Database Management System (DBMS), **Unit 12:** Application of DBMS.

Block V: MS Office

Unit 13: MS Word: Introduction, Basic Formatting in MS Word, Advanced Formatting, Printing Documents, Print Preview.

Unit 14: MS Excel: Introduction, Workbook, Worksheet, Formatting in excel, Working with formulas, Printing worksheets.

Unit 15: MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Inserting charts, Inserting tables, Printing presentations.

Text and Readings:

1. Rajaraman, "Fundamentals of Computers", Prentice Hall of India, 3rd Edition. 2. Alexis Leon and Mathews Leon," Introduction to computers", Leon Techworld.

3. Yashwant Kanetkar "Unix Shell Programming" BPB.

Semester III - Syllabus Course Code: Specialized Reporting Course Code: JMO2101   Credits: 4

Course objectives:

The course focuses to teach specialized reporting. It also focuses various types of beats and their sources. The course also aims to teach various types of specialized reporting and techniques of specialized reporting.

Course Outcomes:

At the end of the Writing for Print Media course, student will be able to:

Cos No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** Specialized reporting**,** types of beats, writing style.	Remember
2.	**Identify** techniques of News gathering.	Understand
3.	Apply developing multiple sources for getting information.	Apply
4	Observing various reports and their importance and impact on the society.	Analyse

BLOCK 1: INTRODUCTION TO SPECIALIZED REPORTING

UNIT 1: What is specialized Reporting? Who is a Specialized Reporter? How to Identify Specialized Reports**,** Difference between Print and Television Reporting, Importance of Research for Reporters,

UNIT 2: Press conference & Speech Reporting, Press Officers; Spin Doctors and Experts,

UNIT 3: Beats: Meaning and Definition, Principles of Reporters on a Beat Types of Beats: General Reporting, Political Reporting,

UNIT 4: Education and Research Reporting, Environment Reporting, Religious Reporting,

BLOCK 2: REPORTING BEATS

UNIT 5: Feature and Follow-Ups in Journalism.**,** Cultural Reporting, Sports Reporting,

UNIT 6: Parliament Reporting, Court/ Crime Reporting, War Reporting,

UNIT 7: Disaster reporting, Health reporting, Defence reporting

UNIT 8: Reporting Communal riots,

BLOCK 3: KINDS OF REPORTING

UNIT 9: Objective reporting Investigative reporting, Interpretative reporting, in-depth reporting.

UNIT 10: Crime reporting, Interviewing: principles and techniques; types: news interview;

UNIT 11: Eminent peoples' profile writing

BLOCK 4: ONLINE REPORTING

UNIT 12: Online reporter, Qualities and responsibilities of Online Reporters,

UNIT 13: Online Websites Related to News Reporting and Journalism, Impact on readers, Impact on publishers,

UNIT 14: Citizen Journalism, Web Journalism and Tools for Today's New Media Journalist

UNIT 15: Implications on traditional Journalism, Work outside traditional press,Blogs, and its writing

Text and References:

1. Selected Themes in Specialised Reporting Paperback- Hajara Umar Sanda and Aondover Eric Msughter
2. Specialist Journalism by Sharon Wheeler (Editor); Barry Turner (Editor); Richard Orange (Editor)
3. News Writing and Reporting – Mames M Neal and Suzanne S Brown
4. Investigative Reporting and Editing – P. N. Williams
5. Reporting for the Print Media – F. Fedler
6. Reporting – Mitchell V Charnley
7. Depth Reporting – Neal Copple
8. Interpretive Reporting – D. D. Mach Dougal

Course Name: Media law and Ethics Course Code: JMO2102
Credits: 4

Course Objectives:
The objective of the course is to teach students privilege for media available in Indian constitution. The course also focuses to inculcate an understanding of fundamental duties and rights. It also focuses to explain media laws and ethics and their importance in the Journalism.

Course outcomes:

At the end of the course, student would be able to:

S. No.	Course Outcomes (COs)	Cognitive Level
1.	**Discuss** the evolutionary history of Media laws in India.	Remember
2.	**Differentiate** constitutional limitations of media freedom in India.	Analyze
3	**Demonstrate** the knowledge of constitution and media laws. and apply journalistic ethics while reporting news.	Apply
4	**Explain** the various Indian laws with respect to media practices.	Understand

BLOCK I: PREVILEGE FOR MEDIA IN INDIAN CONSTITUTION

UNIT 1: Constitution of India: preamble and basic features, fundamental rights and duties, **D**irective principles of state policy

UNIT 2: freedom of speech and expression and their limits, provisions of declaring emergency and their effects on media

UNIT 3: provisions for amending the constitution; **P**rovisions for legislature reporting;

UNIT4: parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

BLOCK II: SPECIFIEDPRESS LAWS

UNIT 5: History of press laws in India, ContemptofCourtsAct197, civil and criminal law of defamation

UNIT 6: Relevant provisions of Indian Penal Code with reference of sedition, crime against women and children;

UNIT 7: laws dealing with obscenity; Official SecretsAct,1923,

UNIT 8: Right to information, Press and Registration of BooksAct,1867.

BLOCK 3: MEDIA LAWS

UNIT 9: Working Journalists and Other Newspaper Employees(Conditions of Service & Miscellaneous Provisions)Act,1955;

UNIT 10: Cinema to graph Act,1953;

UNIT 11: Prasar Bharati Act;

UNIT 12: WTO agreement and intellectual property right legislations, including Copy right Act,

BLOCK 4: ETHICS

UNIT 13: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism;

UNIT 14: freebies, bias, coloured reports;

UNIT 15: Ethical issues related with owner ship of media–

UNIT 16: Press Council of India and it s broad guidelines for the press

Text and references

- Media Law and ethics by Moore, Roy L, and Murray, Michael D.
- Press Law Sanjeev Bhanavat • Press Kanun, Nand Kishore Trikha.
- भारत का संविधान -डीडी बस।
- भारत का संविधान-सभाषु   कश्यप।
- भारत का संविधान- डॉ जय नारायण पाण्डेय] सेन्ट्रल लॉ ऐजेंसी। • पत्रकाररता ए प्रेसविचध -डॉ

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Course name: Corporate communication Course Code: JMO2103

Credits: 4

Course Objectives:
The objective of the course is to teach students the basics of corporate communication. The course also focuses to inculcate an understanding of corporate culture among students. The course also focuses on application of corporate communication in the media industry

Course outcomes: At the end of the course, student would be able to:

S. No.	Course Outcomes (COs)	Cognitive Level
1.	Discuss – Introduction to corporate communication	Remember
2.	Understanding Corporate Environment	Understand
3.	Explain - Application of Corporate Communication.	Apply
4	Describe Structure and forms of Corporate Communication: Management, Marketing, Organizational	Analyse

BLOCK I: INTRODUCTION TO CORPORATE COMMUNICATION

UNIT 1: Corporate Communication: Meaning, Definition, Concept And Scope, Characteristics

UNIT 2: Structure and forms of Corporate Communication: Management, Marketing, Organizational

UNIT 3: Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded

UNIT 4: Public relation, Meaning, definition, characteristics and function, Shift from PR to Corporate Communication

BLOCK II: UNDERSTANDING CORPORATE ENVIRONMENT

UNIT 5: Contemporary Corporate Environment: an overview, Forms of Corporate Constituencies

UNIT 6: Corporate Philanthropy and Social Responsibility

UNIT 7: Definition, Concept and evolution of Brand Management- Brand AnalysisComponents of Brand; Strategies and Structure-building brand equity

UNIT 8: Brand Identity, Brand Image and Brand Reputation

BLOCK III: CORPORATE COMMUNICATION IN PRACTICE

UNIT 9: Developing a Communication Strategy

UNIT 10: Perspectives on Organizing Communication: Vertical, Horizontal and Lateral **UNIT 11:** Corporate Identity Audit: Concept And Steps, Corporate Advertising: Concept and Functions

UNIT 12: Maintaining brand loyalty-strategies and tactics, brand ability, brand idea, brand value and corporate brands.

BLCOK IV: APPLICATION OF CORPORATE COMMUNICATION

UNIT 13: Media Relations: Tools and Techniques, Media Monitoring and Research,Gate keeping research and output analysis

UNIT 14: Internal & External Communication: Concept and Tools

UNIT 15: Guidelines and Ethics for Corporate Communication, Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)

Text and References:
1. Argentic, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.
2. Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: SagePublications.
3. Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.
4. Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge.

Course Name: Professional Communication   Course Code: ENO-1101
Credit: 2

Course Objectives:
Cultivate and develop reading and writing habit to enhance their vocabulary. Understanding necessary communication skills for effective presentation and management.

Course Outcomes
By the end of the course, students will be able to build a professional tone. It will develop goodwill among customers and enhance business writing skills also would help them compete.

Block I. Paragraph Writing

Unit- 1 Requisites of good paragraph writing

Unit- 2 Scientific writing skills
Unit- 3 Importance of listening and hearing

Unit- 4 Effective listening skills

Block II. Personal Skills

Unit- 5 Tips for before interview

Unit- 6 Tips for during and after interview

Unit- 7 Debates

Unit- 8 Role play

Unit- 9 Office etiquettes

Unit-10 Corporative behaviour

Unit-11 Group Discussion- Tips

Block III. Letter Writing: Types and Format
Unit-12   Formal letters
Unit-13   Informal letters
Unit-14   Business letters
Unit-15   Official letters
Unit-16   Job applications

Block IV. Communication Skills
Unit-17   Definition of Communication
Unit-18   Types of Communication
Unit-19   Level of Communication
Unit-20   Flow of Communication
Unit-21   Barriers to effective Communication

Block V. Scientific writing skills
Unit-22   Techniques of scientific writing
Unit-23   Plagiarism
Unit-24   Types of reports
Unit-25   Lay out of formal report**.**

Text and Reference:

- Fluency in English part-1, Macmillan, Delhi,2005, Units 1-18
- Business English, Pearson, Delhi,2008, Units 1-3
- Language through Literature (forth coming). Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brat Biswas, Primus Books, Delhi 2005 Chapter 1-17

- Martin Hewing, Advanced English Grammar, CUP, New Delhi, 2010, Unit 1-60.

Course Name: Basics of Still Photography Course Code: JMO – 1103
Credits: 3

Course Objectives:

The objective of the course is to teach students the development of photography and various types of camera. The course also focuses to inculcate an understanding of camera handling and visual composition. It also focuses to explain various techniques of lighting used in photography.

