AMITY UNIVERSITY
MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

Date: 02/03/2023

BOARD OF STUDIES (Amity School of Communication)
MINUTES OF THE MEETING
(6 Pages Only)

1. A meeting of board of studies of Amity School of Communication, Amity University Madhya Pradesh was held on 2nd March 2023 at 10:00 hrs at Zoom Platform (Online), AUMP, under the Chairmanship of Prof (Dr.) Sumit Narula, Director, ASCO. The following members attended the meeting:-

   (a) **Chairman:**   (i) Prof (Dr) Sumit Narula, Director, ASCO, AUMP

   (b) **Member**

        ii) Dr Piyanka Tripathi, Associate Professor& HOD, Department of Humanities and Social Sciences, Indian Institute of Technology, Patna, Bihar (Online)

        iii) Dr Sandeep Kumar , Assistant Professor, ASCO

        iv) Dr. Harshika Varma, Assistant Professor, ASCO

        v) Dr Pranav Mishra, Assistant Professor, ASCO

        vi) Dr Manish Dubey, Assistant Professor, ASCO

        vii) Mr Siddharth Sharma, Assistant Professor, ASCO

2. The agenda of the meeting included the following:

   (a) To Discuss, Introduce & update SYLLABI of BA (J&MC) Honors with Research PROGRAMME as per NEP 2020 for 2023-2027 & 75% Marks criteria For this PROGRAMME.

   (b) To Discuss, Introduce & update SYLLABI of BA (J&MC) Honors PROGRAMME as per NEP 2020 for 2023-2027.

   (c) To Update & Review Current SYLLABI of BA (J&MC) PROGRAMME as per NEP 2020 for 2023-2026.

   (d) To Update & Review the SYLLABI of MA (J&MC) PROGRAMME for 2023-2025.

   (e) To Discuss & Review the SYLLABI of PhD Course Work.

   (f) To Discuss & Review the SYLLABI OF CBCS courses of ASCO for 2023-2026.

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(g) To Discuss & Review the SYLLABI OF MBA in Adv and PR for 2023-2025

(h) To Discuss & Review the SYLLABI OF PGDHJ

(i) Any other item with the permission of Chairman.

3. Recommendation.

The BOS recommends that:-

(a) Syllabus of BA (J&MC) Honors with Research duration 4 Years has been duly introduced Total credits are 169. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. 75% marks are required in all Six semester of BA (J&MC). Summary of Changes in BA (J&MC) Honors with Research. Annexure-I

BA (J&MC) Honors with Research 4 Year

(b) Syllabus of BA (J&MC) Honors duration 4 Years has been duly introduced Total credits are 169. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. Summary of Changes in BA (J&MC) Honors Annexure-II.

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BA (J&MC) Honors 4 Year)

(As per the "Guidelines for Multiple Entry and Exit in Academic Programmes issued by UGC, New Delhi under National Education Policy 2020" & "Curriculum and Credit Framework for Under Graduate Programmes Dec 2022")

(c) Syllabus of BA (J&MC) Honors duration 3 Years has been duly updated as per NEP 2020. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. Summary of Changes In BA (J&MC) Honors. Annexure –III.

BA(J&MC) 3 Year)

(As per the "Guidelines for Multiple Entry and Exit in Academic Programmes issued by UGC, New Delhi under National Education Policy 2020" & "Curriculum and Credit Framework for Under Graduate Programmes Dec 2022")

(d)   Syllabus of MA (J&MC) has been duly updated. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. Summary of Changes in MA (J&MC) 2022-24 & updated course codes for MA (J&MC) 2023-25 are attached:

Semester III

Old Syllabus					Proposed Changes/ Modifications (addition/ deletion in the Syllabus)	New Course Name	New Course Code	No. of Credits
Sr. No.	Course Title	Module of the syllabus	Old Course Code	No. of Credits				
1	Web Designing	1,2,3	JMC 315	3	Modification of Course Title	Advanced Media Designing	JMC 311	3

I Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-I
1	NJMC111	Communication Theories & Models	3/0/0	3	3		Sem-1
2	NJMC112	Fundamental of Journalism	3/0/0	3	3		Sem-1
3	NJMC113	Digital Photography	0/0/2	2	4		Sem-1
4	NJMC114	Writing for Media	3/0/0	3	3		Sem-1
5	NJMC115	Advertising Principals and Practices	3/0/0	3	3		Sem-1
6	NJMC116	Introduction to Radio	3/0/0	3	3		Sem-1
7	NJMC117	Mass Media Industry	3/0/0	3	3		Sem-1
8	NJMC118	Political Communication	3/0/0	3	3		Sem-1
9	NJMC119	Media and Society	2/0/0	2	2		Sem-1
10	NJMC120	Media Design	0/0/2	1	2		Sem-1

II Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-II
1	NJMC211	Data Journalism	3/0/0	3	3		Sem-II
2	NJMC212	Data Visualization Lab	0/0/1	1	2		Sem-II
3	NJMC213	Television Journalism	3/0/0	3	3		Sem-II
4	NJMC214	Audio Visual Lab	0/0/1	1	2		Sem-II
5	NJMC215	Communication Research	3/0/0	3	3		Sem-II
6	NJMC216	Public Relations & Corporate Communication	3/0/0	3	3		Sem-II
7	NJMC217	Digital Media	2/0/0	2	2		Sem-II
8	NJMC218	Media Entrepreneurship	3/0/0	3	3		Sem-II
9	NJMC219	Digital Media Content Creation Lab	0/0/2	2	4		Sem-II

III Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-III
1	NJMC311	Development Communication	2/0/0	2	2		Sem-III
2	NJMC312	Online Reputation Management	3/0/0	3	3		Sem-III
3	NJMC313	Media Literacy & Fact Check	3/0/0	3	3		Sem-III
4	NJMC314	Fact -Check Lab	0/0/1	1	2		Sem-III
5	NJMC315	Transmedia Storytelling	0/0/1	1	2		Sem-III
6	NJMC316	Understanding Films	2/0/0	2	2		Sem-III
7	NJMC317	Film Appreciation Lab	0/0/1	1	2		Sem-III
8	NJMC318	Mobile Journalism	2/0/0	2	2		Sem-III
9	NJMC319	Mojo Lab	0/0/1	1	2		Sem-III
10	NJMC320	Capstone Project	5/0/0	5	0	NTCC	Sem-III

IV Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-IV
1	NJMC411	Media Laws & Ethics	3/0/0	3	3		Sem-IV
2	NJMC412	Digital Humanities	3/0/0	3	3		Sem-IV
3	NJMC413	Professional Writing	0/0/2	2	4		Sem-IV
4	NJMC414	Dissertation	12/0/0	12	0	NTCC	Sem-IV

(d) There has been no change in the syllabus of PhD (J&MC).

(e) There has been no change in the syllabus of Minor Track Syllabus.

(f) There has been no change in the syllabus of Master of Business Administration in Advertising and Public Relations (MBA in Adv and PR).

(g) There has been no change in the syllabus of Syllabus of Post Graduation Diploma in Hindi Journalism (PGDHJ).

(h) If Student leaves the BA (J&MC) / BA (J&MC) Honors with Research/ BA (J&MC) Honors after 2 Semester / 1 Year they will get UG Certificate.

(i) If Student leaves the BA (J&MC) / BA (J&MC) Honors with Research/ BA (J&MC) Honors after 4 Semester / 2 Years they will get UG Diploma.

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(j) If Student leaves the BA (J&MC) / BA (J&MC) Honors with Research/ BA (J&MC) Honors after 6 Semester / 3 Years they will get UG Degree.

Prof. (Dr.) Sumit Narula
Chairman

2/3/2023

Dr Piyanka Tripathi,
External Member

Dr Sandeep Kumar

Dr. Harshika Verma

Dr Pranav Mishra

Member

Member

Member

Dr Manish Dubey

Mr Siddharth Sharma

Member

Member

Dean, Academics 13/03/2023

Pro-VC: 14/03/2023

Hon'ble Vice Chancellor, AUMP 14/3/23

Ref: AUMP/RO/BOS/ASCO/2023/87(a)

Date: 14.03.2023

NOTIFICATION
Constitution of Board of Studies (BoS)
(Amity School of Communication)

1. This is in reference to the note-sheet received from Director, Amity School of Communication (ASCO) and duly approved by Hon'ble Vice Chancellor the Board of Studies (BoS) of Amity School of Communication of Amity University Madhya Pradesh is hereby constituted as below:

S.No.	Name	Designation	Designation in Committee
1	Prof. (Dr) Sumit Narula	Director, ASCO, AUMP	Chairman
2	Prof. (Dr) Priyanka Tripathi	Professor, IIT, Patna	External Member
3	Dr. Harshika Verma	Asst. Professor, ASCO	Member
4	Dr. Sandeep Kumar	Asst. Professor, ASCO	Member
5	Dr. Pranav Mishra	Asst. Professor, ASCO	Member
6	Dr. Manish Dubey	Asst. Professor, ASCO	Member
7	Mr. Siddharth Sharma	Asst. Professor, ASCO	Member

2. The tenure of such nominated members shall be for a period of one year i.e. till 13.03.2024.

3. This constituted committee will function w.e.f. the date of issue of this order. The previous notification issued vide office Ref No. AUMP/RO/BOS/ASCO/2022/108(a) dated 11.03.2022 stands cancelled with the issue of this notification.

4. Issued by the order of the Hon'ble Vice Chancellor.

(Rajesh Jain) 14/03/2023
Registrar

To:

1. Chairman of the Committee
2. All members of the Committee

Copy to:

1. PS to Hon'ble VC, AUMP
2. Pro-VC's office
3. Office record

Director
Amity School of Communication
Amity University Madhya Pradesh, Gwalior

Amity School of Communication

MA(J&MC) Scheme and Syllabus

2023-25

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Sem-1
1	JMC111	Communication Theories & Models	3/0/0	3	3	Sem-1
2	JMC112	Fundamental of Journalism	3/0/0	3	3	Sem-1
3	JMC113	Digital Photography	0/0/2	2	4	Sem-1
4	JMC114	Writing for Media	0/0/1	1	2	Sem-1
5	JMC115	Advertising Principals and Practices	3/0/0	3	3	Sem-1
6	JMC116	Introduction to Radio	3/0/0	3	3	Sem-1
7	JMC117	Mass Media Industry	3/0/0	3	3	Sem-1
8	JMC118	Political Communication	3/0/0	3	3	Sem-1
9	JMC119	Media and Society	2/0/0	2	2	Sem-1
10	JMC120	Media Design	0/0//2	1	2	Sem-1
11	BSP 143	Behavioural Science-I	1/0/0	1	1	Sem-1
12	BCP 141	Advance Communication	1/0/0	1	1	Sem-1

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Sem-II
1	JMC211	Data Journalism	3/0/0	3	3	Sem-II
2	JMC212	Data Visualization Lab	0/0/1	1	2	Sem-II
3	JMC213	Television Journalism	3/0/0	3	3	Sem-II
4	JMC214	Audio Visual Lab	0/0/1	1	2	Sem-II

S. No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Sem-II
5	JMC215	Communication Research	3/0/0	3	3	Sem-II
6	JMC216	Public Relations & Corporate Communication	3/0/0	3	3	Sem-II
7	JMC217	Digital Media	2/0/0	2	2	Sem-II
8	JMC218	Media Entrepreneurship	3/0/0	3	3	Sem-II
9	JMC219	Digital Media Content Creation Lab	0/0/2	2	4	Sem-II
10	BSP 243	Behavioural Science-II	1/0/0	1	1	Sem-II
11	BCP 241	Advance Communication-II	1/0/0	1	1	Sem-II

S. No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Sem-III
1	JMC311	Development Communication	3/0/0	3	3	Sem-III
2	JMC312	Online Reputation Management	3/0/0	3	3	Sem-III
3	JMC313	Media Literacy & Fact Check	3/0/0	3	3	Sem-III
4	JMC314	Fact -Check Lab	0/0/1	1	2	Sem-III
5	JMC315	Transmedia Storytelling	0/0/1	1	2	Sem-III
6	JMC316	Understanding Films	2/0/0	2	2	Sem-III
7	JMC317	Film Appreciation Lab	0/0/1	1	2	Sem-III
8	JMC318	Mobile Journalism	2/0/0	2	2	Sem-III
9	JMC319	Mojo Lab	0/0/1	1	2	Sem-III
10	JMC320	Capstone Project	3/0/0	3	0	Sem-III

AMITY UNIVERSITY
MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

MA(J&MC) 1ˢᵗ Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 111	Communication Theories & Models	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how communication processes function in various circumstances.

Course Objective:

1. To enable students to understand major communication theories and concepts, as well as their relevance in various communication situations.
2. To analyze and apply communication theories to real-world situations.
3. To access the benefits and drawbacks of various communication philosophies.
4. To recognize the impacts of culture and history on communication ideas and models.
5. To apply theoretical learnings into the profession.

Pre-requisites: The students need to have a fair understanding of Communication.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Demonstrate Theoretical Understanding
2. Make Informed Communication Decisions
3. Critically Evaluate Theories
4. Synthesize Knowledge Across Theories
5. Apply Theories to Real-World Scenarios

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Understanding Communication	Weightage
Descriptors/Topics Origin, definition, nature, process and functions, Types of communication and their contexts Different schools of communication (Semiotics, Process) Indian perspectives	**20%**

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Early European perspectives Modern perspectives Media system-factors and theories	
Module II: Models of Communication	
• **Linear Models of Communication**(Shannon-Weaver Model, Lasswell's Model, Berlo's SMCR Model, Newcomb's ABX Model) • **Interactive Models of Communication**(Schramm's Interactive Model, Osgood and Schramm's Circular Model, Dance's Helical Model, Westley and MacLean's Conceptual Model, Gerbner Model, Jacobson Model,) • **Transactional Models of Communication**(Barnlund's Transactional Model, Pearce and Cronen's Coordinated Management of Meaning (CMM), Watzlawick's Axioms of Communication)	**40%**
Module III: Theories of Mass Communication	
Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	**40%**

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Class Test**	**Assignment**	**Attendance**	
Weightage (%)	**15**	**10**	**5**	**70**

Text Readings:

• Baran, Stanley J. & Davis, Dennis K., Mass Communication Theory: Foundations, Ferment, and Future. Thomson Wadsworth. (2006).