Course outcomes:

At the end of the course, student would be able to:

S. No.	Course Outcomes (COs)	Cognitive Level
1.	**Demonstrate** still camera and its accessories.	Apply
2.	**Differentiate** genres of photography.	Analyze
3.	**Classify** the various lights and lighting techniques.	Understand
4.	**Demonstrate** the working style and technology new media.	Apply
5.	**Explain** the principles of visual composition.	Understand
6.	**Describe** prominent Indian photographers.	Understand

BLOCK I: DEVELOPMENT OF PHOTOGRAPHY

UNIT 1: History and development of photography, Using Still Camera: holding the camera properly

UNIT 2: Steadying the camera, snapping shutter, Principles of camera obscura,

UNIT 3: Components of Camera: viewfinder, lenses, iris diaphragm, shutter, film chamber, light metre

UNIT4: Composition – different types of shots, camera angles and camera movements

BLOCK II: CAMERAS AND ACCESSORIES

UNIT 5: Types of Cameras: Simple; compact, view camera, range finder and reflex camera, underwater camera, digital camera, Digital Camera

UNIT 6: Camera for self-developing material (Polaroid),
UNIT 7: Camera accessories: Tripod, Tripod head, Remote Release Lens hood, Flash unit, filters, close up attachment etc.

UNIT 8: Types of photography: Adventure, black and white, Brand, Architectural, candid, Fashion, commercial product, event, food, golden hour, nature, landscape, sports, travel photography

BLOCK III - LENSES AND THEIR USES

UNIT 9: Types of Lenses: Single, Single Focal length and Zoom

UNIT 10: Controlling image; angle of view, Aperture and f-no. C.

UNIT 11: Depth of field, how depth of field works d. Depth of focus.

UNIT 12: Standard Lenses, Telephoto, Wide Angle, Portrait, Macro, Fisheye

BLOCK IV: LIGHTS AND LIGHTING TECHNIQUES

UNIT 9: Natural Light and Color Temperatures, Types of Studio Lights: Tungsten, Halogen, Mercury, LED, Mono lights

UNIT 10: Lighting Design: Key Light, Fill Light, Cutter Lights, Back Light, Spot Lights,

UNIT 11: Three point system, four point system

UNIT 12: Positioning of Light: High, Eye Level, Low, Natural Light and Color Temperatures

BLOCK IV: PHOTO-JOURNALISM

UNIT 13: Photojournalism, Importance of Photojournalism,

UNIT 14: Photo-Journalist and Tips for photojournalist,

UNIT 15: Photo editor, Qualities of photo editor

UNIT 16: Eminent Photographer: Raja Deen Dayal, Sunil Janah, Homai Vyarawalla, Henri Cartier Bresson, Raghu Rai, Prashant Panjiar, John Isaac,

Text and References

1. The Magic of Digital Landscape Photography (Lark Photography) by Rob Sheppard, 2010, Sterling
2. Creative Still Life Photography by Bruce Pendleton, 1982, Littlehampton Book Services Ltd
3. Rick Sammon's Creative Visualization for Photographers: Composition, exposure, lighting, learning, experimenting by Rick Sammon 2015, Focal Press
4. Sunlight and Shadows: An Indian Wildlife Photographer's DiarybyM. Y. GhorpadePenguinIndia 2004
5. The History of Photography: 1839 to the Present Day by Beaumont Newhall, 1982, Museum of Modern Art.

Course Name: Environmental Studies Course code: AGL-1100 Credits: 3

Course Outcomes:
Upon successful completion of this course, the student will be able to:

S. No.	Paper Outcomes (COs)	Cognitive Level
1.	**Recognize** key concepts ecology, environment and eco-sytem	Knowledge
2.	**Describe** the applications of alternative energy sources	Understand
3.	**Solve** the different types of environmental pollution problems	Apply
4.	**Categorize** current environmental issues	Analyze
5.	**Reframe** critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.	Evaluate

Unit I: Multidisciplinary Nature of Environment & Ecosystem
Environmental Education: Definition, Scope & Importance, Need for Public Awareness, Ecology & Environment, Type and components of Environment, Basics of Environmental Impact Assessment, Sustainable Development.
Eco system: Component of ecosystem, Type of ecosystem, food chain, food web, energy flow Ecological pyramids, Aquatic ecosystem (pond).

Unit II: Alternative Energy Resources

Biofuels: Alcohol, Hydrogen production technology, Biofuels from Jatropa.
Green Energy: Sources, efficiency and sustainability, Energy from Biomass and solid waste.
Renewable Energy Resources: solar, wind, hydro, geothermal, fuel cells.

Unit III: Environmental Pollution
Water Pollution: Types of pollutants, sources, effect of water pollution on human health. Air Pollution: Air Pollutants, Sources, Effect of air pollutants on environment and human health, Dispersion of air pollutants.
Noise Pollution: Sources and effects.
Solid Waste Management: Sources and classification of solid wastes, Causes and effects of solid waste, Management of solid waste.

Unit IV: Current Environmental Issue
Population growth, Climate Change and Global warming: causes & effects, Acid Rain, Ozone Layer depletion, Photochemical smog, Case Study.

Unit V: Social Issues and Environment
Environmental legislations (Air, Water, Environmental protection, Forest and Wild life protection Act), Nongovernmental organizations and their role in environment improvement and education.

Text and Reading:
1. "Environmental Studies", Smriti Srivastava, S.K. Kataria & Sons, Delhi.
2. "Environmental Science", H. Kaur, Pragati Prakashan, Meerut.
3. "Environmental Studies", Benny Joseph, Tata McGraw Hills-2005.
4. "Environmental Chemistry", V.P. Kudesia, Pragati Prakashan, Meerut.   5. "Environmental Chemistry & Pollution Control", S.S. Dara, S. Chand & Co.

Semester IV Course Name: Community Radio Course Code: JMO2201
Credit: 4

Course Objectives:
The objective of the course is to teach concept, meaning and evaluation of community radio. The course also focuses to describe community radio personnel and their responsibilities. It also aims to describe various community radio program formats and their production.

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

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** – Concept and meaning of community radio	Remember
2.	**Differentiate** - .CRS and Commercial Radio	Understand
3.	**Classify** – CRS Human resources	Apply
4.	**Demonstrate** – Role and responsibilities of CRS reporter, announcers.	Apply
5.	**Explain**- CRS program format and production	Understand
6.	**Describe** – Guidelines setting up and running a CRS	Understand

BLOCK 1: CRS: CONCEPT AND EVOLUTION

UNIT 1: Concept and Meaning of CRS,

UNIT 2: Community radio, Its Features, Functions, Difference between CRS and

Commercial radio

UNIT 3: Community Radio: Evolution

UNIT 4: CR Initiatives in India

BLOCK2: CRS HUMAN RESOURCES

UNIT 5: Community Radio Announcer: Qualities, role and responsibilities

UNIT 6: Community radio reporter: Qualities, role and responsibilities

UNIT 7: Community Radio Program producer: Qualities, role and responsibilities **UNIT**

8: Community radio set up (Structure);

BLOCK 3: CRS PROGRAM FORMAT AND PRODUCTION

UNIT 9: Fixed Point Chart and various program formats

UNIT 10: Devotional program, Agricultural program, Career counselling, Interviews **UNIT 11:** Health programs, Health Mantra –Desi Nuskhe, Developmental Program and reporting,

UNIT 12: Women Emporment program, Employment based program

BLOCK 4: EDITING AND LICENCING

UNIT 13: Technology used in editing broadcasting

UNIT 14: CRS Promotion, Audience retaintion, CRS - RAM rating

UNIT 15: Community radio license – GOPA, WOL, CRS program Guidelines

Text and References

1. Community Radio Handbook, (2001) Colin Fraser and Sonia Rest repo Estrada, Unesco,https://www.infoamerica.org/teoria_textos/radio_comunitaria_en.pdf
2. Community Radio, (2018), Josiah, Jocelyne, Malik, Kanchan S., Sharma, Sanjana,R. Sreedherhttp://egyankosh.ac.in/handle/123456789/48587
3. Community Radio in India (2019) R. Sreedher, Pooja O. Murada, Aakar Books Aakar
The Radio Career Book: From Programming to Performance (2019), Sayed Mohammad Amir

Course Name: New Media Course Code: JMO2202
Credit: 4

Course Objectives:
The objective of the course is to teach concept new media and online journalism. The course also focuses to describe OTT platforms in India. In addition, the course also aims to discuss origin and growth of social media.

Course outcomes:
At the end of the course, student would be able to:

COsNo.	Course Outcomes (COs)	Cognitive Level
1.	The concept of New media and online Journalism	Understand

2.	Utilize social media platforms to engage with audiences, promote content, and gather news.	Remember
3.	Utilise social media platforms to engage with audiences, promote content, and gather news	Apply
4.	Evaluate the credibility and reliability of	Evaluate
	online sources and ethical practice reporting in the digital age.	

BLOCK I: INTRODUCTION TO NEW MEDIA

UNIT 1: New media, Features of New Media, Difference between Old and New Media, **UNIT 2:** Evaluation, Tools, Advantages and disadvantages of online media, Various Online media Platforms

UNIT 3: OTT platforms: meaning and definition, OTT Platforms in India,Advantages and disadvantages of OTT platform,

UNIT 4: Online Journalism, trends, and challenges in online jouralism, Online reporter and its qualities,

BLOCK II: Social Media

UNIT 5: Social Media; Origin and growth

UNIT 6: Social Media and its impact on Journlaism, Credibility of Digital Media

UNIT 7: Social Media Activism, Social Media Trial, Net Neutrility

UNIT 8: Content management systems (CMS) for news production, Search engine optimization (SEO) and digital marketing strategies

BLOCK III: Social media movements and Ethical Concerns in Digital Age

UNIT 9: Arab Spring, India against Corruption, Me Too Campaign,

UNIT 10: Inter-Mediary guidelines and Digital Media Ethic code,

UNIT 11: Journalism ethics and principles in the digital era, Copyright, fair use, and intellectual property rights

UNIT 12: Information Technology Act 2000

BLOCK 4: Online journalism

UNIT 13: Blogs, V-Blogs, Podcasts

UNIT 14: Internet, News and virtual news room

UNIT 15: Citizen Journalism, User Generated Content Producers

UNIT 16: Fake news & Misinformation, Fact checking

Text and References:

- "New Media and New Technologies" by Lister Dovey, Giddings, Grant & Kelly. (2003).
- Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
- Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York, NY:
- May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from http://www.vanityfair.com/culture/features/2008/07/internet200807 • "Privacy vs. the Internet: Americans Should Not Be Forced to Choose" (ACLU report, 2008)

Course name: Media and Society Course Code: JMO – 2203
Credits: 4

Course Objectives:
The objective of the "Media and Society" course is to examine the reciprocal relationship between media and society, exploring how media influences and reflects societal values, norms, and communication dynamics. Students gain insights into the role of media in shaping public opinion, culture, and social change.

At the end of the Media and Society course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** mass: popular, folk, media, culture.	**Understand**
2.	**Differentiate** practical theories.	**Analyse**
3.	**Classify** media and technologies.	**Apply**
4.	**Demonstrate** the awareness of different types of culture.	**Apply**
5.	**Explain** uses and gratification approach.	**Understand**
6.	**Describe** new media and cultural forms.	**Understand**

BLOCK 1: MEDIA AND SOCIETY

Unit1: Importance of media, Media impact on society, role of media,

Unit2: Social responsibility of media, Social groups, Family, Community, Institution, Society,

Unit3: Media and Social Change, Concept, Process, Types of Social change and Social change agents, Technology for Social Change, Media Dependency theory

BLOCK 2: Media and democracy:

Unit4: Public sphere, Media and Freedom of speech and expression,

Unit5: Media and Right to information,

Unit6: Media and Right to privacy, media as a watchdog.

BLOCK 3: Mass media and public interest:

Unit7: A critical study of media, Analysis of media contents, its role in serving public, marginalized groups.

Unit8: Role of media in social movements:

Unit9: political – cultural movements, national integration, communal harmony.

BLOCK 4: Ownership of media,

Unit10: content – control, Internal and external threats,

Unit11: pressures on media – media regulations,

Unit12: issues of social class, poverty, development and public health.

BLOCK 5: Media credibility, Understanding Culture

Unit13: factors affecting media credibility, contemporary issues,

Unit14: media performance and its role, critical analysis of media credibility: Paid news

Unit15: Understanding Culture, Mass Culture, Popular Culture, Folk Culture Media and Culture

Text and References:

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – JeorgeOddman
3. Media and Democracy in Asia - An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa Berger
8. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
9. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
10. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University, Newyork, 1953

Course Name: Hindi-II Course Code: HNO–2101
Credits: 2

Course Objective:

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2% fganh lkfgR; eas vk/kqfuddky ds mn~Hko dk dkj.k le>ukA
lhvks 3% vk/kqfud dky dh lkfgfR;d ço`fRr;ks a dks le>ukA lhvks
4% fganh ukVd] y?kqdFkk vkSj miU;kl ds fodkl ds bfrgkl dks le>ukA

Course Outcomes:

1- Nk=ks a eas O;kdj.k laca/kh lw=ks a ds mPpkj.k ,oa l`tukRed {kerk dh o`f) djukA
2- Nk=ks a eas fparu dh ço`fRr dk fodkl djukA
3- Nk=ks a dks Hkk"kk ds O;ogkfjd fo'y"sk.k eas fuiq.k cukukA
4- Nk=ks a dks O;ogkfjdrk dk Kku djuk rFkk vU; fo"k;ks a dk lkfgfR;d v/;;u djukA

Block - 1 bdkbZ -1 izsepUn dk O;fDrRo ,oa thou n`f'V %& mn~n"s ; ( izLrkouk ( izsepUn dk O;fDrRo] ikfjokfjd vkSj lkekftd ifjos"k] O;fDrRo dk fuekZ.k] bZ eas rys u dk vkjEHk] mnwZ ls fgUnh eas vkxeu] izsl vkSj futh izdk"ku ( izsepUn dh thou n`f'V] jk'V ªh; prs uk] fopkj/kkjkvks a dk izHkko] fdlkuks a ls yxko] ukjh n`f'V] lkEiznkf;d lksp] ifrr psrukA

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fucU/k vkSj fVIif.k.k;k¡] lkfgR;srj fo’k;d fucU/k vkSj fVIif.k.k;k¡] i=dkfjrkA

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fopkjA

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vkykspukA

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laEcU/k (f”kYi dh ryk”k dk iz”u (lsoklnu dk oLrq&laxBu vkSj mldh vkSiU;kfldrk (ik=&lajpuk
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vkSj yxku es a c<k+sRrjh] yxku ds lanHkZ eas fczfV”k lkekzT;okn vkSj tehankj oxZ ds laca/k
ij dFkkdkj dk n`f’Vdks.k] fdlkuk s ds “kks’k.k ds vU; :i] tehankj oxZ ds cnyr s gq, pfj= dk j[s
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dFkkoLrq ,oa dFkk la;kstu (izsekJe eas lkekftd&lkaLd`frd fp=.k (izsekJe dh
ik=&;kstuk] izeq[k iq#”k ik=] izeq[k ukjh ik= (Hkkkf’kd&;kstukA

bdkbZ 10 Kku”kadj dk pfj= mn~ns”; (izLrkouk (Kku”kadj ds pfj=&fo/kku es a izsepan dh
nf`’V (izeq[k ikfjokfjd lnL;ks a ds lkFk Kku”kadj dk laca/k] Kku”kadj vkSj izse”kadj] Kku”kadj
vkSj izHkk”kadj] Kku”kadj vkSj jk;lkgc deykuna] Kku”kadj vkSj xk;=h rFkk fo|k (Kku”kadj %
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fojks/k] fe- tkWulod ds rdZ] izsepan dk n`f’Vdks.k] fe- tkWulod ,oa lwjnkl dk la?k’k’kZ (
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xkaxqyh vkSj dkSafly] ohjikmy flag vkSj l”kL= la?k’k’kZ] jkuh tkg~uoh vkSj /kkfedZ n`f’Vdks.k]
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Block - 4 bdkbZ 15 xcu vkSj jk’Vª; vkanksyu mn~n”s”; (izLrkouk (izsepan dh jpuk dk
mn~n”s ; vkSj ^xcu* (xcu es a jk’Vª; vkanksyu ds fp=.k dk ,sfrgkfld lanHkZ (xcu vkSj jk’Vª;
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fpf=r jk'Vªh; vkanksyu vkSj efgyk,¡ (jk'Vªh; vkanksyu es a iqfyl rFkk ukSdj"kkgh dh Hkwfedk dk fp=.kA

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Course Name: E-Marketing Course Code: BSO-2101
Credits: 3

Course objectives:
To provide insight thorough understanding of the principles and practices associated with using the internet to market goods and services.

Course Learning Outcomes
After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe the concept of marketing.	Understand
CO2: Describe the concept of E-Marketing.	Understand
CO3: Comprehend the importance of e-marketing management .	Understand
CO4: Understand the concept of internet marketing.	Understand
CO5: Know the basic concepts of direct marketing.	Understand

Block: I: Introduction

Unit - 1: Concept, Nature and Importance of Marketing,

Unit - 2: Basics of Market Segmentation and Targeting.

Unit - 3: An overview of Marketing Decision.

Block: III: E-Marketing

Unit - 4: Concept and nature of e-marketing, E-marketing Vs Traditional marketing:

Unit - 5: Issues, Challenges and opportunities for e-marketing, Reason for growth of emarketing,

Unit - 6: Tools and techniques of e-marketing, advantages and disadvantages, e-marketing situations.

Block: III: E-Marketing Management

Unit - 7: Segmentation, Targeting and positioning,

Unit - 8: E-marketing and customer relationship management- concept and scope, Ecustomers and their buying process,

Unit - 9: E-marketing and customer loyalty and satisfaction, Communities and social networks.

Block: IV: Internet Marketing

Unit - 10: Concept and role of Internet Marketing, Website design and Domain name branding, Search engine optimization- Function,

Unit - 11: Type of traffic, Keywords and steps in search engine optimization,

Unit – I2: Internet advertising- Types and Tracking ROI, Online PR, News and reputation Management.

Block: V: Direct Marketing

Unit – I3: Direct Marketing- Concept, Scope and growth, E-mail marketing,

Unit – I4: Social media marketing, concept and tools, Blogging- Benefits, Types,

Unit – I5: Video- Marketing for Business Purpose- Tools and Techniques, Pay per Click marketing: Issues and Challenges.

Text and References:

1. Strauss, Judy, and Raymond Frost- E-Marketing, Prentice Hall.
2. Hanson Ward A, Principle of Internet Marketing, South Western College Publication Division of Thomson Learning.
3. Chaffey D F Chadwick Ellis, Mayer R and K Johnson, Internet Marketing, Strategy Implementation and Practice, Prentice Hall.
4. Hanson W A and K Kalyanam, Internet Marketing & e-Commerce, South-Western College Publication.

Course Name: Renewal Sources of Energy Course Code: ECO-0001
Credits: 3

Block -1 Energy Sources

Unit-1 Introduction to energy, Different forms of energy, Energy sources and their availability.

Unit-2 Conventional and non-conventional sources energy, Conventional energy sources-Fossil fuel energy.

Unit-3 Hydraulic energy, Non-Conventional Energy Sources-Wind energy, Tidal energy, Solar energy, Nuclear energy

Block -2 Solar Energy

Unit-4 Introduction, Solar Constant, Solar Radiation at the Earth's Surface, Instruments for measuring solar radiation and sun shine, Pyranometer, Sun Shine Recorder, Solar Energy Utilization – Basic ideas about the pre-historic way of using solar energy.

Unit-5 Solar Energy applications, Solar Collectors, Flat plate collectors (non-concentrating), Concentrating (focusing) type solar collector, Solar Cooker & its types

Unit-6 Solar Water heater, Solar distillation, Solar Pumping, Electricity from Solar Energy, Solar Photo Voltaics, Applications of Solar Photo-Voltaic System in Rural Areas,

Block -3 Bio Energy

Unit-7 Introduction, Advantages of Bio Gas technology, Bio Gas and its Compositions, History of Bio-gas, Process of Bio gas, generation – Wet Process, dry Process, Raw Materials available for Bio gas Fermentation.

Unit-8 Selection of site for Installation of a Bio gas plant, Materials required for the Construction of bio gas plant, Constructional Details of Biogas Plant, Utilization and benefits of Biogas Technology

Unit-9 Common Operational Problems, Economical, social environmental and health benefits of bio gas Utilization, KVIC Bio gas Plant, Pragathi Design Bio gas Plant, Janata Bio gas Plant, Deenbandhu Bio Gas Plant.

Block -4 Tidal Power Plants

Unit-10 Introduction to Tidal Power Plants, Factors affecting the suitability of the site for tidal power plant.

Unit-11 Classification of tidal Power Plants, Working of Different Tidal Power Plants, Advantages and disadvantages of Tidal Power Plants.

Unit-12 Components of Tidal Power plants-Power house; Dam or Barrage; Gates and locks.

Block -4 Wind Energy

Unit-13 Wind energy, Classification of wind mills, Advantages and disadvantages of Wind energy,

Unit-14 Fuel Cells

Introduction, Working of Fuel Cell, Advantages of Fuel Cells, Processor, Electrolyte, Inverter, Advantages of Fuel Cells.

.

Text and References:

1. Renewable Energy Sources and Emerging Technologies by D.P. Kothari, K. C. Singhal.
2. Non Conventional Energy Source by G. D. Rai.