• Cobley, Paul, The Communication Theory Reader, Routledge, London and New York (1996).

• DeFleur, Melvin L. & Ball-Rokeach, Sandra J., Theories of Mass Communication. Longman. (1982).

• Fiske, John, Introduction to Mass Communication, Routledge, New York, 1997.

- Inglis, Fred, Media Theory- An Introduction, Blackswell, Oxford(UK) & Cambridge (USA), (1996).

- Melkote, Srinivas R. and Rao, Sandhya, (edited), Critical Issues in Communication- Looking Inward for Answer, Sage Publications (2001).

- Philipsen, Gerry & Albrecht, Terrance L., Developing Communication Theories. Suny Press. (1997).

- Severin, Werner Joseph & Tankard, James W., Communication Theories: Origins, Methods, and Uses in the Mass Media. Longman. (1997).

- Sitaram, K. S. , Communication and Culture: A World View, MacGraw Hill, New York, 1999.

- Wood, J.T., Communication Theories in Action. Wadsworth Publishing Co., (1997).

References:
- Video Tutorials

- Blogs

MA(J&MC) 1st Semester

Course Code	Course Name	L	T		Credits	Hours
JMC 112	Fundamentals of Journalism	3	0	0	3	3

Course Overview: This course covers the essential principles and skills required for effective and ethical journalism.

Course Objective:
1. To define the key principles and ethical standards of journalism.
2. To identify and analyze the key elements of news stories.
3. To summarize the historical development of journalism and its role in shaping society.
4. To identify various news sources and apply effective techniques for gathering information from these sources.
5. To understand the role of Journalism in the era of Post-Independence.

Pre-requisites: The students need to have a fair understanding of Indian political system and Communication.

Expected Outcome of the course:

After studying this course, the student should be able to:
1. Demonstrate a comprehensive understanding of the key principles and ethical standards that underpin journalism.
2. Critically assess the news articles for completeness and effectiveness in conveying information to the audience.
3. Summarize key historical events and developments in journalism.
4. Apply effective techniques for researching and gathering information from sources to produce accurate and reliable news content.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Overview of Indian Journalism	Weightage
History and development of Indian Journalism – Print and broadcast medium. British Raj and the Indian Press. Journalism as A Mission in Freedom Movement of India. Role of Journalism in the era of Post-Independence. Early contributors - J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi, B G Tilak.	40%

Module II: Introduction to Journalism	
Journalism-Definition, Nature, Scope. Principles and significance; Functions of Journalism Kinds of journalism Investigative Journalism; Rural Journalism; Alternative Journalism; Advocacy Journalism; Yellow Journalism and Citizen Journalism. MoJo as a Concept.	30%
Module III: Introduction to News	
Concept & Definition of NEWS. Elements, Hard and Soft news. News values and factors affecting selection of news. News Sources. Journalistic Values. Qualities & responsibilities of journalists. Editorial writing. Protection of News Sources.	30%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA **Practical's details, if applicable:** NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	70

Text & References:

Suggested Readings

1. Kovach, B., & Rosenstiel, T. (2007). The Elements of Journalism: What Newspeople Should Know and the Public Should Expect. Three Rivers Press.
2. Aggarwal Vir Bala, Essentials of Practical Journalism, Concept Publishing Company, 2006.
3. George T.S.J., Editing: A handbook for journalism, Indian Institute of Mass Communication, New Delhi, 1999.
4. Anderson, C. W., Bell, E., & Shirky, C. (2012). Post-Industrial Journalism: Adapting to the Present. Tow Center for Digital Journalism.
5. McChesney, R. W. (2000). Rich Media, Poor Democracy: Communication Politics in Dubious Times. University of Illinois Press.
6. Kovach, B., & Rosenstiel, T. (2014). Blur: How to Know What's True in the Age of Information Overload. Bloomsbury USA
7. Menon, N. R. (2015). Newsman: Tracking India in the Modi era. HarperCollins India.

8. Pillai, V., & Kamath, M. V. (Eds.). (2018). Media and society in India: The basics. Sage Publications India.
9. Swaminathan, S. (Ed.). (2020). Indian journalism in a new era: Changes, challenges, and perspectives. Oxford University Press.
10. The Hoot. (2016). Media ethics in India. Oxford University Press.
11. Press Council of India. (2019). Handbook for journalists. New Delhi: Press Council of India.
12. Kumar, S. (2017). भारतीय पत्रकारिता: एक इतिहास (Indian Journalism: A History). Rajkamal Prakashan.

MA (JMC) Iˢᵗ Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 113	Digital Photography	0	0	2	2	4

Course Overview: This course will help students in understanding the basic concepts of Photography. Students will learn the various rules of photography and how to make the appropriate composition required for specific locations.

Course Objective:

- To enable students to understand the different aspects of Fundamentals of Photography.
- To help students to develop professional capabilities of Photography.
- To enable students to understand Basics of Photo Editing
- To understand the rules of composition
- To understand the importance of lights in photography

Pre-requisites: Student must possess basic knowledge of Photography.

Expected Outcome of the course:

After studying this course, the student should be able to:

- Understand the fundamental concept of the medium of photography; Combine the science and art on photography.
- Understand the application of the medium, Design storytelling through this visual medium.
- Understand the challenges and solutions of the Photograph.
- Understand the different rules of photography.
- Understand the concept of exposure triangle in photography.

	Weightage
Module I: Basics of Photography	**50%**
Basic Photography: Meaning and definition of Photography. - Basic principle in film and digital photography. Camera: Basic Camera - Different parts of camera and their basic functions -Camera Accessories, Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras, Types of Lenses. Lenses and its relation to subjects, Exposure techniques, Exposure Triangle, Different types of light – Natural & Artificial, Different Lighting techniques – Natural (Different times of day), Flash - Studio flashes - Basic Studio lighting techniques – Three-point lighting	
Module II: Understanding the Composition **Descriptors/Topics**	**50%**
Rules of Composition – portraits, optical center and geometric center, Rule of thirds, Composing different subjects, Golden mean, Centre of interest, , Perspective, Texture, Pattern, Color, Lines Shape, Contrast-Types of Photography- Landscape –Portrait- Still Documentary, S rule in Photography. L composition, Color Theory and Color psychology.	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	**100**	**100**

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	**Assignment-1**	**Assignment-2**	**Attendance**	
Weightage (%)	**10**	**15**	**5**	**70**

Suggested Readings:

- Langford l& Smith, (July 2010) , Basic Photography, Focal Press
- Peterson Bryan, (2011), How to Shoot Great Photographs with Any Camera, Ten Speed Press
- Barnbaum Bruce ,(2010), The Art of Photography: An Approach to Personal Expression, Shroff – Rockynook.

Course Code	Course Name	L	T	P	Credits	Hours
JMC 114	Writing for Media	0	0	0	1	2

Course Overview:

This course is designed to equip students with the practical skills and theoretical knowledge necessary for effective writing across various media platforms. Through hands-on exercises, projects, and critiques, students will develop their writing abilities for print, digital, and broadcast media.

Course Objectives:

1. Enhance writing skills specific to media contexts, including news articles, features, and scripts.
2. Grasp diverse writing styles used in journalism, advertising, and other media-related genres.
3. Acquire skills in conducting interviews, research, and fact-checking for media writing.
4. Learn to tailor writing for different media outlets such as print, digital, radio, and television.
5. Understand and apply ethical principles relevant to media writing, including accuracy and fairness.

Student Learning Outcomes:
1. Understanding the various perspectives of writing for various media platforms.
2. Students will master research, interviewing, and storytelling skills, producing accurate news stories and understanding ethical responsibilities in media reporting.
3. Understanding and creating audience-centric content, utilizing persuasive writing and multimedia techniques, and enhancing reach and impact.
4. Develop the ability to write effectively for media outlets, producing high-quality content.
5. Master the art of conducting interviews, research, and fact-checking for media writing projects.

Course Contents/Syllabus:

	Weightage
Module I Introduction to Writing	**30%**

Understanding the role of writing in media, Qualities of Good Writer , Essentials of Good writing, 7 C's of efficient writing,	
Module II Basics of writing for Media	**40%**
ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples.	
Module III Writing for Print Media	
Writing news articles, features, and op-eds, Understanding the inverted pyramid structure, Editing, and proofreading techniques for print, conducting effective interviews, and using quotes, Crafting headlines, subheads, and captions and leads that capture attention.	**30%**

Pedagogy for Course Delivery:

References of case studies, practical media writing strategies for variousplatforms.Engage students with workshops& guest speakers Focused on collaborative projects, peer reviews, technology integration, and progressive complexity. Emphasize ethics, reflection, and real-world challenges.

Assessment/Examination Scheme:

TheoryL/T (%)	Lab/Practical/Studio(%)	End Term Examination
0	100	100

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components(Dropdown)	**CT**	**CS**	**BP**	**SA**	
Weightage(%)	10	05	10	05	70

Text & References:

- "The Elements of Journalism: What News people Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
- "Writing for Multimedia and the Web" by Timothy Garrand
- "On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser
- Online resources and handouts provided during practical sessions.

Course Code	Course Name	L	T	P	Credits	Hours
JMC 115	Advertising Principles and Practices	3	0	0	3	3

Course Objectives:

- The course introduces the students to concepts of advertising.
- The course will provide them with the knowledge of Indian advertising scenario.
- The course is designed to make students understand the relationship between advertising and marketing.
- The course make student be able to identify advertising mediums, traditional, new and experimental.
- The course shall familiarize the students with the social and ethical issues concerning advertising in society.

Course Outcomes:

- Understand the concepts of Advertising.
- To Understand the structure of News agency and its role and responsibilities
- Enable students to discuss on the Social, Legal and Ethical Aspects of Advertising
- Students will able to understand the ethics of advertising.

Pre-requisites: The students must possess some basic idea of Films

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Understanding Advertising	
Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, and Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)	30%
Module II Agency Structures and its Roles and Responsibilities	
Descriptors/Topics Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.) Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	40%

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Module III Social, Legal and Ethical Aspects of Advertising	
Descriptors/Topics Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client related Issues and the Process: Stages in the Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process	**30%**

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

	Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

Text Reading:

- Jaishri Jethwaney and Shruti Jain, '*Advertising Management*', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, '*Advertising & promotions an IMC perspective*' Tata Mc Graw Hill, New Delhi, 2012

References
- YouTube Tutorials
- Magazine / Journal
- Newspaper

MA(J&MC) 1ˢᵗ Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 116	INTRODUCTION TO RADIO	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how communication processes function in various circumstances.

Course Objectives:

- Enable students to Understanding Fundamental of Radio Principles.
- Exposure to Radio Equipment and Operations Familiarize students with radio equipment.
- To Study the fundamentals of radio production, including scriptwriting, recording, editing, and broadcasting techniques.
- Encourage students to critically analyze and evaluate various forms of radio content.

Pre-requisites: The students need to have a fair understanding of Communication.

Expected Outcome of the course:

After studying this course, the student should be able to:

- Enable students to Understanding Fundamental of Radio Principles.
- Exposure to Radio Equipment and Operations Familiarize students with radio equipment.
- To Study the fundamentals of radio production, including scriptwriting, recording, editing, and broadcasting techniques.
- Encourage students to critically analyze and evaluate various forms of radio content.

Teaching Pedagogy: Pedagogy for Course Delivery: The course will be delivered through a combination of lectures,discussions and task-based activities and Studio recordings.

Module I: Radio Transmission	Weightage
History of Radio, Radio as a mass communication medium, Origin of Radio and its Growth, Broadcasting structure in India, All India Radio, Prasar Bharti, Different types of Radio station in India, Different types of Radio Industries ownership, Radio for social change and development.	20%
Module II: Radio Formats	40%
Three mode of transmission, Audio Formats, Web radio, Satellite radio, Community radio. Clarity, diction, pronunciation, compiling a bulletin: types of bulletins: local to international Editing news for different bulletins; using voice-dispatches and other elements in a bulletin: sequencing, updating news updates, news reports, newsreel etc. Radio Formats, talk show, Interview, Documentary, Docudrama, Vox-Pop, Feature, Situational Comedy, Running Commentary.	

Module III: Radio Program	40%
Radio production, recording techniques, sound effect-Types and importance, Acoustics. Microphones, Voice formats and announcers' qualities, pre-requisites of the radio Hosts, Radio Jockey, Radio Announcers, Radio reporter, Radio Producers, Key elements of Radio, Writing. Steps of the script writing, Cue Sheets and Cue materials. Voice Dubbing-modulation, Audio Formatting, and its various types	
News reading and Presentation: The Seven Ps (Posture, Projection, Pace, Pitch, Pause. Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks. Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Headphones, Trials and Promos.	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:
- Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
- Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction toTelevision., Rinehart & Winston. NY. 1980
- Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, Landon.
- Professional Radio Writing: Albert R. Crews

- Writing for RadioThe Technique of Writing for Broadcasting Simply and Thoroughly Explained by Katherine Seymour and John Tilden Waite
- Scripts: Writing for Radio and Television by Arthur Asa Berger

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MA (J&MC) Ist Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 117	Mass Media Industry	3	0	0	3	3

Course Objectives:

- Understand the fundamental components influencing the Media and Entertainment industry.
- Assess implications of events like demonetization, GST, and the National IPR policy on media.
- Explore Digital Consumer Evolution:
- Examine changing patterns and behaviors of digital consumers in media and entertainment.
- Explore current trends in digitization, advertising, 4G, OTT platforms, and emerging genres.
- Investigate aspects such as merger and acquisition, cultural imperialism, and the impact of convergence.