Semester V

Course Name: Introduction to Electronic Media
Course Code: JMO-3101   Credits: 4

Course objectives:

At the end of the Introduction to Electronic Media course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** Introduction to electronic media	Understand
2.	**DifferentiateVarious** types of electronic media.	Remember
3.	**Classify** Public and Private broadcast	Apply
4.	**Describe** Growth of electronic media in India	Understand

5	**Describe** Convergence of Technologies.	Analyse

Unit I: Electronic Media: Concept and Definition

1. Meaning and types of media
2. Electronic Media : Meaning and Definition
3. Uses of Electronic Media, Advantage & Disadvantage of Electronic Media
4. Early forms of electronic media: Telegraph and telephone
5. Influence of electronic media on society and culture
6. Introduction to broadcasting technologies: radio and television
7. Digital media technologies: internet, mobile devices, streaming services
8. Social media platforms and their impact on communication

Unit II: Historical Background of radio

9. History of Radio – Evolution and Development of Radio in India
10. Types of radio, Characteristics of Radio, AM & FM
11. Radio as a mass medium, Growth of private radio channels in India
12. Introduction to major radio networks – FM Gold, FM Rainbow, Radio City, Radio Mirchi, My FM, Big FM, Red FM, Suryan FM, Radio Mantra, RadioDhamal.

Unit III: Historical Background of Television

13. History of Television,
14. Television in India: Development and Growth of Doordarshan and other Important Private television channels, Characteristics of TV
15. Introduction to major Indian networks and present scenario: Prasar Bharti, Zee group, Sun group, Enadu group, TV Today network, STAR India, Sahara group, NDTV group, CNN-IBN group

Unit IV: Internet Radio

16. Emergence of the internet and its impact on media
17. Introduction to digital media formats
18. Transition from traditional media to digital platforms
19. Interactive TV, Digital TV, Direct To Home (DTH),Video on demand, Set Top Box (STB),
20. Convergence of Technologies, Internet as a mass medium,
21. New media : meaning and characteristics, Media Convergence and future of media, Social media

Text and References:

1. Keval J. Kumar -Mass Communication in India Jaico, Mumbai.
2. Denis McQuonil -Mass Communication Theory : An Introduction, Sage
3. H.R. Luthara, Indian Broadcasting 4. P.C. Chatterjee, Broadcasting in India.
5. Radio and guide to broadcasting techniques – Evans 6.
Broadcasting and the people _ MehraMasani
7. Writing for TV and radio - Robert Hellard.
8. Techniques to TV Production – Rudy Bretz (McGraw Hill)
9. Video Production Handbook – Miller (Focal Press)
10. Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-208

Course Name: Radio and Television Production Course code: JMO3102   Credits: 5

Course objectives:

The objective of the course is to teach students the concept and formats of program production for television and radio. The course also focuses to inculcate an understanding on program production process.

At the end of the Radio and Television Production course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Discuss**theorganisational structure and hierarchy of a TV Channel.	**Understand**
2.	**Diffrentiate** basic differences in production.	**Analyse**
3.	**Classify** nature, types & stages of radio and TV.	**Apply**
4.	**Demonstrate** skills of writing for Radio and TV.	**Apply**
5.	**Explain** the basic differences in broadcast formats.	**Understand**
6.	**Describe**various stages of Radio and TV Production.	**Understand**

BLOCK 1: TELEVISION NEWS & PROGRAM PRODUCTION

UNIT 1: Sources of TV News- News Agencies,

UNIT 2: ENG, Production of ENG, TV News Bulletins, Programs,

UNIT 3: Discussions Programs, Chat Shows, Special Audience based programs,

UNIT 4: Interview, One to One Interviews, Miscellaneous Programs.

BLOCK 2: NATURE AND TYPES OF RADIO PROGRAMS

UNIT 5: Composition of Radio Programs: Spoken words program,

UNIT 6: Music based radio programs, Specific Audience Programs,

UNIT 7: Radio Feature, Drama, Talk,

UNIT 8: Magazine Programs, Documentary, and Interactive Programs.
UNIt 9: Radio News: Reporting, Sources- Agency News, Broadcast Style, News Pooling in AIR, Announcing and presentation, TV News Bulletin Vs Radio News Bulletin, Newsreels, Voice Dispatch, Spots, Writing for Radio.

BLOCK 3: STAGES OF PROGRAMME PRODUCTION

UNIT 10: Radio: Pre-Production (Idea, Research, Radio Script, Story boarding, Proposal writing, Budgeting, floor plans, pilot);

UNIT 11: Production: Creative use sound (Listening, Recording, Using Archived Sound; Post Production: Sound Editing, Creative use of Sound Effects.

UNIT 12: Television: Pre-Production (Idea, Research, TV Script, Story boarding, Proposal writing, budgeting, floor plans, pilot, reccee); Production: Single Camera, Multi-Camera, lights, talent,

UNIT 13: Post Production: Audio-Visual Editing, Online/Non-Linear Editing , Linear Editing

BLOCK 4: ORGANIZATIONAL STRUCTURE OF A TELEVISION CHANNEL

UNIT14: Introduction to News Room-Input & Output, Television Studio, Guest Coordination, PCR, MCR, Graphics, Library,

UNIT 15: Production & Store, Programming Team, Special Desk,

UNIT16: Research Team, HR & Admin, IT Services, Marketing & Distribution.

Text and References:

- Zettl Herbert, Television Production Handbook
- White, TED &Barnas Frank, Broadcast News, Writing Reporting & Producing, Focal Press
- Radio & TV Journalism – K M Srivastava, Sterling Publishers Pvt. Ltd., New Delhi.
- Broadcasting Management in India – Angela Wadia.
- Electronic Media in Modern World – S P Phadke.

Course Name: Development Communication Course
Code: JMO3103   Credit: 5

Course Objectives:

The objective of the course is to teach students the concept of development communication. The course also focuses to inculcate an understanding of initial theories of development communication. It also focuses to explain various types of information communication technology used for development.

Course outcomes: At the end of the course, student would be able to:

S. No.	Course Outcomes (COs)	Cognitive Level
1	Remembering the concept of development communication.	Remember
2	Understanding the role of mass media in development.	Understand
3	Applying theories and paradigms of development communication	Apply
4	Analysing the role of mass media organization like newspapers, radio and TV in development	Analyse
5	Evaluating development support communication: Case study	Evaluate

BLOCK I: THE MEANING OF DEVELOPMENT COMMUNICATION

UNIT 1: Concepts of development & Definition, Role of communication in development

UNIT 2: The meaning of development communication in India

UNIT 3: WW Rostov model for development; indicators of development

UNIT 4: Developed, Developing and Undeveloped nations

BLOCK II: THEORIES OF DEVELOPMENT COMMUNICATION

UNIT 5: The dominant paradigm of development

UNIT 6: Modernization theory, Dependency theory,
UNIT 7: Diffusion of innovations theory, Globalization theory, Alternative development,

Participatory communication;

UNIT 8: Social marketing theory; Media advocacy

BLOCK III: INDIAN MODELS OF DEVELOPMENT AND PLANNING

UNIT 9: Gandhi an model of development

UNIT 10: National development model: Five Year Plans & Policy commission **UNIT**

11: Social development model:

UNIT 12: Governance and decentralized development model, e- governance

BLOCK V: IEC technology FOR DEVELOPMENT:

UNIT 13: The Indian Experience from SITE

UNIT 14: Kheda communication project;

UNIT 15: Jhabua development communication project;

UNIT 16: PURA model

Text and References:

1. Development Communication, Uma Narula, 1999, HarAnand Publication Pvt. Ltd., Delhi
2. Development Communication in India, Raghvan.
3. A manual of development Journalism (Press Institute of India): Alam Chalkels.
4. Communication & social development in India (Sterling): B. Kupu Swami.
5. Perspective on Development communication: K. Sadanandan, Sage Publication, New Delhi.
6. Everybody Loves a good drought, P.Sainath
Media, Communication and Development – LinjeMyanjo

Course Name: Health and Hygiene Course Code: H000201T
Credits: 3

Block I:

Unit 1. Basic First Aid
- Aims of first aid & First aid and the law.
- Dealing with an emergency, Resuscitation (basic CPR).
- Recovery position, Initial top to toe assessment.
- Hand washing and Hygiene
- Types and Content of a First aid Kit

Unit 2 First AID Technique
- Dressings and Bandages.
- Fast evacuation techniques (single rescuer).
- Transport techniques.

Unit 3. First aid related with respiratory system
- Basics of Respiration.
- No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging,
- Swelling within the throat, Suffocation by smoke or gases and Asthma.

Unit 4 First aid related with Heart, Blood and Circulation
- Basics of The heart and the blood circulation.
- Chest discomfort, bleeding.

Unit 5. First aid related with Wounds and Injuries
- Type of wounds, Small cuts and abrasions
- Head, Chest, Abdominal injuries
- Amputation, Crush injuries, Shock

Unit 6 First aid related with Bones, Joints Muscle related injuries
- Basics of The skeleton, Joints and Muscles.
- Fractures (injuries to bones).

Block II:

Unit 7. First aid related with Nervous system and Unconsciousness
- Basics of the nervous system.
- Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy.

Unit 8 First aid related with Gastrointestinal Tract
- Basics of The gastrointestinal system.
- Diarrhea, Food poisoning.

Unit 9 First aid related with Skin, Burns
- Basics of The skin.
- Burn wounds, Dry burns and scalds (burns from fire, heat and steam).
- Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke.
- Frost bites (cold burns), Prevention of burns, Fever and Hypothermia.

Unit 10. First aid related with Poisoning

- Poisoning by swallowing, Gases, Injection, Skin

First aid related with Bites and Stings

- Animal bites, Snake bites, Insect stings and bites

Unit 11 First aid related with Sense organs

- Basic of Sense organ.
- Foreign objects in the eye, ear, nose or skin.
- Swallowed foreign objects.

Unit 12 Specific emergency satiation and disaster management •
Emergencies at educational institutes and work

- Road and traffic accidents.
- Emergencies in rural areas.
- Disasters and multiple casualty accidents.
- Triage.

Emergency Child birth

Block III:

Unit 13 Basic Sex Education

- Overview, ground rules, and a pre-test
- Basics of Urinary system and Reproductive system.
- Male puberty — physical and emotional changes
- Female puberty — physical and emotional changes
- Male-female similarities and differences
- Sexual intercourse, pregnancy, and childbirth
- Facts, attitudes, and myths about LGBTQ+ issues and identities
- Birth control and abortion
- Sex without love — harassment, sexual abuse, and rape
- Prevention of sexually transmitted diseases.

Block IV:

Unit 14: Mental Health and Psychological First Aid

- What is Mental Health First Aid?
- Mental Health Problems in the India
- The Mental Health First Aid Action Plan
- Understanding Depression and Anxiety Disorders
- Crisis First Aid for Suicidal Behavior & Depressive symptoms
- What is Non-Suicidal Self-Injury?
- Non-crisis First Aid for Depression and Anxiety
- Crisis First Aid for Panic Attacks, Traumatic events
- Understanding Disorders in Which Psychosis may Occur
- Crisis First Aid for Acute Psychosis

- Understanding Substance Use Disorder
- Crisis First Aid for Overdose, Withdrawal
- Using Mental Health First Aid

Text and References:

1. Indian First Aid Mannual- https://www.indianredcross.org/publications/FAmanual.pdf
2. Red Cross First Aid/CPR/AED Instructor Manual.
3. https://mhfa.com.au/courses/public/types/youthedition4.
4. Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. www.unh.edu/ccrc/pdf/CV192. pdf
5. Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250.
6. Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper.
7. Schwiegershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/mostwomen-are-catcalled-before-they-turn-17.html
8. Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandra, VA: ASCD. 9. https://marshallmemo.com/marshall-publications.php#8

Course: Basic Statistics Course Code: MAV-005

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Recall** measures of central tendency.	Remember
2.	**Define** various measures of dispersion.	Remember
3.	**Explain** the concept of probability, normal distribution and its properties.	Understand
4.	**Summarize** the concept of correlation and regression.	Understand

Block 1
Unit- 1 Introduction, definition of Statistics and its use
Unit-2 limitations of Frequency distribution
Unit-3 Measures of Central Tendency, Arithmetic mean, Median, Mode.

Block 2
Unit- 4 Measures of Dispersion
Unit- 5 Standard Deviation,
Unit- 6 Variance

Unit- 7 Coefficient of Variation, Quartile deviation and its coefficient.
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Block 3
Unit- 8 Probability definition and concept of probability
Unit- 9 Normal Distribution
Unit-10 Properties of Normal Distribution

Block 4
Unit- 11 Correlation: Computation of Correlation Coefficient and its testing, Unit-12
Linear regression and regression coefficients.

Text and References:

1. Gupta S. C. and Kapoor V. K.; Fundamentals of Mathematical Statistics, S. Chand and Sons.
2. Gupta S. C. and Kapoor V. K.; Applied Statistics, S. Chand and Sons.
3. Hogg R. V., Mckean J. and Craig A. T.; Introduction to Mathematical Statistics, Pearson.
4. Das N. G.; Statistical Methods, Tata McGraw Hill.
5. Vittal P. R.; Mathematical Statistics and Probability, Margham Publishers.

Semester VI

Course Name: Dissertation Course code: JMR3201
Credits: 6

Course Objectives:

At the end of the Dissertation course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	Identify and Define appropriate social problems	Remember
2.	Explain appropriate research approaches for addressing social problems	Understand
3.	Apply various tools and techniques to complete research	Apply
4.	Analyse research report and make roboust conclusion	Analyse

Every student shall, in the Sixth (final) Semester, submit a Dissertation reporting the results of original research on a topic assigned at the beginning of the semester by the concerned research guide (faculty member) in consultation with the student, in his/her area(s) of special interest. The research guide shall be chosen by the student according to his/her interest and the faculty member's area of expertise. No faculty member shall guide more than five students.

The topic of the Dissertation shall be approved by the Head of the Department. For this purpose the candidate shall submit to the Head an application stating the topic for the dissertation along with a synopsis within three weeks of the commencement of classes of the Fourth Semester. Once approved, the topic of dissertation shall not be altered without a fresh proposal from the student accompanied by a written request stating the reason for change. No such request shall be entertained after five weeks of the commencement of classes of the Semester in question.

Reference Books:
- **lekftdvuqla/kku& Mk- Mh-,l- c/ksyA**
- **ehfM;k 'kks/k] _rqxks"Bh] y{; ifCyds"kuA**

Course Name: Comprehensive Viva-voce Course Code: JMI-3201   Credits: 4

Course Objectives

The objective of a Comprehensive Viva-Voce course is to assess a student's knowledge, communication skills, and critical thinking through an oral examination, typically covering a wide range of topics within a specific subject or field of study.

After completion of this course students will be able to

S.No.	Course Outcomes (COs)	Cognitive level
1	Identify: Knowledge of student about Journalism and Mass Communication	**Remember**
2	Demonstrate how the journalistic approach to problem solving and storytelling can produce locally engaged, globally competent citizens.	**Apply**
3	**Understand** the skills of a journalist.	**Understand**

4	**Explain** critical understanding of the contextual factors that shape the media message in a diverse, globalized media landscape.	**Apply**

The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two External Experts, out of which one should preferably be from the Corporate World i.e. Media Organization operating in the country. The quorum shall be deemed to have met if 2 out of 3 members arepresent.

The comprehensive viva-voce carries100 marks/ 4 credits, which will be evaluated by External and Internal Examiners separately for 50 marks each. The External Examiner will be appointed by the Competent Authority.

Course name: Media and International scenario Course Code: JMO3201
Credits: 4

Course Objectives:

The objective of the course is to teach students the concept of international communication. The course also focuses to inculcate an understanding on importance of local, national and global in the context of development and culture. It also focuses to explain impact of global media in shaping human life, culture and politics.

Course outcomes:
At the end of the course, student would be able to:

S. No.	Course Outcomes (COs)	Cognitive Level
1.	Elaborate international communication.	Remember
2.	Impact of global media on local culture and policy making	Analyze
3	Importance of localize approach	Apply
4	Understand media and global system	Understand

BLOCK I: INTERNATIONAL COMMUNICATION

UNIT 1: meaning and definition of international communication

UNIT 2: dimensions of international communication: Political, economic and cultural, Concept of Local, National and International

UNIT 3: Globalization and Media, Media Convergence

UNIT 4: Changing trend of Public Sphere in globalization era

BLOCK II: MEDIA AND MASS CULTURE

UNIT 5: Impact of Media on Culture, Culture of Global Communication

UNIT 6: Role of media in promoting a global culture, Mass Media and Socialisation

UNIT 7: Function of Mass media, Media & Human rights,

UNIT 8: Cultural Imperialism -- A Debate, Intercultural Communication

BLOCK III: GLOBAL MEDIA SYSTEMS

UNIT 9: News & Information flow, NIEO & NWICO

UNIT 10: Major International News agencies, Media Imperialism (Oliver Boyd-Barrett 1977)

UNIT 11: Dependency theory (Both Media and Dev-com)

UNIT 12: Structural Imperialism, Global Media Industry and Ownership Patterns

BLOCK IV: MASS MEDIA AND GLOBAL ORDER

UNIT 13: Communication and Power

UNIT 14: Public diplomacy and soft power, Propaganda

UNIT 16: Media and International Relations (Political relations, Economic and trade, Cultural relations) Media, Market and Politics

Text and references:

1. DayaKishanThussu. International Communication: Continuity and Change, OUP, 2003.
2. Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press, 2003.

3. Zahida Hussain and Vanita Ray. Media and Communication in the Third World Countries,Gyan Publications,2007.
4. Patnaik, B.N &ImtiazHasnain(ed). Globalisation: Language, Culture and Media, Indian
5. Institute of Advanced Studies, Shimla, 2006. 6. Monroe, Price. Media Globalisation' Media and Sovereignty, MIT press, Cambridge, 2002.

Course Name: Internship Course Code: JMT3201
Credits: 3

Course Objectives:
At the end of the Summer Internship course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** the working styles of different media houses.	Understand
2.	Objectives and importance of internship	Remember
3.	Learn and work with industry professional to understand environment and culture of media	Apply

Unit-I

Basics of writing an Internship Report.The aims & objectives behind developing a report. The importance & necessity of internship report.

Unit-II

The Ethics and technicalities of a Report such as the fonts used the size of characters, Headings, Division of Chapters etc.

Unit-III

Exposure to any media house for about 4 weeks.On the basis of the Internship done at the respective media house will have to be developed in the form of a Report.

Course Name: Web Designing Course Code: B070404T

S. No.	Course Outcomes (COs)	Cognitive Level
1.	Explain the history of the internet and related internet concepts that are vital in understanding web development.	Understand

2.	Discuss the insights of internet programming and implement complete application over the web.	Understand
3.	Utilize the concepts of JavaScript and Java	Apply
4.	Demonstrate the important HTML tags for designing static pages and separate design from content using Cascading Style sheet.	Apply
5.	Reframe web application development software	Evaluate

BLOCK-1: INTRODUCTION

Unit-1 What is Markup Language Basic Structure of HTML

Unit-2 Difference Between HTML and XHTML

Unit-3 Head Section and Elements of Head Section Meta Tags CSS Tags Script Tag Table Tag Div Tag Header Tags Paragraph, pan, Pre Tags

BLOCK-2: DESIGNING PAGES WITH HTML

Unit-4 Anchor Links and Named Anchors Image Tag Object Tag frame Tag Forms Form Tag attributes of Form POST

Unit-5 GET Method Field set and Legend Text input,

Unit-6 Text area Checkbox and Radio Button Dropdown.

Block-3 CSS
Unit-7 Dynamic HTML, Document Object Model,

Unit-8 Features of DHTML, CSSP (Cascading Style Sheet Positioning) and JSSS (JavaScript assisted Style Sheet

BLOCK 4 JAVA SCRIPT

Unit-9 Objects, Methods, Events and Functions, Tags, Operators, Data Types.

Unit-10 Literals and Type Casting in JavaScript, Programming Construct Array and Dialog Boxes.

BLOCK 5: FRONT PAGE

Unit-11 Front Page Basics, Web Terminologies, Phases of Planning and Building Unit-12 Web Sites, the FTP, HTTP and WPP.