Pre-requisites: Students need to have an understanding of mass media as a corporate enterprise

Course Contents/Syllabus:

Module I: Media and Entertainment(M&E)	Weightage (%)
Four pillars of M&E, Key development: Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer	30%
Module II: Contemporary Practices	
Digitization: Digital advertising ecosystem, the 4G dawn, Digital news, over the top video(OTT),The new genre- free to air channels, Indian film industry performances, Rise of biopics etc., Launch of new radio stations and new genres, Listenership trend, FMisation of the country(Phase III etc.), Animation (In film, advertisement etc.), language newspaper,: Penetration and hyper localization, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual reality, Online streaming (Hot star, Voot, Netflix etc.), piracy and its impact. UFO	40%
Module III: Media and Culture	
Merger and acquisition: case studies, Hegemony and cultural imperialism, Cultural dependency (Dependency Paradigm), Media business amidst convergence, Mass media institutes and organisation and school of thoughts. (Frankfurt, Torento, etc.).	30%

Student Learning Outcomes:

- To understand the Media Business especially in Industry

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- Identify, implement and evolve contemporary practices of industry
- Enable students to understand media and its culture
- Apply knowledge of digitization, OTT platforms, and emerging media genres in practical scenarios.
- Interpret shifts in consumer behavior within the digital landscape of media and entertainment.

Pedagogy for Course Delivery: The course will be delivered through a combination of following:
- Presentations
- Question-Discussion
- Analysis of Current Media Scenario.
- Writing Exercises

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

	Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala

References :

- Tutorials
- Webinar/ Guest Lecture
- Magazines

MA(J&MC) 1st Semester

Course Code	Course Name	L	T		Credits	Hours
JMC 118	Political Communication	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of political communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks to obtain an improved understanding of how political communication processes.

Course Objective:
- Identify the foundational principles of political communication.
- Evaluate the impact of political advertising on public opinion.
- Analyze real-world political campaigns to understand how media is utilized.
- Critically examine the role of media in shaping political discourse.
- Assess the ethical implications of various political communication practices.

Pre-requisites: The students need to have a fair understanding of Indian political system and Communication.

Expected Outcome of the course:
After studying this course, the student should be able to:
1. Demonstrate a deep understanding of the foundational principles of political communication.
2. Critically analyze the media's role in shaping political discourse.
3. Critically evaluate the impact of political advertising on public opinion.
4. Analyze real-world political campaigns to understand media utilization.
5. Assess the ethical implications of political communication practices.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Introduction to Political Communication	Weightage
• Defining Political Communication. • Political Communication as a Process.	40%

- The Medium as the Message.
- Feedback in Political Communication.
- Historical Perspectives.
- Key Theories in Political Communication: Agenda-Setting Theory, Framing Theory, Cultivation theory.
- Major Political Scandals [Assignment].
- National & International Political Crisis [Pakistan, Afghanistan, Sudan, Iraq & Myanmar]

Module II: Indian Parliamentary System	
Historical background and evolution of the Indian political system. Key features of Indian democracy. Comparative study with other parliamentary systems. Political Parties and Party system in India. Coalition Governments: NDA and UPA. Challenges to Indian Parliamentary System.	**25%**
Module III: Political Campaign Communication: Styles & Tactics	
Political Campaigns: Phases of Political Campaigns. Campaign planning, management, strategies, and tactics. Four stages in a political campaign. Political Propaganda: Tactics & strategies. Social Media & Politics. Social Media and Political Activism. Digital Campaigns. Campaign Analysis. Election Manifestos Creation & Discussions.	**35%**

List of Professional Skill Development Activities (PSDA): NA
Lab/ Practical details, if applicable: NA **Practical's details, if applicable: NA**
Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	70

Text & References:
Suggested Readings

- Lilleker, D. G., & Jackson, N. (2011). Political marketing: Principles and applications. Routledge.
- Kaid, L. L., Holtz-Bacha, C., & Petrocik, J. R. (Eds.). (2009). The handbook of political advertising. Routledge.
- Just, M. R., Crigler, A. N., & Buhr, T. A. (2012). The persuasive effects of political advertising. University of Michigan Press.
- Kenski, K., & Jamieson, K. H. (2018). The Obama victory: How media, money, and message shaped the 2008 election. Oxford University Press.
- Venkataraman, A. (2019). "Indian Political Communication in the Age of Social Media". Routledge
- Sahni, V. (2019). "Media, Politics, and Governance in India: Tracking a Multi-Level Democracy". Oxford University Press

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- Vittachi, N. (2018). "New Media and Political Process in India: Interrogating the Narratives". SAGE Publications
- Kodwani, D. (2019)"Social Media and Politics in India: Change, Continuity, and Contentions". Springer
- Srivastava, A. (2020). "Political Communication in India: From Press to New Media". SAGE Publications.

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MA(J&MC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 119	MEDIA & SOCIETY	2	0	0	2	2

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how communication processes function in various circumstances.

Course Objective:

1. Understand the media's role in influencing and reflecting cultural, social, and political processes.

2. To study how the media affects public opinion, identity, and societal conventions.

3. To study the ethical, economic, and regulatory issues confronting the media business.

4. Understand the relationship between media ownership, representation, and power.

5. Use critical thinking abilities to interact appropriately and effectively with media information.

Pre-requisites: The students need to have a fair understanding of different forms of Media and Communication.

Expected Outcome of the course:

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The students will be able to navigate the complex relationships between media and society, make educated media-related decisions, and constructively contribute to the media environment as responsible and critical consumers and communicators.

After studying this course, the student should be able to:

1. **Critical Media Literacy:** Developing the ability to critically analyze media content, identifying biases, ideologies, and power dynamics that influence information dissemination.
2. **Media Integrity and Influence:** Recognizing the importance of distinguishing reliable sources from misinformation, understanding how media shapes public opinion, cultural norms, and social behaviors, and being aware of persuasive strategies employed by media.
3. **Media Representation:** Acknowledging the impact of media on the portrayal of diverse identities, including gender, race, ethnicity, and sexuality, and how this influences societal perceptions.
4. **Responsible Media Consumption:** Understanding the responsibilities of media consumers in promoting diverse, just, and truthful media content, and navigating media consumption with responsibility.
5. **Comprehensive Media Understanding:** Grasping the multifaceted aspects of media, including its cultural, political, economic, and ethical dimensions, and staying informed about emerging media trends and their implications on society.

Teaching Pedagogy: This class will be taught by using the theory, video demonstration and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and understanding the new emerging forms of media.

Module I: Introduction to Media & Society	Weightage
• Functions of the Mass Media • Interpolation of Media and Political System • Corporate Control of Media • Regulation versus Self-Regulation • Media and Public Opinion • New Media and its Impact on Society • Role of Media in the Development of Society • Media Literacy	35%
Module II: Understanding Media & Society Culture	
Descriptors/Topics • Culture and the Mass Media • Social Change and the Mass Media • Cultural Imperialism and Media Dependency • Globalization and the Media • Social Institutions and the Mass Media • Mass Media and Economy • Gender Equality • Women Empowerment • Media as a tool for National Integration	35%
Module III: Development in Media & Society	

				30%
• Technology and the Media • Social Effects of the Mass Media • Media and Governance • Mass Media and Development • Media Ethics • Media as 4th Pillar of Society				

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

	Continuous Assessment/Internal Assessment			End-Term Examination
Components (Drop down)	**Class Test**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

- Media/Society: Industries, Images, and Audiences" by David Croteau and William Hoynes
- "Media Effects: Advances in Theory and Research" by Jennings Bryant and Mary Beth Oliver
- "The Media and Social Theory" by David Hesmondhalgh and Jason Toynbee
- "Media Literacy in the Information Age: Current Perspectives and Future Directions" by R. Hobbs and D. M. Moore
- "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule
- Daramola, I. (2005). Mass Media and Society. Lagos: Rothan Press.

References:

- Video Tutorials

- Blogs

MA (J&MC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 120	Media Design	0	0	2	1	2

Course Overview: This course explores the fundamentals of graphic design, typography, and the application of design principles. It also delves into designing content for social media and introduces graphic design software applications.

Course Objective:

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1. Comprehend the significance of design, its applications, and image file formats.
2. Cultivate skills in typography, layout, and crafting engaging social media content.
3. Master graphic design software, creating compelling advertisements and utilizing advanced design tools.
4. Apply design principles effectively to enhance visual communication.
5. Create professional-grade design projects using vector graphics, text wrap, anchored graphics, and design templates.

Pre-requisites:
1. Students should possess fundamental computer skills, including file management, word processing, and internet navigation.
2. A genuine interest in graphic design and visual communication is recommended but not mandatory.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Create visually engaging content tailored for various social media platforms.
2. Proficiently use graphic design software such as Adobe Illustrator and InDesign.
3. Apply typography principles to enhance design aesthetics and readability.
4. Produce advertisements and design projects adhering to industry standards.
5. Understand the importance of design in effective visual communication.

Teaching Pedagogy:
Utilize a mix of lectures, hands-on practice, feedback, workshops, group projects, and guest speakers to provide a dynamic and interactive learning experience in graphic design.

Module I Basics of Design	Weightage (%)
Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes, Image resolution etc.	35%
Module II Typography and design for social media	
Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	25%
Module III Designing Software & its application	
Graphics Design Packages (e.g., Adobe Illustrator, InDesign), Creation of Advertisements, Vector and Raster Graphics, Use of Text Wrap, Anchored Graphics and Rules, Various Palettes, Master Pages, Templates etc.	40%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment	End-Term Examination (Viva Voce)

Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- Sarkar, N.N- Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design
- Sharma, R. (2016). Graphic Design: A User's Manual. Thames & Hudson India.
- Bhasin, M. K. (2016). Advertising and Integrated Brand Promotion (7th ed.). Cengage Learning India.
- Lupton, E. (2004). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students. Princeton Architectural Press.
- Williams, R. (2014). The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice. Peachpit Press.
- White, A. W. (2011). The Elements of Graphic Design. Allworth Press.
- Lupton, E., & Phillips, J. C. (2015). Graphic Design: The New Basics. Princeton Architectural Press.

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MA(J&MC) IInd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC211	Data Journalism	3	0	0	3	3

Course Overview: The course is about understanding the emerging concept of Data journalism. Student will learn the ways to scrap the data and present the data while using the traditional methods of journalism.

Course Objective:

1. To provide basic knowledge of the emerging concepts of Data Journalism
2. To give the knowledge of working with spreadsheet
3. To provide the basic knowledge about the data driven stories
4. To use traditional journalism along with data tools

Pre-requisites: Students should know basics tools of journalism.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Write data-based stories.
2. Explain the concept of Data Journalism
3. Use different visualizations tools.
4. Scrap the data from a huge chunk of data.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and discussion and practical exercises.

Course Contents/Syllabus:	Weightage (%)
Module I: Data Journalism	**35 %**
• What is Data Journalism, • Identifying, gathering and exploring a dataset for an investigative story. • Why journalists should use data, • Importance of data, some examples, • Sector-Specific Data Stories • Data Journalism in Different perspectives, • Data journalism in the newsroom, • How to turn numbers into stories, • Finding data to support stories, Strategic searching - tips and tricks, Introduction to scraping	

Module II: Finding story ideas with data analysis	30%
- Newsroom math and statistics - Sorting and filtering data in Excel - Making new variables with functions - Summarizing data with pivot tables, - Correct bad formatting, Misspellings, - Invalid values and duplicates, Advanced cleaning techniques - Identify the datatypes and file formats available in a dataset available from - government open data portals	
Module III Telling stories	**35 %**
- Sources: where do you get the data - How do you find the data you need - The main principles of data visualization, - Choosing the best graphic forms, - The art of insight - Scraping: Parsing data from PDFs and websites without - custom coding. Charts: Mobile-friendly charts in Excel - Simple graphics	

Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

1. Gray, J., Bounegru, L. and Chambers, L. (eds). 2013. The Data Journalism Handbook: How Journalists Can Use Data to Improve the News.
2. Meyer, Philip. 2011. Precision journalism and narrative journalism: toward a uni ed eld theory. www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unied-Field-Theory.aspx
3. Wikipedia. What is CAR? http://en.wikipedia.org/wiki/Computer-assisted_reporting
4. Wikipedia. What is data driven journalism? http://en.wikipedia.org/wiki/Data_driven_journalism
5. Examples of data-driven journalism by Mindy McAdams: http://mindymcadams.com/tojou/2012/datajournalism-examples/
6. www.ire.org/tag/philip-meyer-journalism-awards/

7. Data journalism handbook.org. Data Journalism Handbook. http://datajournalismhandbook.org/1.0/en/
8. Verweij, Peter. 2012. Data journalism: where coders and journos meet. http://memeburn.com/2012/03/datajournalism- where-coders-and-journos-meet/
9. Thibodeaux, Troy. 2011. Ten tools that can help data journalists do better work, be more ef cient. www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt/

Course Code	Course Name	L	T	P	Credits	Hours
JMC212	Data Visualization Lab	0	0	1	1	2

Course Overview: The course is about understanding the emerging concept of Data journalism. Student will learn the ways to scrap the data and present the data while using the traditional methods of journalism and to make interactive dashboard and data visualizations.

Course Objective:

1. To provide basic knowledge of the emerging concepts of Data Journalism
2. To give the knowledge of working with spreadsheet
3. To provide the basic knowledge about the data driven stories
4. To use traditional journalism along with data tools
5. To provide knowledge to use different tools
6. To enable students to make data dashboards.

Pre-requisites: Basic understanding of Data tools and computer operations.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Create data dashboards.
2. Make use of data tools
3. Scraps data from pdf and other formats
4. Make use of data visualization tools
5. Understand and create infographics.

Teaching Pedagogy: The course will be delivered through a combination of practical's and tutorials

	Weightage
Module I: Data visualizations	20%
Descriptors/Topics Understanding Data visualizations Make use of infographics. Make use of charts. Graphs Importance of visual elements and their uses such as bars, pie charts, scatter plot, tree map, sub burst etc.	
Module II- Scrapping data	20%
Descriptors/Topics How to scrap data from web Using google trend for data. Using government sources to extract data. Using Tabula to extract data.	

Module III- Infographic and Visualization	**40%**
Descriptors/Topics Using excel to present data. Making Pivot tables Understanding the difference between infographics and visualizations Using data wrapper to present the data. Making an interactive dashboard	
Module IV- Reporting and making Data stories	**20%**
Descriptors/Topics Students will be needed to use traditional method of reporting combined with data tools to present the stories.	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	**100**	**100**

Continuous Assessment/Internal Assessment				**End-Term Examination (Viva Voce)**
Components (Drop down)	**Assignment-1**	**Assignment-2**	**Attendance**	
Weightage (%)	**10**	**15**	**5**	**70**

Suggested Readings:

Text Readings:

1. Gray, J., Bounegru, L. and Chambers, L. (eds). 2013. The Data Journalism Handbook: How Journalists Can Use Data to Improve the News.
2. Meyer, Philip. 2011. Precision journalism and narrative journalism: toward a uni ed eld theory. www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unied-Field-Theory.aspx
3. Wikipedia. What is CAR? http://en.wikipedia.org/wiki/Computer-assisted_reporting
4. Wikipedia. What is data driven journalism? http://en.wikipedia.org/wiki/Data_driven_journalism
5. Examples of data-driven journalism by Mindy McAdams: http://mindymcadams.com/tojou/2012/datajournalism-examples/
6. www.ire.org/tag/philip-meyer-journalism-awards/
7. Data journalism handbook.org. Data Journalism Handbook. http://datajournalismhandbook.org/1.0/en/
8. Verweij, Peter. 2012. Data journalism: where coders and journos meet. http://memeburn.com/2012/03/datajournalism- where-coders-and-journos-meet/
9. Thibodeaux, Troy. 2011. Ten tools that can help data journalists do better work, be more ef cient. www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt/

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Course Code	Course Name	L	T	P	Credits	Hours
JMC 213	Television Journalism	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how communication processes function in various circumstances.

Course Objective:

- To enable students to understand the concepts of the Television journalism system and the functioning of News channels.
- To define and introduce the editorial concepts of the TV industry.
- To enable students, apply their skills on functioning attributes.
- To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society.
- To become well aware of the inside picture of the industry.

Pre-requisites: The students need to have a fair understanding of the TV industry.

Expected Outcome of the course:

After studying this course, the student should be able to:

- The students will memorize basic evolution of TV industry and its growth in India.
- Students will be able to illustrate the basics of TV genres and essentials of Journalism. Synthesize Knowledge Across Theories
- Apply Theories to Real-World Scenarios
- To understand the crisis management in media

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Structure of TV News Channel	Weightage
Broadcasting in India, From Black and white to color TV. From a single News bulletin to 24x7 news concept. Basics of Television News: Concept of News and News Value, Structure of TV News Channel : Input Desk, Output Desk, Qualities and Responsibilities of News Personnel, News Sources and Monitoring Services, Role of News editor , correspondents, PCR: switcher, sound, play out, CG, Teleprompter; MCR: scheduling of programmes,	20%

scheduling of advertisements, time management, content crisis management; INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan.,		
Module II: Writing For TV		
Descriptors/Topics Tv Genres – Fiction and Nonfiction, Differences Between Writing for Radio, Tv, Print and Web Terminology, Characteristics and Essentials of TV Language, News Writing: Concepts and Elements, Writing for Visuals: Simple News stories, Writing Intros / Opening, Headlines & Closing / Concluding, Headlines: Creation of Headlines, Selection of Headlines, Inverted Pyramid, Rundowns, Reporting-Field and Desk. AI Writing for News.	**40%**	
Module III: TV News Reporting		
Descriptors/Topics Television News Reporter: Voice modulation, Techniques and Styles, Different Types of Reporting: Objective, Investigative, Interpretative, Beats Reporting, Essentials of Field Reporting: Live/Recorded Phone-in, Piece to Camera, Walk through, Guidelines and Challenges for a TV Reporter, Voice Personality & Presentation, Defence Journalism, No Anchor Reporting. MOJO Reporting. Cameraperson as a News reporter/ Anchor	**40%**	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

- Baker, J. (2005). Secrets of Voice-Over Success: Top Voice-Over Artists Reveal how they did it. Boulder, Sentient
- Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
- Kalra, R. J. (2012). The ABC of News Anchoring: A guide for Aspiring Anchors, Pearson.
- Zettl, H. (2005). Television Production Handbook, Cengage Learning.
- Lee, Robert and Robert Misiorowski: Script Model: A HandBookFor The Media Writer, Hasting House, New York, 1978.
- Blum, Richard A.: Television Writing, Focal Press, Boston, London, 1984.

References:
- VideoTutorials
- Blogs

MA (J&MC) IInd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 214	Audio Visual Lab	0	0	1	1	2

Course Overview:

The Audio and Visual Lab course provides hands-on training in the principles and practices of audio-visual production. Students will gain practical experience in using cameras, microphones, and editing software to create compelling audio-visual content.

Course Objective:

- To develop a foundational understanding of audio-visual production processes.
- To acquire proficiency in using cameras, microphones, and editing software.
- To gain advanced skills in camera operations, cinematography, and audio recording.
- To learn video editing techniques, post-production workflows, and special effects.
- To engage in project-based learning to apply acquired skills in practical scenarios.

Pre-requisites: A basic familiarity with multimedia concepts and a keen interest in audio-visual media production are beneficial.

Expected Outcome of the course:

After studying this course, the student should be able to:

- Plan, execute, and manage audio-visual projects effectively.
- Demonstrate proficiency in using cameras, microphones, and editing software.
- Execute advanced camera techniques and cinematography principles.
- Edit videos, add audio elements, and apply post-production effects.
- Collaborate in a team-based production environment.

Teaching Pedagogy:

- Practical sessions for using cameras, microphones, and editing software.

- Visits to production studios or relevant industry sites for exposure.
- Collaborative projects to foster teamwork and shared learning.

Module I: Introduction to Audio-Visual Production	Weightage
• Overview of audio-visual production processes • Roles and responsibilities in the production team • Understanding cameras, microphones, and lighting equipment • Overview of audio recording devices and editing software	25%
Module II: Script Writing and Camera Operation	
• Basics of scriptwriting for audio-visual content • Creating storyboards for visualizing scenes and shots • Camera settings and functions • Framing, composition, and basic camera movements	45%
Module III: Production and Editing Techniques	
• Editing audio tracks using software • Basic editing tools and functions of video editing software • Color Correction, Color Matching • Adding music, sound effects, and voiceovers • Individual or group-based final audio-visual project	30%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

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MA(J&MC) II Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 215	Communication Research	3	0	0	3	3

Course Overview: This course is designed to provide students with a comprehensive understanding of communication research methods. Students will explore various research approaches, techniques, and tools used in communication studies. The course will cover quantitative and qualitative research methods, ethical considerations in communication research, and the application of research findings to real-world communication challenges.

Course Objective:

1. To Understand the Foundations of Communication Research
2. To Develop Research Questions and Hypotheses.
3. To Explore Research Design and Ethics.
4. To Master Quantitative and Qualitative Research Methods.
5. To Understand Data Collection, Analysis and Present Research Findings Effectively.
6. To Apply Communication Research in Practical Settings.

Pre-requisites: This course has no specific prerequisites, but students should understand the research.

Expected Outcome of the course: After studying this course, the student should be able to:

- Demonstrate a comprehensive understanding of communication research methods.
- Formulate research questions and hypotheses suitable for communication research.

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- Design and conduct both quantitative and qualitative communication research projects.
- Evaluate and apply ethical considerations in communication research.
- Communicate research findings effectively through written and oral presentations.
- Apply communication research methods to real-world scenarios and industry contexts.
- Stay informed about emerging trends and technologies in communication research.

Teaching Pedagogy: This class will use the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles encourages active participation, critical thinking, and application of communication theories.

Module I: Introduction to Communication Research	Weightage
- Overview of Communication Research - Importance of Research in Communication Studies - Basic Research Concepts and Terminology - Historical Development of Communication Research - Formulating Research Questions and Hypotheses - Experimental and Non-Experimental Research Designs - Sampling Techniques - Ethical Considerations in Communication Research	25%
Module II: Quantitative and Qualitative Research Methods	
- Survey Research: Design, Implementation, and Analysis - Content Analysis - Experimental Research in Communication - Descriptive and Inferential Statistics in Communication Research - Case Study Research - In-depth Interviews - Focus Group Research - Ethnographic Research in Communication	25%
Module III: Data Collection, Analysis, Writing and Presenting Research Findings	25%
- Data Collection Techniques: Observation, Surveys, Interviews - Coding and Content Analysis - Qualitative Data Analysis - Statistical Analysis in Communication Research - Structure and Components of a Research Paper - APA Style and Citations - Effective Data Visualization - Presenting Research Findings: Conference Papers, Posters, and Presentations	
Module IV: Applications and Future Trends of Communication Research	25%
- Communication Campaigns and Evaluation - Media Effects Research - Crisis Communication Research - Industry Applications and Case Studies - Emerging Technologies in Research - Cross-disciplinary Approaches - Ethical Considerations in the Digital Age	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

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Theory Assessment(L&T):

	Continuous Assessment/Internal Assessment			End-Term Examination
Components (Dropdown)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Books:
1. Ahuja, R. (2011). Research methods. Rawat Publications.
2. Bos, J., Hoeneveld, F., Steenbergen, N. V., Abma, R., Meijl, T. V., & Lepianka, D. (2021). *Research Ethics for Students in the Social Sciences*. Springer.
3. Chandra, V., & Hareendran, A. (2017). *Research Methodology by Pearson 1st Edition*. Pearson Education India.
4. Chawla, D., & Sodhi, N. (2016 *Research Methodology: Concepts and Cases (2nd Edition)*. Vikas Publishing House.
5. Giri, A., & Biswas, D. (2019). *Research Methodology for Socsial Sciences*. SAGE Publications Pvt. Ltd.
6. Gupta, K. (2013). *Research Methodology*. Nirali Prakashan.
7. Kothari, C. R. (2013). *Research Methodology: Methods and Techniques* (2nd ed.). New Age International Pvt Ltd Publishers.
8. Leavy, P. (2022). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches* (Second). The Guilford Press.
9. Sansanwal, D. N *(2022), Research Methodology and Applied Statistics*. (2022). Raj Publication.
10. Sundara P. (2022). *Research Methodology & Applications of SPSS in Social Science Research*. Sultan Chand and Sons.
11. Tucker, V. (2022). *Research Methods in Social Sciences*. Pearson India.
12. Vijay, U., & Arvind, S (2010). *Research Methodology*. S Chand & Company.

Journal articles:
1. Garvey, C. M., & Jones, R. (2021). Is There a Place for Theoretical Frameworks in Qualitative Research? International Journal of Qualitative Methods. https://doi.org/10.1177/1609406920987959
2. Lederman, N.G., Lederman, J.S. What Is A Theoretical Framework? A Practical Answer. *J Sci Teacher Educ* **26**, 593–597 (2015). https://doi.org/10.1007/s10972-015-9443-2
3. Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European journal of education studies*.
4. Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of business research*, *104*, 333-339.
5. Stroud, D., Pennington, P., Cleaver, C., Collins, J. R., & Terry, N. (2017). A content analysis of research articles in The Journal for Specialists in Group Work: 1998–2015. *The Journal for Specialists in Group Work*, *42*(2), 194-210.

Course Code	Course Name	L	T	P	Credits	Hours
NJMC 216	Public Relations and Corporate Communications	3	0	0	3	3

Course Overview: This course explores the principles and practices of public relations and corporate communication within the context of contemporary business environments. Students will gain a comprehensive understanding of strategic communication, reputation management, stakeholder engagement, and ethical considerations in the corporate communication landscape.

Course Objective:

1. Comprehensive Understanding of Communication Foundations: Students will acquire a thorough comprehension of the foundational principles of public relations and corporate communication, including the historical context, the distinct roles of public relations and corporate communication, and their significance in organizational dynamics.

2. Proficiency in Strategic Communication: Develop the ability to formulate strategic communication plans that align with organizational goals, focusing on reputation management. Students will analyze and apply case studies to gain practical insights into successful strategic communication campaigns.

3. Expertise in Stakeholder Engagement and Media Relations: Gain proficiency in stakeholder analysis techniques, building positive relationships, and crafting messages tailored to diverse audiences. Students will also understand the principles of media relations and crisis communication, participating in simulated exercises to

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apply theoretical knowledge.

4. **Digital Communication Mastery:** Acquire skills in integrating digital communication strategies into public relations efforts. This includes managing social media platforms, monitoring online reputation, and addressing digital crises effectively to adapt to the evolving landscape of communication.