Text and references:

1. Steven Holzner: Dreamtech Press

2. Evan Bayross: HTML, Java Script, DHTML, PERL, CGI.
3. Ivon Bayros: Introduction to HTML, DHTML, Java Script.

Semester: VII Course name: Communication Research Course Code: JMO4101
Credits: 4

Course Objectives:

The objective of the course is to teach students the concept of research and its importance in media studies. The course also focuses to inculcate an understanding on importance of research methodology in the process completing research.3

Course outcomes:
At the end of the course, student would be able to:

S.No.	Course Outcomes (COs)	Cognitive level
1.	**Write** the definition and basic concept of Research.	Remember
3.	**Identify -** significance of media research and various types of research. the knowledge about the need, role, importance, functions and ethics of research.	Apply
4.	**Describe -** concept and various issues involved in media research.	Understand
6.	Analysis role of researcher in social problem solving	Analyse

BLOCK I: RESEARCH: TYPES AND PROCESS

UNIT 1: Meaning and objectives of research, Types of research, Research, Approaches–quantitative and qualitative, Research Process–the steps involved, Defining the research problem,

UNIT 2: Areas of Mass Communication Research: Source Analysis, Audience Analysis and
feedback analysis,

UNIT 3: Applications of research in media industry,

UNIT 4: Communication Research, Meaning & Definition, Communication research Process-essential steps

BLOCK II: DATA COLLECTION TOOLS AND TECHNIQUES

UNIT 5: Primary, secondary data and Tertiary Data, Defining the research design and its type

UNIT 6: Sampling–Steps in sampling design, sampling procedure, Types of sampling–Probability and Non-Probability

UNIT 7: Hypothesis–its characteristics, testing of hypothesis, Survey, Observation, Interview, Content Analysis

UNIT 8: Questionnaire and Scheduled Interview, Variables

BLOCK III: DATA ANALYSIS

UNIT 9: Processing of data–editing, coding, classification, tabulation

UNIT 10: Graphic presentation-Histogram, Frequency curve,

UNIT 11: Measures of central tendency–Mean, median and mode

UNIT 12: Report Writing - steps involved, layout of the research project

BLCOK IV: ISSUES IN COMMUNICATION RESEARCH

UNIT 13: Issues in Communication Research,

UNIT 14: Role of researcher,

UNIT15: Methodological limitations in Communication Research,

UNIT 16: Ethical issues in Communication Research.

Text books and references
1.   Hansen Andero, Cottle Simon, Mass Communication Research methods Negrine Ralph, Newbold Chris McMillan Press Ltd., London 2004
2.   Jensen Hlaus Brush ed.A Handbook of Media and Communication Research, Routledge, London 2002
3.   Kothari, C R Research Methodology: Methods &Techniques,Wishwa Prakashan,

New Delhi, 2004

4.   Judith Bell Doing Your Research Project, Viva Books Private Limited, 1999
5.   Wimmer Roger D, Dominick Mass Media Research, Thompson, Joseph R New York, 2004
6.   Uma Joshi Media Research-Cross Sectional Analysis, Authors Press, 2002
7.   G K Parthasarthy Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
8.   Allen T Harrell New Methods in Social Science Researches, Praeger Publishers, New York
9.   Ghosh, B N Scientific Methods and Social research, Sterling Publishers, New Delhi

Course name: Broadcasting & Film Production Course Code: JMO4102
Credits: 4

Course Objectives:

The objective of the course is to teach students the concept and formats of program production for television and radio. The course also focuses to inculcate an understanding on broadcasting & film production process.

Course outcomes:

At the end of the course, student would be able to:

S. No.	Course Outcomes	Cognitive Level
1	**Define** Resources Management- Procurement, storage, &Logistics	Remember
2	**Differentiate** Television Rating Point (TRP) Agencies of Rating, Process &Method of Rating.	Understand
3	**Demonstrate** the knowledge of film production.	Apply

BLOCK 1: BASICS OF FILM PRODUCTION

UNIT 1: Fundamentals of film Production

UNIT 2: Key equipment's, personnel involved in production

UNIT 3: Developing programme brief: Objective, content, target audience, duration,

Generation of idea, preparing outline, and conducting research

UNIT 4: Writing the proposal, preparing floor plan and location sketch Production

BLOCK 2: STAGES OF FILM PRODUCTION

UNIT 5: PRE-PRODUCTION: Film Production Management details the steps involved in bringing a screenplay to the screen: organizing, staffing, budgeting, scheduling, securing locations, shooting and postproduction

UNIT 6: Single camera and multi camera techniques

UNIT 7: POST PRODUCTION: Editing, dubbing, voiceover, music and sound mixing

BLOCK 3: PRODUCTION MANAGEMENT

UNIT 8: Production Planning, Scheduling, & Managing Deadline.

UNIT 9: Resources Management- Procurement, storage, &Logistics, Management of Records – Print & Video Library.

UNIT 10: Promotion of total Quality Management, Sources of Financial Assistance.

UNIT 11: Pre –Script& Post – Script Budgeting.

BLOCK 4: ELECTRONIC MEDIA MARKETING

UNIT 12: Co-Ordination, Team Building, Leader ship Skill & Motivation.

UNIT 13: Market Survey: Media, Product &Audience Profile.

UNIT 14: Television Rating Point (TRP) Agencies of Rating, Process &Method Of Rating. Major media Houses Of India, Major Heads of Income In Media: Dominant & Alternative Source.

UNIT15: Indian Scenario of Satellite Television Industry Process of Distribution. In House Programmed Commissioned & Sponsored Programme.

Text book and References:

1. Introduction to Media Production by Gorham Kindem,
2. Film Production Management: The Ultimate Guide for Film and Television Production Management and Coordination by Deborah S Patz

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Course name: Media Management Course Code: JMO4103
Credits: 4

Course Objectives:
The objective of the course is to teach students the principles of management. The course also focuses to inculcate and develop skills of planning, execution and management of program. It also focuses to explain organizational structure of media organisation.

Course outcomes:
At the end of the course, student would be able to:

S. No.	Course Outcomes	Cognitive Level
1	Define principle of management	Remember
2	Elaborate the policies of companies and organisations.	Understand
3	Demonstrate skills of Planning and execution of program.	Apply
4	List of editorial, management, marketing strategy and different platforms of media.	Remember

BLOCK I: Concept of Management

UNIT 1: Principles of media management and their significance, media as an industry and profession.

UNIT 2: Ownership patterns of mass-media in India, sole proprietorship, partnership,

UNIT 3: private limited companies, public limited companies, trusts, co-operatives,

UNIT 4: religious institutions (societies, franchisees (chains).

BLOCK II: Structure of media organisation

UNIT 5: Hierarchy, functions and structure of different departments

UNIT 6: finance, circulation (sales promotion – including pricing and price – war aspect);

UNIT 7: apex bodies: DAVP, INS and ABC.

UNIT 8: Changing roles of editorial staff and other media persons.

BLOCK III: Management aspects of Print and Electronic media

UNIT 9: Economics of print and electronic media

UNIT 10: Management, business, legal and financial aspects of media management.

UNIT 11: advertising and sales strategy,

UNIT 12: labour laws and PR for building and sustaining business and audience.

BLOCK IV: Management planning and Execution

UNIT 13: Planning and execution of programme production

UNIT 14: production terms, control practices and procedures.

UNIT 15: Administration and programme management in media

UNIT 16: scheduling, transmitting, record keeping, quality control and cost effective techniques, Employee / employer and customer relations services;

Text books and references
1. Communication & Management- Nataraja Kumar, Gyan Publishing House
2. The Indian Media Business- KholiVanita, Response Books, New Delhi
3. Barker, M. S., Barker, D., Bormann, N. F., &Neher, K. (2013). Social Media Marketing: A Strategic Approach.
4. Mason, OH: South-Western Cengage Learning.
5. Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.

6. Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland.

Course name: Film Studies Course Code: JMO4104
Credits: 4

Course Objectives:
The objective of the course is to teach students the historical background of film making. The course also focuses to inculcate an understanding of various genres of film making. The course also focuses on film production process in detail

Course outcomes:
At the end of the course, student would be able to:

S. No.	Course Outcomes	Cognitive Level
1	Discuss history of world cinema	Remember
2	Explain various types of world cinema movement	Understand
3	**Explain Indian cinema**	Understand
4	**Use** film production and editing process	Apply

BLOCK I: WORLD CINEMA (PRE WORLD WAR II)

UNIT 1: History of World Cinema,

UNIT 2: German Expressionism: Robert Weine & Fritz Lang,

UNIT 3: Soviet Montage: Lev Kuleshov, Vsevolod Pudovkin,

UNIT 4: Sergei Eisenstein: Battleship Potemkin, Silent Comedy: Chaplin, Alfred Hitchcock: Suspense

BLOCK II: WORLD CINEMA (POST WORLD WAR II)

UNIT 5: Italian Neo-realism: Roberto Rossellini & Vittorio De Sica,

UNIT 6: Iranian Realism,

UNIT 7: French New Wave: Francois Truffaut & Jean Luc Godard,

UNIT 8: Japanese Cinema: Ozu, Akira Kurosawa & Mizoguchi

BLOCK III: INDIAN CINEMA

UNIT 9: Cinema: Characteristics (Film is a medium of Mass, Film is a medium for entertainment, Film is an art medium)

UNIT 10: Types Early cinema: Hiralal Sen, D. G. Phalke,

UNIT 11: Studio system: New Theatres, Bombay Talkies,

UNIT 12: New wave and commercial cinema, Satyajit Rai, Ritwik Ghatak, Vimal Rai, Guru Dutt, Mani Kaul, Shyam Benegal, Gulzaar, Andoor Gopalkrishnan, Govind Nihlani

BLOCK IV: FILM PRODUCTION & EDITING

UNIT 13: Pre-production, Production, Post Production,

UNIT 14: Different types of editing in Cinema

UNIT 15: Montage, standard cut, Jump Cut, dissolve, Fade in/ Fade out, cut away

Text and references
1. Video Production – Belavadi Vasuki
2. Television Production Handbook, - Herbert Zettl, (Delhi : Akash Press, 2007) 190-208
3. Video Production: Handbook – Gerald Millerson and Jim Owens
4. The Videomaker guide to video production – Video maker
5. Robert Coles, Doing Documentary Work,
6. Selection (pp. 7-16 & 319-348) from James Agee and Walker Evans Let Us Now Praise Famous Men (1941).
7. The Documentary Handbook – Peter Lee-Wright, Routledge, Taylor & Francis Groups
8. Writing, Directing & Producing Documentary films and Videos – Allan Rosenthal, Southern Illinois University Press
9. Michael Moore: Roger and Me Nanook of the North by Robert J Flaherty
10. Night mail by Basil Wright Bombay Our City by AnandPatwardhan

Course Name: Television News Presentation Course Code: JMO-4105
Credits: 4

Course Objective:
The objective of a Television News Presentation course is to train students in the art of delivering clear, engaging, and informative news broadcasts, emphasizing effective oncamera performance and journalistic skills.