5. **Ethical Decision-Making in Corporate Communication:** Develop a strong understanding of ethical considerations within corporate communication. Students will be equipped to make principled decisions in public relations scenarios and analyze case studies to navigate complex ethical dilemmas commonly faced in the field.

Pre-requisites: NA

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Excel in formulating communication strategies that contribute to reputation management, demonstrating a deep understanding of their role in overall organizational success.
2. Students will be able to conceptualize, plan, and execute integrated marketing campaigns across various channels, incorporating both traditional and digital media for maximum impact.
3. Effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations.
4. Gain expertise in digital marketing strategies, including social media management, content marketing, SEO, and online advertising.
5. Gain a strong understanding of ethical considerations in advertising and public relations, making principled decisions in the face of moral dilemmas.

Teaching Pedagogy: This class will be taught through lectures, interactive case studies, and group discussions.

Module I: Foundations of Public Relations and Corporate Communication	Weightage
Introduction to Public Relations and Corporate Communication • Understanding the role and importance of public relations in organizations • Historical perspectives on corporate communication • Differentiating between public relations and corporate communication • Corporate Communication: Scope and Relevance • Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario • Formulating communication strategies aligned with organizational goals • Role of strategic communication in reputation management • Case studies on successful strategic communication campaigns	30%
Module II: Stakeholder Engagement and Media Relations • Techniques for Conducting Stakeholder Analysis • Building and maintaining positive relationships with stakeholders • Crafting effective messages for diverse audiences • Principles of media relations • Crisis communication planning and management • Impact of Crisis, Role of Communication in Crisis, Guidelines for • Handling Crisis, Trust Building	30%
Module III: Digital Communication, Branding, and Ethics	

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	40%
• Integrating digital communication strategies into public relations • Social media management and engagement • Monitoring online reputation and addressing digital crises • Defining Corporate Blogging • Building and managing corporate brands • Creating and maintaining a positive organizational image • Case studies on successful corporate branding initiatives • Understanding ethical considerations in corporate communication • Ethical decision-making in public relations • Case analyses of ethical dilemmas in the field	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- "Effective Public Relations" by Scott M. Cutlip, Allen H. Center, and Glen M. Broom
- "The New Rules of Marketing and PR" by David Meerman Scott
- "Managing Corporate Reputation" by Michael L. Barnett and Timothy G. Pollock
- "Social Media and Public Relations: Eight New Practices for the PR Professional" by Deirdre K. Breakenridge
- "Crisis Communications: The Definitive Guide to Managing the Message" by Steven Fink
- "Measuring Public Relationships: The Data-Driven Communicator's Guide to Success" by Katie Delahaye Paine

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MA(J&MC) IInd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 217	Digital Media	2	0	0	2	2

Course Overview: This course digs into the underlying ideas and concepts of Digital media. It covers and enables the basic professional skills in digital media production, including the operation of software and hardware, as well as the ability to plan, develop and complete a digital media product, including production and post-production stages.

Course Objective:

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1. To introduce the basics of Digital Media and its characteristics.
2. To explain the internet as a Medium and its practices
3. To introduce student to the Digital Audiences and its types
4. To describe about Digital Media Design and its techniques

Pre-requisites: The students need to have a fair understanding of Communication and digital media.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Analyse a website based on its formatting and structure.
2. Make Informed Communication Decisions
3. Understand the functioning of Digital Media
4. To use digital media and produce content while keeping the target audience in mind.
5. Make a blog and publish content regularly.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of digital media. .

Module I: Introduction to the Digital Media	Weightage
Descriptors/Topics • Understanding Digital Media: Evolution and Development • Digital Media and its computer components • Digital Media Application Software: Word processing, Spreadsheet, Image Editing. • Digital Media Revolution: Mass Media Adaptation, Trends, Revolution • Digital Media Effects: Cybercrime, Privacy, Hate Speech, Surveillance etc. • Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion, • Telepresence • Understanding Credibility of Digital Media • Credibility Building Process	**30%**
Module II: Internet as a Medium	

Descriptors/Topics	35%
- Convergence, Digital Divide, Revolution in Communication - Language Barriers, Net Neutrality, Mobile Revolution - Digital Literacy - Basics of Internet, Characteristics of Internet - Internet concepts, its working style & uses. - Internet as a Medium: Conceptual & functional dimensions. - Types of Internet-based communication: Dynamics of communication in CMC - Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc. - Journalistic use of social media, Social Networking Sites, Social Media Collaboration	

Module III: Digital Media Audience

Descriptors/Topics	35%
- Understanding Audiences: Difference between Public, Crowd, Group, Mass & Audience - Characteristics of Audiences, Types of Audiences, Passive, Active and Participatory Audience - Audience Conception Tradition: Structural, Behavioural and Cultural - Audience Autonomy-free or controlled content creators - Basics of Digital Audiences - Search Engine Strategies for Digital Audience Acquisition - Social Media Campaigns and Engagement - Digital Audience Research and Behaviour - Digital Audience Analytics, Digital Audience Management - Manipulating Digital Media Audience	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
- Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
- Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
- Feldman, T. (2003). An introduction to digital media. Routledge.
- Lindgren, S. (2017). Digital media and society. Sage.

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Course Code	Course Name	L	T	P	Credits	Hours
JMC 218	Media Entrepreneurship	3	0	0	3	3

Course Overview: *Media Entrepreneurship* is a course that helps students create and launch new media-related businesses. Students learn how to develop and run media-based enterprises in this course on media, technology, and entrepreneurship. Through theory, case studies, and hands-on projects, students will learn to find market opportunities, develop a media brand, acquire finance, and overcome media business difficulties.

Course Objective:
1. To understand the fundamentals of entrepreneurship and how they apply to the media sector.
2. To identify and evaluate media business opportunities and market trends.
3. To develop a comprehensive business plan for a media startup.
4. To explore strategies for funding and monetising media ventures.
5. To navigate the legal and ethical considerations in media entrepreneurship.

Pre-requisites: There are no specific prerequisites for this course, but students should have a basic understanding of the media industry.

Expected Outcome of the course: After studying this course, the student should be able to:

1. Demonstrate entrepreneurship skills.
2. Critically Evaluate business opportunities in media.
3. Synthesize knowledge by starting a media venture.
4. Apply entrepreneurship skills to Real-World Scenarios

Teaching Pedagogy: This class will use the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles encourages active participation, critical thinking, and application of communication theories.

Module I: Introduction to Media Entrepreneurship, Legal and Ethical Considerations	Weightage
- Defining media entrepreneurship - The role of innovation in media - Media Land Scape and Media Industry - Case Studies of Successful Media Entrepreneurs - Identifying entrepreneurial opportunities in the media industry - Copyright and intellectual property in media - Business models in the media industry - Subscription Model - Advertising Model - Hybrid Models - Revenue streams and monetisation strategies	30%
Module II: Entrepreneurship, Market Research,	

• Traits of successful entrepreneurs • Creativity and problem-solving in entrepreneurship • Developing an entrepreneurial mindset • Conducting market research in the media sector • Identifying market trends and gaps • Evaluating the potential of media business ideas • Ethical issues in media entrepreneurship • Privacy and Data Protection • Digital marketing and social media • Search engine optimisation (SEO) • Content creation and curation	**30%**
Module III: Developing a Media Business Plan, Pitching and Presentation Skills	**40%**
• Components of a media business plan • Business model canvas and value proposition • Setting goals and milestones • Effective communication and presentation skills • Preparing and delivering a compelling pitch • Peer review of business plans and pitches • Presentation of Business Blan • Sources of Funding, Pitching to investors and Crowdfunding • Creating and Building a Team • Launching and Scaling Media Business • Recognizing failure and when to pivot • Learning from setbacks and challenges • Case studies of media startups that pivoted successfully	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Dropdown)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

- Ferrier, M., & Mays, E. (2017). *Media innovation and entrepreneurship*. Rebus Community.
- Blank, S., & Dorf, B. (2020). The startup owner's manual: The step-by-step guide for building a great company. John Wiley & Sons.
- Lamont, I. (2021). *Lean Media: How to focus creativity, streamline production, and create media that audiences love*. I30 Media Corporation.
- Kelly, S. (2015). *The entrepreneurial journalist's toolkit: manage your media*. CRC Press.
- Hang, M. (2018). Media entrepreneurship. In *Handbook of media management and economics* (pp. 259-272). Routledge.

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MA (J&MC) IInd Semester

Course Code	Course Name	L	T	P	Credits	Hours
NJMC 219	Digital Media Content Creation Lab	0	0	2	2	4

Course Overview: This lab-based course is designed to provide hands-on experience in digital media content creation. Students will explore various tools, techniques, and platforms used in the field of digital media production. The lab sessions will cover a range of topics including graphic design, video editing, audio production, and multimedia storytelling. Students will have the opportunity to apply theoretical knowledge gained in related courses to practical, real-world scenarios.

Course Objective:

1. Proficient Tool Utilization: Students will demonstrate proficiency in using industry-standard digital media tools, including graphic design software, video editing applications, and audio production software, to create compelling and visually appealing multimedia content.

2. Creative Graphic Design Skills: Students will develop advanced graphic design skills, applying design principles and composition techniques to produce high-quality images suitable for various digital platforms, showcasing creativity and visual communication competence.

3. Effective Video and Audio Production: Students will acquire a comprehensive understanding of video editing and production, demonstrating the ability to edit and enhance video content, integrate audio elements seamlessly, and export finished projects suitable for diverse digital media platforms.

4. Multimedia Storytelling Proficiency: Students will master the art of multimedia storytelling, combining graphics, video, and audio to create engaging and cohesive narratives. They will showcase their ability to craft stories that resonate with target audiences and utilize interactive elements effectively.

5. Project Management and Presentation Skills: Students will develop project management skills by planning, executing, and refining digital media projects individually and collaboratively. They will also enhance their presentation skills, effectively communicating their creative processes, design choices, and the impact of their projects during the final showcase.

Pre-requisites: Basic Understanding of Digital Media Concepts, Computer Literacy, and Software Familiarity.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Develop a strong command of industry-standard digital media tools for graphic design, video editing, and audio production, enabling the creation of high-quality multimedia content.
2. Acquire advanced graphic design skills and the ability to craft visually appealing multimedia content that adheres to industry standards and effectively communicates messages to target audiences.
3. Demonstrate competence in video editing and production, including the seamless integration of audio elements, resulting in polished and professional digital media projects.

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4. Master the art of multimedia storytelling by combining graphics, video, and audio elements to create cohesive and engaging narratives suitable for digital platforms.
5. Develop strong project management skills through planning, execution, and refinement of digital media projects. Enhance presentation and communication skills for effectively showcasing creative work in a professional manner.

Teaching Pedagogy: This class will be taught through Hands-On Learning, In-Class Demonstrations, Peer Review and Critique, Online Resources and Tutorials, Industry-Relevant Assignments, and Continuous Feedback Loop.

Module I: Foundations of Digital Media	Weightage
Introduction to Digital Media Tools	40%
• Overview of Digital Media Content Creation • Introduction to industry-standard software tools • Basic principles of graphic design and image editing • Advanced features of graphic design software • Design principles and composition • Creating visually appealing images for various digital platforms	
Module II: Video and Audio Production	30%
• Fundamentals and advanced techniques of video editing • Incorporating audio, transitions, and effects • Exporting and publishing video content • Basics of audio editing and mixing • Voice recording and narration techniques • Sound effects and music integration • Exporting audio for various platforms	
Module III: Multimedia Storytelling and Project Showcase	30%
• Strategies for effective storytelling in digital media • Combining graphics, video, and audio for compelling narratives • Interactive multimedia projects • User engagement and feedback	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

• Mobile and Social Media Journalism (Adornato) ISBN-13: 978-1506357140 Inbound Content: A Step-By-Step Guide to Doing Content Marketing the Inbound Way (Champion) ISBN-13: 978-1119488958

- Silverblatt, A, Yadav, Anubhuti &Kundu, V. (2022). Media Literacy: Keys to Interpreting Media Messages (Indian Edition)
- Grant, A.E. & Wilkinson, J. 2009. Understanding Media Convergence: The State of the Field. United Kingdom: Oxford University Press

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IIIrd Semester

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Course Code	Course Name	L	T	P	Credits	Hours
JMC311	Development Communication	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of development communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how development communication processes function in various circumstances.

Course Objective:

- To enable students to understand major development communication theories and concepts, as well as their relevance in various development situations.
- Analyze and apply development communication theories to real-world situations.
- To access the benefits and drawbacks of various development communication philosophies.
- To apply theoretical learning into the profession.

Pre-requisites: The students need to have a fair understanding of Communication.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Demonstrate Theoretical Understanding
2. Make participatory communication decisions in developmental frameworks.
3. Critically Evaluate developmental processes through different means of communication
4. Synthesize Knowledge Across Theories and practicals.
5. Apply Theories to Real-World Scenarios

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Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Understanding Development Communication and its Historical Contexts	Weightage
• Definition of Development Communication, What do you mean by development communication and Why it is important? What are the problems of development communication, in theory and in practice? • Globalization, Modernization, Dependency theory, Imperialism, Cultural imperialism, NWICO movement	20%
Module II: Theories & Approaches to Development Communication	
• Modernization paradigm • Communication for social change theories (CSC) • Culture-cantered approaches • Postcolonial theory • Political economy • Pedagogy of the oppressed • Participatory action research • Indigenous knowledge	40%
Module III: Models and Strategies to Development Communication	
• Participatory Communication • Advocacy Communication • Indigenous Communication • Community media • Social Marketing • Social Mobilization • Entertainment Education • Empowerment Framework • Knowledge, Attitude and Practices (KAP) survey • Information and Communications Technologies for Development (ICT4D)	40%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

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- Mohan J. Dutta (2011) Introduction,Communicating Social Change:Structure, Culture, and Agency , pp. 1-28.
- Florencia Enghel (2015) Towards a Political Economy ofCommunication in Development? Nordicom Review, 36, pp. 11-24
- Arturo Escobar (1995) Development and the Anthropology of Modernity. Encountering Development: The Making and Unmaking of the Third World , pp. 3-20
- Toby Miller (2014) Globalization and Development. The Handbookof Development Communication and Social Change, pp. 20-393.
- Karin Wilkins (2014) Emerging Issues in Communicating Development and Social Change. The Handbook of Development Communication and Social Change, pp. 138-144.
- Mohan J. Dutta (2011) Theorizing Social Change Communication. Communicating Social Change: Structure, Culture, and Agency, pp. 29-632.
- Srinivas R. Melkot (2003) Theories of Development Communication. International Development Communication: A 21st-Century Perspective, pp. 129-146
- Jan Servaes (2008). Communication for Development Approaches of Some Governmental and Non-Governmental Agencies. Communication for Development and Social Change, pp. 201-2183.
- Karin Wilkins (2014) Advocacy Communication. The Handbook of Development Communication and Social Change, pp. 57-7

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MA(J&MC) IIIrd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 312	Online Reputation Management	3	0	0	3	3

Course Overview: This course is designed to provide students with a broad understanding of the role of digital media and Online reputation management through different tools and techniques. This course will help them to be a good professional along with analytical skills through digital campaigns.

Course Objective:

- To Understand key concepts and theories related to Online reputation.
- To Analyze the impact of digital media platforms to increase media reach.
- To Develop critical thinking and analytical skills in relation to digital media campaigns.
- To develop creative messages and campaigns for online reputation.
- To understand media planning and online business promotion strategy.

Pre-requisites: The students need to have a fair understanding of digital advertising and marketing.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Know how digital platforms influence brand reputation.
2. Create and build a Robust and Sustainable online reputation.
3. Create a Robust Digital Marketing Strategy using Consumer Funnel.

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4. Understand the positives of building a strong participatory culture.
5. Manage social media issues based on a real-life example.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Understanding Digital Reputation	Weightage
Understanding how digital platforms influence brand reputation and how marketers/business people can manage this. What do customers think of you? How can you find out? How can you manage backlash, issues or complaints online? How can you build positive perceptions for your brand on digital? Can reputation management be a part of your digital strategy? Organic and Non Organic tools and audience.	30%
Module II: Strategy and Planning	
Creating a Digital Marketing Strategy: Concepts – Conversion Funnel, Paid-Owned Earned Media Elements of a good marketing strategy rolling into 14 digital marketing strategy Defining objectives and creating a media mix measuring, evaluating and tweaking the strategy. Executing the Strategy Skill sets & tools needed In-house v/s outsourcing Support systems available – a look at different kinds of agencies Agency structures – an inside look at various kinds of agencies.	40%
Module III: Execution of strategy	
Internet Campaign and Media Strategy: Planning, budgeting, measuring and analyzing. Key steps in media planning and buying Planning tools and key metrics used to analyze campaign effectiveness, return on investment and optimizing campaign conversion.	30%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

1. Online Reputation Management For Dummies (Lori Randall Stradtman)

2. How to Perform Online Reputation Management - The Guide to Proactive reputation Management (Annie Marie)

3. Mechanics of Online Reputation Management: Repair & Control Your Name Or Brand Reputation Online (Tyler Collins)

4. Growth Hacking Techniques, Disruptive Technology (Robert Peters)

References:

•   Video Tutorials

•   Blogs

MA(J&MC) IIIrd Semester

Course Code	Course Name		L	T	P	Credits	Hours
JMC 313	Media Literacy & Fact Check		3	0	0	3	3

Course Overview: This course will equip students with the critical skills to navigate today's media landscape. Using theory and practical exercises, students will learn how to evaluate and analyse media content, identify credible sources, understand biases, and develop strategies for responsible and effective media consumption.

Course Objective:
1. To understand the Media Landscape
2. To develop Critical Thinking and Analysis
3. To Learn Media Production Skills
4. To adopt Media Ethics and Responsibility
5. To evaluate Media Bias and Stereotypes

Pre-requisites: The students need to have a fair understanding of Communication.

Expected Outcome of the course: After studying this course, the student should be able to:
• Critically analyse media content, identifying bias, misinformation, and propaganda.
• Evaluate the credibility of sources, recognising different media formats, and understanding the impact of media on society.
• Express their ideas and viewpoints effectively through various media forms, such as writing, audio, video, and multimedia presentations.
• Use digital tools and platforms responsibly, including fact-checking and verifying online information.

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Teaching Pedagogy: This class will use the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of media information literacy.

Module I: Introduction to Media Information Literacy	Weightage
• Understanding the media landscape • What is Media Information (MIL)? • Key concepts and terminology • The importance of media information literacy • Historical perspectives on media • Different Media Types • Impact of Media on society, • Impact of Media on Culture • Impact of Media on Politics • Media and public sphere • Media activism and civic engagement	30%
Module II: Media Analysis and Identifying the Credibility of Source	
• Deconstructing media messages • Semiotics and media interpretation • Framing and agenda-setting in media • Media bias and objectivity • Gender and race in media • Evaluating the reliability of sources • Fact-checking and verification techniques • Understanding peer-reviewed journals and academic sources • The role of experts and authority in media • Strategies for responsible social media use	35%
Module III: Digital Media Literacy	35%
• Navigating the internet for information • Evaluating websites and online sources • Cybersecurity and online privacy • Online communities and echo chambers • Stereotyping and misrepresentation • Ethical guidelines for journalists and content creators • Discussing the ethical implications of media consumption. • Understanding misinformation and disinformation • Strategies to combat the spread of false information • Understanding visual and audio manipulation • Recognizing deep fakes and audio manipulation	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Dropdown)	**Mid-Term**	**Assignment**	**Attendance**	

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Weightage (%)	15	10	5	70

Text Readings:

- Hoechsmann, M., & Poyntz, S. R. (2012). Media literacies: A critical introduction. John Wiley & Sons.
- De Abreu, B. S. (2019). Teaching media literacy. American Library Association.
- Burn, A., & Durran, J. (2007). Media literacy in schools: Practice, production and progression. Sage.
- Potter, W. J. (2018). Media literacy. Sage publications.
- Silverblatt, A. (2014). Media literacy: Keys to interpreting media messages. Bloomsbury Publishing USA.
- Hobbs, R. (2011). Digital and media literacy: Connecting culture and classroom. Corwin Press.
- Yildiz, M. N. (Ed.). (2015). Handbook of research on media literacy in the digital age. IGI Global.
- Tyner, K. (Ed.). (2009). Media literacy: New agendas in communication. Routledge.

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MA (J&MC) III Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 314	Fact Check Lab	0	0	1	1	2

Course Overview: The Fact Check Lab is designed to teach students the essential skills and methodologies for verifying and fact-checking information in today's information-rich but often misinformation-prone environment. In this hands-on course, students will learn to critically evaluate the credibility of sources, investigate claims, and discern between accurate and false information. They will also gain practical experience in fact-checking various types of content, from news articles to social media posts, focusing on ethical and responsible reporting.

Course Objective:

1. To develop critical thinking and analytical skills for evaluating the credibility of information sources.
2. To Understand fact-checking principles and their role in maintaining a well-informed society.
3. To Acquire practical fact-checking techniques and tools to assess the accuracy of claims.
4. To Apply fact-checking methods to real-world examples and case studies.
5. To Promote ethical journalism and responsible information dissemination.

Pre-requisites: No specific prerequisites, but a strong interest in current news, and a willingness to engage critically with information sources are beneficial.

Expected Outcome of the course: After studying this course, the student should be able to:

1. Critically think, analyse, and evaluate the credibility of information sources.
2. Understand fact-checking principles and their role in maintaining a well-informed society.
3. Practically demonstrate the fact-checking techniques and tools to assess the accuracy of claims.
4. Use fact-checking methods for real-world examples and case studies.
5. Promote ethical journalism and responsible information dissemination.

Teaching Pedagogy: Hands-on Training and Practical

Module I: Introduction to Fact-Checking	Weightage
• Understanding the importance of fact-checking in journalism and society • The evolution of misinformation and disinformation • The role of technology in spreading false information • Political Misinformation and its impact • The principles of fact-checking	35%
Module II: Source Evaluation and Visual Verification	35%
• Assessing the credibility of information sources • Identifying bias and objectivity • Recognizing reliable and unreliable sources • Image and Video Verification • Geolocation Verification and Data Verification	
Module III: Project Work and Presentation	30%
• Students will work on fact-checking projects, individually or in small groups, applying the knowledge and skills acquired during the course. • Students will present their fact-checking projects to the class, sharing their findings and experiences	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Dropdown)	**Assignment-1**	**Assignment-2**	**Attendance**	
Weightage (%)	10	15	5	70

Suggested Readings:

- Smith, S. H. (2007). *The Fact Checker's Bible: A Guide to Getting It Right*. Anchor Press, New York.
- Borel, B. (2023). *The Chicago guide to fact-checking*. University of Chicago Press.
- McCraw, D. E. (2019). *Truth in Our Times: Inside the Fight for Press Freedom in the Age of Alternative Facts*. All Points Books.

MA (J&MC) III Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 315	Transmedia Storytelling	0	0	1	1	2

Course Overview: This course provides a comprehensive understanding of Transmedia storytelling, emphasizing practical application and effective writing principles in print media, including content evaluation. It covers various writing styles in print media, fostering a versatile skillset for effective communication.

Course Objective:

1. To understand the concept of Transmedia Storytelling.
2. To apply principles of writing in print media.
3. To evaluate the content of print media for its readers.
4. To Crete the knowledge of various types of writing in print media

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Pre-requisites: The students need to have a fair understanding of storytelling and content creation.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Explain stories in various media like print, audio, and audio-video.
2. Sequence stories with required punctuation signs and steps.
3. Explain the difference among various writing styles in print media.
4. Create content for various mediums.

Teaching Pedagogy: This course will employ a teaching approach focused on storytelling topics that promotes creativity, nurtures a passion for storytelling, and cultivates critical thinking. It will incorporate a combination of both theoretical concepts and hands-on activities, with a strong emphasis on building characters, structuring plots, and utilizing multimedia resources. Active participation, peer interaction, and feedback will play a crucial role in refining one's storytelling abilities.

Module I: Introduction to Transmedia Storytelling	Weightage
• Concept & Importance of Transmedia Storytelling. • Universality of storytelling, elements of a story – characters, plot, conflict, setting, narratives, and time. • Storytelling and its use in news • Impact of Epics in Storytelling	30%
Module II: Forms of Storytelling	30%
• Traditional Form of Storytelling. • Modern Storytelling. • Structure of Storytelling. • Characters: Archetypes of Campbell. • Message Vs Preaching. • Role of Pause & Voice Modulation. • Ambience in Storytelling	
Module III: Creative Content Creation and Storytelling	40%
• Storytelling through Photographs & Comics. • Story Telling through Print Media News Audio Story Telling. • Storytelling with Moving Images Transmedia Storytelling. • Using the camera to tell a story, working out a narrative sequence. • Using sound and light to tell stories, combining audio, video and the story. • Storytelling with data.	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	

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Weightage (%)	10	15	5	70

Suggested Readings:

1. Brown, C. (2018). Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead. Penguin.
2. Duarte, N. (2016). Resonate: Present Visual Stories that Transform Audiences. Wiley.
3. Guber, P. A. (2014). Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story. Crown Business.
4. Heath, C., & Heath, D. (2007). Made to Stick: Why Some Ideas Survive and Others Die. Random House.
5. King, S. (2000). On Writing: A Memoir of the Craft. Scribner.
6. Labre, M. P., & Boyle, J. (2016). The Art of Storytelling: Telling Truths Through Telling Stories. Skyhorse Publishing.
7. Lencioni, P. (2002). The Five Dysfunctions of a Team: A Leadership Fable. Jossey-Bass.
8. Pink, D. H. (2006). A Whole New Mind: Why Right-Brainers Will Rule the Future. Riverhead Books.
9. Pressfield, S. (2002). The War of Art: Break Through the Blocks and Win Your Inner Creative Battles. Black Irish Entertainment.
10. Robinson, K., & Aronica, L. (2015). Creative Schools: The Grassroots Revolution That's Transforming Education. Viking.
11. Simmons, A. (2007). The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling. Basic Books.
12. Snyder, B. (2017). Save the Cat! Writes a Novel: The Last Book on Novel Writing You'll Ever Need. Ten Speed Press.
13. Thaler, R. H., & Sunstein, C. R. (2009). Nudge: Improving Decisions About Health, Wealth, and Happiness. Penguin.
14. West, C. (2017). The Wicked + The Divine, Volume 1: The Faust Act. Image Comics.
15. Ziglar, Z., & Hayes, M. (2009). Born to Win: Find Your Success Code. Made For Success.

Video Tutorials

1. https://www.youtube.com/watch?v=mBA6fRFCO90
2. https://www.youtube.com/watch?v=Nj-hdQMa3uA
3. https://www.youtube.com/watch?v=blehVIDyuXk
4. https://www.youtube.com/watch?v=cL0aUTE6CH8
5. https://www.youtube.com/watch?v=D_J5SENQK6A
6. https://www.youtube.com/watch?v=sh1-9xMZIfQ

Blogs

1. https://www.masterclass.com/articles/how-to-tell-a-story-effectively
2. https://www.practicalecommerce.com/7-storytelling-techniques-and-how-to-apply-them
3. https://writers.com/the-art-of-storytelling
4. https://www.eomega.org/article/7-highly-effective-storytelling-techniques
5. https://norsensus.no/storydown/storytelling-techniques/
6. https://education.nationalgeographic.org/resource/storytelling-and-cultural-traditions/
7. https://blog.hubspot.com/marketing/storytelling
8. https://www.pathstoliteracy.org/playing-words-why-it-important-importance-storytelling-and-story-creation/
9. https://www.pathstoliteracy.org/playing-words-why-it-important-importance-storytelling-and-story-creation/
10. https://www.teachhub.com/classroom-activities/2015/08/storytelling-in-the-classroom-as-a-teaching-strategy/

MA(J&MC) III Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC316	Understanding Films	2	0	0	2	2

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Course Overview: This course digs into the underlying ideas and concepts that underpin the area of communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how communication processes function in various circumstances.