Course Outcomes:
At the end of the Television News Presentation course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** – Basics of TV News	Understand
2.	**Tailoring –** Anchoring, presenting and News reading skills	Apply
3.	**Understand** Duties and responsibilities of a news anchor, reporter	Remember
4.	**Review** style of news channel program and Language in television news writing	Analyse

BLOCK I: Basics of Television News

Unit 1: Television News Concept, Television News Values and elements, Types of Media organization

Unit 2: Structure of television news channel, News personnel and their qualities, News room structure and setup, Role and responsibilities of news personnel towards society,

Unit 3: Duties and responsibilities of News Anchor, Responsibilities of a News Anchor towards society and nation,

Unit 4: Reporting beats and their source, Attribution and Identification of source, News monitoring services, Planning gathering writing and reporting on development issues, Media industry, News Channels broadcasters Association

BLOCK 2: Language in Television News Writings

Unit 5: Language in Television News Writings**,** Characteristics of TV language,

Unit 6: News Writing Concepts, News writing elements, Writing Intro, Writing headline,

Unit 7: Writing for visuals - Simple news stories, News writing difference between television and print media

Unit 8: Importance of Language in news writings and presentation

BLOCK 3: Television News Reporters/Reporting

Unit 9: Television News Reporters and their qualities, Work and Responsibilities of television reporters,

Unit 10: Objective reporting, Investigative reporting, essentials of live reporting,

Unit 11: Piece to camera- techniques of PTC, Guideline for reporting television news, Challenges for the television reporter

Unit 12: working on Different beats

BLOCK 4: Television News Anchors

Unit 13: News Anchors and their qualities, Duties and Responsibilities of a news anchor

Unit 14: Ethics for a news anchor, Personality and presentation of a news anchor,

Unit 15: Anchoring news, Anchoring a non-news program- a chat show, Anchoring a debate show, Anchoring with the teleprompter, Anchoring without teleprompter, Outdoor anchoring

Unit 16: Types of News Anchors, What is the workplace of a News Anchor like?

Text and references:

1. Owens, J. (2017). Video production handbook. Routledge.
2. Compesi, R. (2015). Video field production and editing. Routledge.
3. Silcock, B. W., Heider, D., &Rogus, M. T. (2009). Managing television news: A handbook for ethical and effective producing. Routledge.
4. Tuggle, C. A., Carr, F., Huffman, S., Stephens, M., Metzler, K., & Smith, D. (2010). Broadcast news handbook. McGraw-Hill Publishing.
5. Vasuki Belavadi (2013): Video production, Oxford University press
6. Keller, T., & Hawkins, S. A. (2009). Television News: A Handbook for Reporting, Writing, Shooting, Editing & Producing. Holcomb Hathaway.
7. Rabiger, M. (2014). Directing the documentary. Routledge.
8. Frierson, M. (2018). Film and Video Editing Theory: How Editing Creates Meaning.

Taylor & Francis.

9. Thompson, R. (2010). Writing for broadcast journalists. Routledge.
10. Thompson, R., & Malone, C. (2003). The broadcast journalism handbook: a television news survival guide. Rowman & Littlefield Publishers.
11. Millerson, G., & Owens, J. (2012). Television production. CRC Press.
12. Kolodzy, J. (2006). Convergence journalism: Writing and reporting across the news media. Rowman & Littlefield.
13. White, T. (2005). Broadcast news: Writing, reporting, and producing. Taylor & Francis.
14. Mehta, N. (Ed.). (2008). Television in India: Satellites, politics and cultural change (Vol. 10). Routledge. Iggers, J. (2018).
15. Good news, bad news: Journalism ethics and the public interest. Routledge.
16. Cury, I. (2012). Directing and producing for television: a format approach. Focal Press.

Semester: VIII

Course Name: Internship and Presentation Course Code: JMT4201
Credits: 4

At the end of the Summer Internship course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level
1.	**Define** the working styles of different media houses.	Understand
2.	Objectives and importance of internship	Remember
3.	Learn and work with industry professional to understand environment and culture of media	Apply

Unit-I
Basics of writing an Internship Report.The aims & objectives behind developing a report. The importance & necessity of internship report.

Unit-II
The Ethics and technicalities of a Report such as the fonts used the size of characters, Headings, Division of Chapters etc.

Unit-III
Exposure to any media house for about 4 weeks.On the basis of the Internship done at the respective media house will have to be developed in the form of a Report.

Course Name: Comprehensive Viva-voce Course Code: JMI-4201 **Credits: 4**

Course Objectives

The objective of a Comprehensive Viva-Voce course is to assess a student's knowledge, communication skills, and critical thinking through an oral examination, typically covering a wide range of topics within a specific subject or field of study.

After completion of this course students will be able to

S.No.	Course Outcomes (COs)	Cognitive level
1	Identify: Knowledge of student about Journalism and Mass Communication	**Remember**
2	Demonstrate how the journalistic approach to problem solving and storytelling can produce locally engaged, globally competent citizens.	**Apply**
3	**Understand** the skills of a journalist.	**Understand**
4	**Explain** critical understanding of the contextual factors that shape the media message in a diverse, globalized media landscape.	**Apply**

The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two External Experts, out of which one should preferably be from the Corporate World i.e. Media Organization operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.

The comprehensive viva-voce carries100 marks/ 4 credits, which will be evaluated by External and Internal Examiners separately for 50 marks each. The External Examiner will be appointed by the Competent Authority.

Course Name: Dissertation Course code: JMR4201
Credits: 4

At the end of the Dissertation course, student will be able to:

COs No.	Course Outcomes (COs)	Cognitive Level

1.	Identify and Define appropriate social problems	Remember
2.	Explain appropriate research approaches for addressing social problems	Understand
3.	Apply various tools and techniques to complete research	Apply
4.	Analyse research report and make roboust conclusion	Analyse

Every student shall, in the Sixth (final) Semester, submit a Dissertation reporting the results of original research on a topic assigned at the beginning of the semester by the concerned research guide (faculty member) in consultation with the student, in his/her area(s) of special interest. The research guide shall be chosen by the student according to his/her interest and the faculty member's area of expertise. No faculty member shall guide more than five students.

The topic of the Dissertation shall be approved by the Head of the Department. For this purpose the candidate shall submit to the Head an application stating the topic for the dissertation along with a synopsis within three weeks of the commencement of classes of the Fourth Semester. Once approved, the topic of dissertation shall not be altered without a fresh proposal from the student accompanied by a written request stating the reason for change. No such request shall be entertained after five weeks of the commencement of classes of the Semester in question.

Reference Books:
- lekftdvuqla/kku& Mk- Mh-,l- c/ksyA
- ehfM;k 'kks/k] _rqxks"Bh] y{; ifCyds"kuA

Course name: Film and Documentary Making Course Code: JMO4201
Credits:4

Course Objectives:

The course focuses to teach students basics of documentary making, types of documentary. It also focuses to explain historical background and importance of documentary making. The course also aims to teach students basics of film making and various process of film making in detail.

At the end of the Film and Documentary Making course, student will be able to:

COs.No.	Course Outcomes	Cognitive Level

1	**Define** the documentary's relevance in our society.	Remember
2	**Identify** the roles: Director, Producer, Camera operator, Sound Recordist, editor, writer etc.	Understand
3	**Demonstrate** team work and communication skills, plan and practice.	Apply
4	**Use** how to translate a topical idea into visual storytelling and execute production work.	Apply

BLOCK 1: UNDERSTANDING DOCUMENTARY

UNIT 1: Documentary: Meaning, Definition & Importance of documentary, History of documentary, elements and characteristics

UNIT 2: Types of documentary

UNIT 3: Difference between film and documentary, Key steps of documentary, Ethics and Ideology in Documentary making

UNIT 4: Documentary Reportage, Documentary Writing

BLOCK 2: DOCUMENTARY MAKING

Unit 5- Organizing your shoot and understanding your tools, Outline, Organize and Schedule your film shoot,

UNIT 6: Parts of camera, Camera movements, camera angles, Importance of camera movement and angles in documentary making

UNIT 7: Sound, Connecting Microphones, Lapel Mics.

UNIT 8: Lighting techniques

BLOCK 3: UNDERSTANDING FILM MAKING
UNIT 9: The basics of film making, Elements of film making, Production: Pre- Production, Production and Post Production.

UNIT 10: Planning a documentary/Film, Research, Writing the proposal,

UNIT 11: Shaping the film, Beginning the first draft, Storyboard, Budget and Contract, Preproduction Survey, Finalizing locations, Shots, Time of shooting,

UNIT 12: Production: Shooting locations, visual, society, performances, Shooting interviews

BLOCK 4: EDITING PROCESS

UNIT 13: Editing: Movie editing basics,

UNIT 14: Creating a new project, downloading & organizing footage, editing cuts, editing session, fine cut, Final Project.

UNIT 15: Prominent Indian Film makers and their films

Text book and References:
1. Video Production – Belavadi Vasuki
2. Television Production Handbook, - Herbert Zettl, (Delhi : Akash Press, 2007) 190-208
3. Video Production: Handbook – Gerald Millerson and Jim Owens
4. The Videomaker guide to video production – Video maker
5. Robert Coles, Doing Documentary Work,
6. Selection (pp. 7-16 & 319-348) from James Agee and Walker Evans Let Us Now Praise Famous Men (1941).
7. The Documentary Handbook – Peter Lee-Wright, Routledge, Taylor & Francis Groups
8. Writing, Directing & Producing Documentary films and Videos – Allan Rosenthal, Southern Illinois University Press
9. Michael Moore: Roger and Me Nanook of the North by Robert J Flaherty
10. Night mail by Basil Wright Bombay Our City by AnandPatwardhan

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Course Name: Basics of Camera, lights, and sound Course code: JMO4202
Credits: 4

Course objectives:
The course focuses to teach students fundamental of camera and various types of cameras. It also focuses to describe various types of camera accessories and its uses. Furthermore, course focuses to teach various types of lights and its uses in photo and cinematography.

At the end of the Basics of Camera, Lights and Sound course, student will be able to:

COs. No.	Course Outcomes	Cognitive Level
1	Introduction to Camera, lights, sound and its accessories	Understand
2	Identify various techniques of Camera, lights, sound and its accessories used in cinematography	Remember

3	Uses Camera, lights, sound and its accessories in cinematography	Apply
4	Illustrate Importance of Camera, lights, and sound in the process of video production	Analyse

BLOCK 1: INTRODUCTION TO CAMERA AND ACCESSORIES

UNIT 1: Understanding the role of cinematography in visual storytelling

UNIT 2: Types of cameras and their features, Camera accessories and their functions, Basic camera operations and controls

UNIT 3: Introduction to video camera, Parts of video camera and their functions, Principles of composition and framing, Rule of thirds and other framing techniques, Shot sizes and their significance

UNIT 4: Lenses – functions and types, Camera controls: exposure, focus, white balance, etc. Shutter speed, aperture, and ISO

BLOCK 2: INTRODUCTION TO LIGHTING

UNIT 5: Lights, The importance of lighting in visual storytelling, Types of lighting equipment (natural, artificial, continuous, and strobe)

UNIT 6: Lighting techniques: key light, fill light, backlight, etc., Three-point lighting setup Lighting for different environments (indoor, outdoor, daylight, night)

UNIT 7: Understanding lighting ratios, Color temperature and its impact on lighting Lighting for mood and atmosphere

UNIT 8: Light control – diffusers, reflectors, cutters & gels, Accessories used in lighting
BLOCK 3: SOUND FUNDAMENTALS

UNIT 9: Audio fundamentals, Importance of sound in media production

UNIT 10: Microphone types and their applications

UNIT 11: Sound recording equipment, Capturing high-quality audio on set

Understanding sound levels and dynamics,

UNIT 12: Location sound recording, Boom operation and microphone placement

Wireless and lavalier microphone techniques

BLOCK 4: SOUND EDITING AND MIXING

UNIT 13: Recording sound effects and ambient audio, Practical sound recording exercises

Various audio elements used in video programmers - lip synchronized sound, voice, music, ambience, sound effects

UNIT 14: Audio Mixer, Use of audio mixers for recording & editing of sound

UNIT 15: Different audio equipment for studio and location recording

UNIT 16: Audio post production – mix and un-mix tracks.