Course Objectives:

- To provide students with a comprehensive understanding of the historical and cultural context of Indian Film.
- To analyze and critically engage with thematic elements and genres in Indian Film
- focus on social realism, musical traditions, and representations of gender and identity.
- To explore the unique aesthetics of Indian Film, its impact on a global scale, and the contemporary trends shaping its future.

Pre-requisites: The students need to have a fair understanding of Film.

Expected Outcome of the course:

After studying this course, the student should be able to:

- Demonstrate knowledge of the key milestones in the history of Indian cinema.
- Evaluate the portrayal of social issues in Indian cinema.
- Critically assess the role of music and dance in Indian films.
- Analyze the representation of gender and identity in diverse contexts.
- Encourage students to critically analyze and evaluate various forms of radio content.

Teaching Pedagogy: Pedagogy for Course Delivery: The course will be delivered through a combination of lectures,discussions and task-based activities and Studio recordings.

Module I: Introduction to Indian Cinema	Weightage
Historical evolution of Indian cinema, Influential factors shaping the inception of Indian films, How has Indian cinema evolved over the decades, Characteristics and defining features of Bollywood, Parallel cinema movements and notable filmmakers Exploration of regional film industries (Hindi,Tamil, Bengali, Malayalam, Punjabi), Notable directors, films, and cultural nuances.	40%
Module II: Themes and Genres in Indian Cinema	40%
Historical evolution of film music in India, Impact of musical traditions on narrative and aesthetics, The significance of music and dance in Indian films, social issues portrayed in Indian cinema, Notable films and directors contributing to social realism, Gender roles and representations in Indian cinema LGBTQ+ representation in Indian films. Analyzing shifts in the portrayal of gender and identity	
Module III: Indian Film Aesthetics and Global Impact	20%
Emerging trends in Indian cinema (e.g., new wave cinema, digital filmmaking), Technological advancements and their influence, The future landscape of Indian filmmaking, Impact of globalization on Indian film industry, International collaborations and co-productions, Examining the challenges and benefits of globalization for Indian cinema	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

	Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	05	70

Text Reading:
- Indian Cinema: A Very Short Introduction" by Ashish Rajadhyaksha
- Bollywood: A Guidebook to Popular Hindi Cinema" by Tejaswini Ganti
- The Oxford Handbook of Indian Cinema" edited by Rachel Dwyer and Divia Patel
- Indian Popular Cinema: A Narrative of Cultural Change" by K. Moti Gokulsing and Wimal Dissanayake
- Women in Indian Cinema" by M. K. Raghavendra
- Music, Masti, Modernity: The Cinema of Nasir Husain" by Akshay Manwani
- Indian Cinema in the Time of Celluloid: From Bollywood to the Emergency" by Ashish Rajadhyaksha
- Global Bollywood" by Anandam P. Kavoori and Aswin Punathambekar
- Indian Film in the New Millennium" edited by Shoma A. Chatterji

MA (J&MC) IIIrd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC317	Film Appreciation Lab	0	0	1	1	2

Course Overview:

This course is designed to provide students with a comprehensive understanding and appreciation of Indian cinema. Through a combination of theoretical discussions, practical exercises, and film screenings, students will explore the artistic, cultural, and historical dimensions of Indian films.

Course Objective: Upon completing this course, students will be able to:

1. Explore the diverse cultures and traditions represented in Indian cinema.
2. Understand the role of films in reflecting and shaping cultural identities in India.
3. The historical development of Indian cinema from its inception to the present day.
4. Different genres prevalent in Indian cinema, such as Bollywood, regional cinema, parallel cinema, and documentary filmmaking.
5. Study the works of prominent Indian filmmakers across various eras.

Expected Outcome of the course:

By the end of the course, students will:
1. Evaluate and analyze films using appropriate film terminology.
2. Formulate insightful critiques of Indian films, considering cultural, historical, and aesthetic perspectives.
3. Demonstrate an understanding of how films contribute to the representation of cultural identities.
4. Apply theoretical concepts learned in class to interpret and analyze films.
5. Conduct independent research on specific aspects of Indian cinema.

Teaching Pedagogy:

Module I: Fundamentals of Filmmaking	Weightage
• Overview of the filmmaking process. • Hands-on experience with camera operation and framing. • film terminologies. • Analysis of shot composition and framing in Indian cinema. • Practical exercises in visual storytelling. • Analyzing Script and story along with dialogues	30%
Module II: Intermediate Film Appreciation	40%
• Historical overview of Indian cinema. • Exploration of different film genres in India. • Screening and analysis of iconic Indian films. • Eexploration of Bollywood film conventions. • Analysis of regional cinema styles.	
Module III: Advanced Film Appreciation and Specialization	30%

- Screening and discussion of landmark films in each genre.
- Analyzing Famous Indian Directors
- Documentary storytelling techniques.
- Planning and production of short documentary projects.
- Film Reviews

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:
- "The Classical Hollywood Cinema: Film Style and Mode of Production to 1960" by David Bordwell, Janet Staiger, and Kristin Thompson
- In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "The Conversations: Walter Murch and the Art of Editing Film" by Michael Ondaatje
- Sculpting in Time" by Andrei Tarkovsky
- The Films of John Ford" by J.A. Place
- "How to Read a Film: Movies, Media, and Beyond" by James Monaco
- "The Visual Story: Creating the Visual Structure of Film, TV and Digital Media" by Bruce Block

MA(J&MC) IIIrd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 318	Mobile Journalism	2	0	0	2	2

Course Overview: The Mobile Journalism (MoJo) course is designed to empower students with the skills and knowledge needed to produce compelling news content using mobile devices. Students will engage in hands-on activities and real-world projects to become proficient mobile journalists.

Course Objective:

- To master Mobile Reporting Tools for News Gathering.
- To craft Compelling MoJo Stories for Digital Audiences.
- To conduct Live Reporting Using Mobile Platforms.
- To edit Content On-the-Go with Mobile Editing Apps.
- To navigate MoJo Ethics and Legal Responsibilities.

Pre-requisites: A basic understanding of journalism principles and multimedia concepts would be beneficial.

Expected Outcome of the course:

After studying this course, the student should be able to:

- Utilize mobile devices effectively for news gathering and reporting.
- Create visually compelling and informative content for mobile audiences.
- Conduct live reporting and streaming using mobile platforms.
- Demonstrate proficiency in mobile editing techniques.
- Apply ethical considerations and legal knowledge in mobile journalism practice.

Teaching Pedagogy:

- Practical sessions for using mobile devices and apps.
- Real-world projects for applying MoJo skills.
- Industry professionals sharing insights into mobile journalism.
- On-field reporting exercises to simulate real-world scenarios.
- Collaborative projects to encourage teamwork and mutual learning.

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Module I: Introduction to Mobile Journalism (MoJo)	Weightage
• Definition and evolution of Mobile Journalism, Significance in contemporary media landscape • Introduction to mobile devices and accessories, Mobile apps for journalism: shooting, editing, and publishing • Basics of mobile photography and composition, Principles of shooting video with mobile devices, Hands-on exercises for photo and video capture	30%
Module II: Mobile Reporting and Editing Skills	
• Narrative techniques for mobile storytelling, Crafting engaging content for mobile audiences • Live streaming tools and platforms, Conducting live interviews and coverage • Editing on-the-go with mobile apps, Integrating graphics, text, and effects	30%
Module III: Advanced Mobile Journalism Practices	
• Utilizing social media platforms for reporting, Strategies for audience engagement • Ethical guidelines for mobile journalism, Understanding legal aspects and responsibilities • Collaborative mobile journalism project, Presentation and critique of projects	40%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Suggested Readings:

- "Mojo: The Mobile Journalism Handbook" by Ivo Burum and Steve Fairclough
- "Smartphone Media Production" by Robb Montgomery
- "Mobile Journalism in India: A Study" by K. M. Shrivastava
- "Digital Media and Reporting: Concepts, Techniques, and Practices" by Surbhi Dahiya
- "Digital Journalism: Theory and Practice" by Raghavendra Tantri

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MA (J&MC) III Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 319	MoJo Lab	0	0	1	1	2

Course Overview: This course seeks to introduce students to introduce the practical knowledge and application of mobile journalism, its elements, and different apps of mobile. The curriculum broadly covers the functions, techniques and producing different contents for mobile journalism.

Course Objective:

1. To evaluate the significance of mobile devices as tools for real-time reporting and storytelling in the field of journalism.
2. To demonstrate proficiency in using smartphones as versatile tools for capturing high-quality images and videos.
3. To develop the ability to craft compelling audio and visual stories using mobile devices, integrating journalistic storytelling techniques.
4. To Create advertisements, brochures, and audio-visual content for media platforms using mobile too.

Pre-requisites: The students need to have a fair understanding of Mobile Journalism practices and content creation.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Gain comprehensive understanding of the significance of mobile devices in transforming journalism practices.
2. Learn practical skills in multimedia journalism by effectively using smartphones.
3. Analyze and apply advanced storytelling techniques to create engaging narratives through multimedia content.
4. Demonstrate creativity and proficiency in designing multimedia content suitable for both offline and online media platforms.

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Teaching Pedagogy: This course will employ a teaching approach focused on mobile journalism practical skills. Classroom lectures and discussions will serve as foundational sessions, introducing students to the practical aspects of mobile journalism. This pedagogical approach seeks to blend theoretical knowledge with practical application, ensuring that students gain hands-on experience in utilizing their mobile devices as powerful tools for multimedia storytelling. Through a combination of lectures, group interactions, and diverse assignments, students will develop a robust skill set that aligns with the dynamic demands of contemporary journalism. To enhance collaborative learning, group presentations will be incorporated, allowing students to share insights, discuss challenges, and showcase their understanding of mobile journalism concepts.

Module I: Framing & Composition in MoJo	Weightage
• Concept & Importance of Framing and composition while making a video. • Prepare a video by using Tripod and Monopod for Mobile phone. • Shooting of content from different camera angles by using mobile phone. • Conduct interviews with mobile. •	30%
Module II: Application of Mobile for Journalism	40%
• Use of mobile applications for Mobile Journalism. • Create piece to camera segments. • Podcasting. • Write a script and record voice over narration. • Editing on Mobile Phones, streaming live videos using mobile phones • Live Broadcasting through mobile phone. • Making News Package by using Mobile phone. • Storytelling through Mobile.	
Module III: Mobile Postproduction	30%
• Recording and editing audio-visual content on mobile phone. • Making a Run Down by using mobile phone. • Uploading the story on internet and digital platforms by using mobile phone.	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

1. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad. ISBN-13: 9781138824904. Publisher: Focal Press (2015-08-24)
2. Burun, Ivo and Quinn, Stephen; MOJO: The Mobile Journalism, New York: Taylor & Francis 2. Hill,

Steve and Bradshaw, Paul; Mobile First Journalism; Routledge

3. Montgomery, Robb; Smartphone Video Storytelling; Taylor & Francis
4. Manning, Paul; News and News Sources: A Critical Introduction; Sage Publication
5. Harcup, Tony; Journalism: Principles and Practice; Sage Publication
6. Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers
7. Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson
8. Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press
9. Burum, Ivo (2016) Democratizing Journalism through Mobile Media: The Mojo Revolution New York; London : Routledge.
10. Ivo Burum, Stephen Quinn, MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad, Focal Press, 2015
11. Stephen Quinn, MoJo: Mobile Journalism in the Asian Region, Konrad-Adenauer-Stiftung

Video Tutorials

1. **https://www.youtube.com/watch?v=a0Uwx6nN-6I**
2. **https://www.youtube.com/watch?v=SYYgigTK5Dw**
3. **https://www.youtube.com/watch?v=V_XMLhhUSYE**
4. **https://www.youtube.com/watch?v=0esIodMt2Ys**
5. **https://www.youtube.com/watch?v=y1v1pv6fJmA**
6. **https://www.youtube.com/watch?v=dGAXXZqtNLI**
7. **https://www.youtube.com/watch?v=5KH9C2-F4Dc**
8. **https://www.youtube.com/watch?v=rBkG8qXdTyM**
9. **https://www.youtube.com/watch?v=F9bY9A_nA10**
10. **https://www.youtube.com/watch?v=HZD_h9qHFwk**

Web-sites and online resources

1. Data Visualisation. Mistakes We Made So You Don't Have To: Data Visualisation, Journalism and the Web by Jonathon Berlin// http://learno.net/courses/datavisualisation-journalism-and-the-web
2. Social Media. Going Viral Using Social Media Analytics by Stijn Debrouwere// http://learno.net/courses/going-viral-using-social-media-analytics
3. MoJo Manual// https://www.mojo-manual.org/
4. http://www.digitallab.wldu.edu.et/bitstream/123456789/2172/1/Convergent%20Journalism.PDF
5. https://core.ac.uk/download/pdf/38924249.pdf
6. https://booksite.elsevier.com/samplechapters/9780240807249/Sample_Chapters/01~Frontmatter.pdf
7. https://bit.ly/3pdJEa6
8. Mobile content https://en.wikipedia.org/wiki/Mobile_content
9. The Mobile Revolution: How Mobile Technologies Drive a Trillion-Dollar Impact https://www.bcgperspectives.com/content/articles/telecommunications_technology_business_transformation_mobile_revolution/?chapter=3#chapter3_section5
10. The Routledge Companion to Mobile Media https://books.google.co.in/books?id=s2iLAwAAQBAJ&pg=PA152&lpg=PA152&dq=kinds+of+mobile+content&source=bl&ots=OiD3TNucSA&sig=ZGjlE_BDUxi6gROoAiqtOePl0&hl=en&sa=X&ved=0ahUKEwiz3rXRrnJAhXCto4KHVFSAJ0Q6AEIWzAM#v=onepage&q=kinds%20of%20mobile%20content&f=false
11. Emerging Perspectives on the Mobile Content Evolution https://books.google.co.in/books?id=Omm2CgAAQBAJ&pg=PA62&lpg=PA62&dq=kinds+of+mobile+content&source=bl&ots=KJjPg0T4lK&sig=gJ3b7DungYXX1dtViI3D9TIO_YM&hl=en&sa=X&ved=0ahUKEwiz3rXRrnJAhXCto4KHVFSAJ0Q6AEIVjAK#v=onepage&q=kinds%20of%20mobile%20content&f=false

Databases and search systems:

1. Journalist's Toolbox. URL: https://www.journaliststoolbox.org/category/mobilejournalism/

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Amity School of Communication
Amity University Madhya Pradesh, Gwalior

MA (J&MC) IIIrd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 320	Capstone Project	3	0	0	3	0

Course Overview:

Major Project aims at imparting practical research approach to the theoretical knowledge which they have gained in previous semesters. Summer Project will be allocated to a faculty guide who will help the students in conducting research on assigned topic. The project will be assessed on several parameters by faculty guide and panel of examiners.