Suggested Readings:
Cinematography: Theory and Practice: Image Making for Cinematographers and Directors, by Blain Brown
Reflections: Twenty-One Cinematographers At Work, by Benjamin Bargery Painting With Light, by John Alton

Faculty and Support Staff

The University has identified the requisite faculty and support staff as mandated by UGC and formally they shall be allocated the required positions from amongst the existing faculty exclusively for ODL mode or fresh appointments as required so, shall be initiated for which Letter of Intent have been issued to the prospective faculty and staff. The course material prepared by this university will be on par with any Open University/Distance Education Centre in the country.

List of Faculty associated with BA-JMC program is as follows:-

S. No.	Name of Faculty	Designation	Nature of Appointment	Qualification	Subject
1	Dr Santosh Kumar Gautam	Associate Professor	Full Time	Ph.D	Journalism & Mass Communication

2	Dr Asad Faisal Farooqui:	Assistant Professor	Full Time	Ph.D	Journalism & Mass Communication

Delivery Mechanism

The ODL of MU follows a modern ICT (Information & Communication Technology) enabled approach for instruction. The methodology of instruction in ODL of MU is different from that of the conventional/regular programs. Our ODL system is more learner-oriented and the learner is an active participant in the teaching-learning process. ODL of MU academic delivery system comprises:

A. Print Material

The printed material of the programme supplied to the students will be unit wise for every course.

B. Counselling Sessions

Normally, counselling sessions are held as per a schedule drawn beforehand by the Subject Coordinator. There will be 6 counselling/ contact classes for 4 credit course will be held on the campus on Saturday and on Sunday of 2 hour duration for each course in face to face mode (In case of 2 credit course contact hours are required 6 hours and in case of 6 credit course contact hours required 18 hours). Contact classes will be held in the campus on Saturdays and on Sundays.

C. Medium of Instruction

Medium of Course Instruction: English
Medium of Examination: English

Student Support Systems

Universities Study Centres or Learner Support Centre shall be headed by a coordinator, not below the rank of Assistant professor and shall be augmented with academic and nonacademic staff depending on the learner.
The university has made appropriate arrangements for various support services including counselling schedule and resource-oriented services evaluation methods and dates both online and offline modes for easy and smooth services to the students of distance mode.

At present the university have only one study centre on the campus. The institution is not promoting any study centres outside the campus. All student support services will be provided to the student through a single window method/mode onsite and online.

F. Procedure for Admissions, Curriculum, Transaction and Evaluation

Admission Process

Admission to the BA – JMC Programme will be done on the basis of screening of candidate's eligibility on first come first serve basis. The University will follow the reservation policy as per norms of the Government. Admission shall not be a right to the students and MU, CDOE shall retain the right to cancel any admission at any point of time if any irregularity is found in the admission process, eligibility etc.

Maximum Duration

A. The duration of the Program shall be of three academic years for award of undergraduate degree and 4 years for award of undergraduate degree with research. Each academic year shall be divided into two Semesters

B. The student can complete his programme within a period of 6 years failing which he/she shall seek fresh admission to complete the programme.

Eligibility

10+2 in any recognized board.

Fee Structure

Name of the Program	Degree	Duration	Year	Tuition Fee/Year	Exam Fee/Year	Total (in Rs.)
Bachelor of Arts – Journalism and Mass Communication (BA-JMC)	UG	4 to 8 Years	1	13500	2000	15500
			2	12000	2000	14000
			3	12000	2000	14000
			4	12000	2000	14000
Total						57500

Activity Schedule

S.NO.	Name of the Activity	Tentative months schedule (specify months) during year			
		From (Month)	To (Month)	From (Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar

2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact programmes (counselling, practicals, etc.)	Sep	Nov	Mar	May

Credit System

MU, CDOE proposes to follow the 'Credit System' for most of its programs. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a 8 credit course requires 240 hours, 6 credit course requires 180 hours , 4 credit course requires 120 hours and 2 credit course requires 60 hours of study. This helps the student to understand the academic effort to complete a course. Completion of an academic programme requires successful clearing of both, the assignments and the term-end examination of each course in a programme.

Duration of the Programme	Credits	Name the of Programme	Level of the Programme
3 to 6 Yrs	150	BA – JMC	Bachelor's Degree
3 – 6 Yrs	202	BA – JMC	Bachelor's Degree with research

Assignments

Distance Education learners have to depend much on self study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The assignment question papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.

Evaluation
The evaluation system of the programme is based on two components:

A. **Continuous evaluation in the form of assignments (weightage 30%):** This Component carries a weightage of 30%. There will be at least one graded assignment and test per

course. These assignments are to be submitted to the Co-ordinator of the CDOE/Study Centre to which the student is assigned or attached with.

B. **Term-end examination (weightage 70%):** This will be held twice every year in the months of June and December. The students are at liberty to appear in any of the examinations conducted by the University during the year. A student will be allowed to appear in the Term-End Examination only after she/he has registered for that course and submitted the assignment. For appearing in the Examination, every student has to submit an Examination form through online (www.mangalayatan.in)/ or offlinebefore the due dates as given in the schedule of operations. If a student misses any term-end examination of a course for any reason, s/he may appear for any of them or all the courses subject to the maximum of 8 courses in the subsequent term-end examinations. This facility will be available until a student secures the minimum pass grade in the courses but up to a maximum period of four semesters, since the date of registration of the course is valid for four semesters. Beyond this period s/he may continue for another four semesters by getting Re-registration by paying fee again. In that case, the score of qualified assignments and/or term-end examination will be retained and the student will be required to complete the left out requirements of such re-registered courses. Minimum requirement for passing a course will be 40% marks.

G. Laboratory Support and Library Resources

The library of Mangalayatan University aims to empower the teaching mission and intellectual culture of the community through availability through an organized collection of information as well as instruction in its access, relevance and evaluation. The University Library enriches advance learning and discovery by providing access to a broad array of resources for education, research and creative work to ensure the rich interchange of ideas in the pursuit of knowledge.

The Centre for Distance and Online Education of Mangalayatan University has initiated the process of setting up a dedicated Library for ODL program and acquiring printed books and e-books for this purpose. The required International and National subject journals are also provided. We have a full functioning community radio service onboard (90.4 FM). We already have annual journal subscriptions and the capacity can be enlarged at later stages as the University lines up with more online journals.

The collection of the Library is rich and diverse especially in terms of the breadth and depth of coverage. Collection encompasses subjects in Management, Commerce, Information Technology, Computer Applications, and other allied areas. This collection further includes Books, Research Journals, Project Reports/Dissertations and online Journals.

The University has well equipped Computer Laboratories, Lecture Capturing Systems, Audio Video facilities, ICT enabled class rooms, Wi-Fi facilities etc.

H. Cost Estimate of the programme and the provisions

Initial expenses have been done by the University in terms of provision of infrastructure, manpower, printing of Self Study Material etc. The University intends to allocate expenses out of the total fee collection as per following details:

a) SLM Development and Distribution   :   20%
b) Postal and ICT Expenses   :   10%
c) Salary and other Administrative expenses   :   60%
d) Future Research development reserve   :   10%

Once programmes are operational, the programme budget from fee receipts will be planned as per the guidelines of University Grants Commission.

I. Quality Assurance

The University has established the Centre for Internal Quality Assurance (CIQA) in the University campus. The CIQA will monitor and maintain the quality of the ODL programmes. It has the following objectives in making the compliances of quality implementations.

Objectives

The objective of Centre for Internal Quality Assurance is to develop and put in place a comprehensive and dynamic internal quality assurance system to ensure that programmes of higher education in the Open and Distance Learning mode and Online mode being implemented by the Higher Educational Institution are of acceptable quality and further improved on continuous basis.

Functions of CIQA

The functions of Centre for Internal Quality Assurance would be following

1) To maintain quality in the services provided to the learners.
2) To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.
3) To contribute in the identification of the key areas in which Higher Educational Institution should maintain quality.
4) To devise mechanism to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.
5) To devise mechanisms for interaction with and obtaining feedback from all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government for quality improvement.
6) To suggest measures to the authorities of Higher Educational Institution for qualitative improvement.
7) To facilitate the implementation of its recommendations through periodic reviews.
8) To organize workshops/seminars/symposium on quality related themes, ensure participation of all stakeholders, and disseminate the reports of such activities among all the stakeholders in Higher Educational Institution.

9) To develop and collate best practices in all areas leading to quality enhancement in services to the learners and disseminate the same all concerned in Higher Educational Institution.

10) To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme(s).

11) To ensure that Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme;

12) To put in place a mechanism to ensure the proper implementation of Programme Project Reports.

13) To maintain a record of Annual Plans and Annual Reports of Higher Educational Institution, review them periodically and generate actionable reports.

14) To provide inputs to the Higher Educational Institution for restructuring ofprogrammes in order to make them relevant to the job market.

15) To facilitate system based research on ways of creating learner centric environment and to bring about qualitative change in the entire system.

16) To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC etc.

17) To adopt measures to ensure internalization and institutionalization of quality enhancement practices through periodic accreditation and audit.

18) To coordinate between Higher Educational Institution and the Commission for various qualities related initiatives or guidelines.

19) To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.

20) To record activities undertaken on quality assurance in the form of an annual report of Centre for Internal Quality Assurance.

21) It will be mandatory for Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of report in the format specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution shall be submitted annually to the Commission.

After enrolling in BA – JMC Programmeat Mangalayatan University in ODL mode, student will exhibit understanding in areas such as critical thinking, effective communication and develop problem solving, scientific temperament with right set of ethics and attitude towards human values, national building, community development, environment and sustainability. After completion of BA - JMC. Programme, student will participate in multiple functional areas of arts and humanities.