Demonstrate specialized methodological knowledge in the main field of study.

Course Objective:

1. To Identify the major problems of research

2. Discuss the contemporary research proems of media.

3. To write a research report and thesis

4. To organize and conduct research in a more appropriate manner

Pre-requisites:

Students should have knowledge of research methodology so that they can implement them while doing their project.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Students will be able to simplify the process of research and carry out research methodology with their own intellectual skills.2. Students will be able to Discuss the contemporary research problems of media.

2. Students will be able to criticize the earlier conducted research by other scholars and give a new approach to the same.

3 Students will be able to do comparative studies of different research on media and communication-related topics.

DURATION: 9 WEEKS

GUIDELINES

The procedure for doing a Summer Project is as follows:

a) Choosing a subject/topic for the Summer Project

b) Finalization and approval of the topic of the Summer Project by respective faculty guide on a proper format (Synopsis)

c) Online registration by the students

d) Allocation of faculty guides on Amizone by the Institution

e) Submission of Weekly Progress Report (WPR) to the respective faculty guide.

f) Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.

g) Writing the first and second drafts of the topic and getting the same duly approved by the faculty guide

h) Editing and preparing the final paper with a plagiarism report.

i) Submission of Final Report.

1. Choosing a Subject/Topic for Dissertation

a) The subject chosen should not be too general.

b) The topic should be research-oriented so that students can find sufficient materials.

2. Finalization and approval of the topic of the Dissertation by respective faculty guide on a proper format (Synopsis)

After the selection of the topic for the Dissertation, students have to fill out a synopsis in the prescribed format by the University and get it duly approved by the faculty guide. The students can then start working on the Summer Project.

3. Online registration by the students

Once the topic is approved by the faculty guide, students have to fill the form online on Amizone which will then be approved by the institution.

4. Allocation of faculty guides on Amizone by the Institution

A faculty guide will be allocated on Amizone. If there is any discrepancy between the synopsis submitted to the faculty guide and the form submitted online, then the Dissertation form will not be approved.

5. Submission of Weekly Progress Report (WPR) to the respective faculty guide

Submission of weekly progress reports is mandatory as WPR will be one of the assessment criteria for internal evaluation. Weekly Progress Report has to be submitted in the prescribed format by the University.

6. Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide
Students doing **Dissertation** are also required to maintain a daily diary of the work done during the course of Summer Project. They are also required to contact the faculty guide and seek advices in case of any doubt.
7. Writing the first and second draft of the topic and getting the same duly approved by the faculty guide

You may follow the following structure:

a) Statement of purpose, limitations, and parameters of the writing

b) Main body (including your references and your ideas and points of agreement and disagreement)

c) Statement of summary, insights gained, further questions, and conclusion

d) Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.

e) Include only information/ details/ analyses that are relevant to your presumption or question.

f) Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

8. Editing and preparing the final paper with plagiarism report
A. Check to see that quotations serve one of the following purposes:

I) Show evidence of what an author has said.

II) Avoid misrepresentation through restatement.

III) Save unnecessary writing when ideas have been well expressed by the original author.

B. Read the paper to ensure that the language is not awkward, and that it "flows" properly.

C. Check for proper spelling, phrasing and sentence construction.

D. Check for proper format for footnotes, quotes, and punctuation.

E. Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

9. Submission of Final Report
be ensured for producing quality report.

a) The student will start the project report as per the prescribed **guidelines**

b) The students will submit 1st draft of the report to the guide for guidance, followed by the submission second of draft of report after making necessary changes as suggested by the guide.

c) The final report shall be submitted after checking plagiarism through Turnitin or any other format subscribed by University. Copying material should not be more than 10% provided source is mentioned in the report along with proper acknowledgement and referencing as per **plagiarism policy** of the university.

d) Following will be submitted along with final report,:

- WPR
- **Dissertation** Diary
- Plagiarism Report

e) A student will be eligible to submit his report and final assessment provided he/she meets following conditions:

   a. Online Registration for the **Dissertation**

   b. Approval of Topic, Synopsis and Project Plan by the guide

   c. 90 % of WPR were submitted

   d. 80% of the WPR were satisfactory

   e. Similarity index not more than 15 % as per Plagiarism Prevention Policy

Dissertation LAYOUT

The report should contain the following components:

Title or Cover Page

The title page should contain the following information: University Logo at the top, Project Title; Student's Name; Roll No.; Course; Year; Supervisor's Name. Name of the university and the department at the bottom.

➢ **Preface**

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➢ **Acknowledgement**

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➢ **Certificate (Project Guide)**

A certificate from the project guide to be enclosed

➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must whereas hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ **Literature Review**

This section should contain a detail list of related literature reviewed by the project investigator while preparing the project reports.

➤ **Research Design**

This section should aim at experimental designs, materials used. Methodology should be mentioned in detail including modifications if any.

➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these sections, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in textbooks. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in "point" form.

➤ **Summary of Findings, conclusion, and Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

➤ **Future prospects**

➤ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Report Requirement

S. No.	Credits	Word Count	No. of Copies	Binding Type
1	15	Up to 8000-9000 Words	02 copies, 02 copies in CD	Hard Bound

Assessment/ Examination Scheme:
Internal Assessment: 30
External Evaluation: 70

INTERNAL ASSESSMENT

The breaks up (components and their weightage) of continuous internal assessment are given as under:

S. No.	Title	Marks
	Timely Registration	02
	Topics & Synopsis Approval	02
	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05/07
	1st Draft on time	02
	2nd Draft on time	02
	Final Report (Plagiarism Report with <10% Plagiarism)	04
	Final Report timely submission	03
	Final Report Assessment	10

COMPONENTS OF FINAL ASSESSMENT

Sl. No.	Parameter	Weightage (Marks) (70)
1	Introduction and Statement of the Problem	8
2	Review of Literature	8
3	Methodology/methods/Approach	8
4	Data Collection, Analysis, Results findings/Outcomes and conclusions	16
5	Future scope and Limitations outlined	6
6	Quality of work and written expression	10
7	Presentation and Communications	8
8	Student Learning Outcomes	6

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment	End-Term Examination (Viva Voce)

Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- Mark W. Hall: Broadcast Journalism: An Introduction to News Writing
- K.M. Srivastava: Radio and Television; Sterling Publishers
- Sujit Roy: TV Sangbadikata; Dey Publications
- U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- Robert C. Allen & Annette Hill: The Television Reader, Routledge
- Andrew Boid: Broadcast Journalism; Oxford
- Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
- Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
- Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
- Feldman, T. (2003). An introduction to digital media. Routledge.
- Lindgren, S. (2017). Digital media and society. Sage.w

AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

IVth Semester

ADITYA KUMAR SHUKLA

Director
Amity School of Communication
Amity University Madhya Pradesh, Gwalior

Course Code	Course Name	L	T	P	Credits	Hours
JMC411	Media Laws & Ethics	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of media ethics. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of the significance of ethics and laws in media.

Course Objective:

- To enable students to understand major ethical theories and concepts, as well as their relevance in various situations.
- Analyze and apply the concept of media self-regulations to real-world situations.
- To access the benefits and drawbacks of various ethical issues related to new media.
- Recognise the impacts of media regulation.
- To apply theoretical learnings into the profession.

Pre-requisites: The students need to have a fair understanding of Ethics and New Media.

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Expected Outcome of the course:

After studying this course, the student should be able to:

1. Define media ethics and discuss theories of ethics;
2. discuss the need for ethical conduct for media persons;
3. analyze the impact of market forces over the media; and
4. discuss the agencies and issues related to regulation of the media.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Principles of Media Ethics	Weightage
Descriptors/Topics Code, Law, Ethics, Objectivity, Privacy, Open Content vs. Free Content. Consequentialism theory, Utilitarianism, Deontology Media as Social Auditor Authoritarian Model, Libertarian Model Media and Self-Regulation	20%
Module II: News Media and Ethical Concerns	
Descriptors/Topics Ethical concerns' in news media's operations, Causes of ethical concerns, Universal ethical concerns, Conflict of Interests, Bias and Subjectivity, News Source Confidentiality, Sting Operations, Paid News, Intrusion into Privacy, PR Press Releases Masquerading as News. Some case studies related to violation of ethics in new media usage.	40%
Module III: Media Ethics and Regulation in India	
Descriptors/Topics **Media ethics in India- Some breaches (Case studies):** Media's love for borewells, Rashtravad at the time of elections, The Aarushi–Hemraj murder case, Kathua Rape Case etc. **Media Regulatory Bodies:** Registrar of Newspaper in India (RNI) and its duties, Press Commission, Commission on Freedom of the Press, Press council of India, Censor board, Censorship Act.	40%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

- •   Media Ethics by Paranjoy Guha Thakurta, Oxford University Press, New Delhi 2012.

- Communication Ethics and Universal Values by Christians, C.G., and M. Traber, Sage Publications, New York, 1997.

- Ethical Issues in Journalism and the Media, eds. Andrew Belsey and Ruth Chandwick, Routeldge, London, 1992.

- Mass Communication Law and Ethics by Roy L. Moore, Lawrence Erlbaum Associates, New Jersey, 1994.

- Handbook of Mass Media Ethics, eds. Lee Wilkins and Clifford G. Christians,

- Keeble, Richard (2009), Ethics for Journalists, Routledge, London, New York

- Thakurta, Paranjoy Guha (2012), Media Ethics, Truth Fairness and Objectivity, Oxford University Press, New Delhi

AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

MA(J&MC) IVth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC412	Digital Humanities	3	0	0	3	3

Course Overview: The students of the program will acquire a systematic understanding of digital humanities and the knowledge and skills to independently formulate and solve problems in the area of digital humanities which has large scale applications in industry and academia.

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Course Objective:

1. Explain the broad spectrum and perspectives of Digital Humanities (DH)
1. Introduce the necessary tools and techniques to understand various DH research Projects.
2. Demonstrate in depth knowledge of selected methodologies related to DH.
3. Introduce and explore avenues of new and emerging societal and cultural entities in DH.
4. Explain the basic theory in digital economics, including network effects, value.
5. Introduce how the digital economy influences societies, environment, regulations, privacy, strategy.

Pre-requisites: The students need to have a fair understanding of digital media.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Understand the transdisciplinary nature of DH
2. Learn to apply tools for the collection and analysis of data from digital platforms.
3. Understanding the basic ethics of data collection from digital platforms
4. Understand DH as a convergent array of practices.
5. Understand what DH means in different context

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Introduction To Digital Humanities	Weightage
• Introduction and History of DH: Intersection of digital technology and humanities disciplines; the history of humanities computing – how and why it emerged • Digitization of the Humanities: Theoretical Premises; Data in DH, Images and other visual cultures • Usages of digitizations: Archiving and Databases; Mapping; role of place and space in cultural visibility; digital heritage • Data Collection: New Media and Digital Platform, Meta Data, Social Media Data, Data Curation, Structured and Unstructured Data • Ethics in Digital Environments: Copyright, Digital Rights, Open Access and Digital Knowledge Space	30%
Module II: Cultural and Technology	
• Classical and Early Modern Philosophy • Narrative(s) of Progress; Industrial Revolution • Industry and Innovation; Culture of Invention • Social Construction of Technology - Colonial Technology (Race, Gender, Sciences and Technology) • Communication, Transportation and the changing world • Diffusion of Technologies and transfer of technology globally • The Development of the Computer Industry; Rise of the Internet and Digital Society. • Industrialization, Commodification and the Environment • Future of Science and Technology in the society and their changing relationship	35%

Module III: Digital Humanities and Methodologies	35%
• DH as Convergent Practices: Digital methods in and about philosophy, society, culture, and language • DH in Context and Approaches (Theory and Methods): Versions of DH across the globe, • Post-colonial DH, DH in the Global South • Methodologies: Constructing Research Questions for a variety of disciplinary contexts (for e.g. in new media, social studies, mass communication and journalism, digital heritage) • Offline and Online Data Collection: Surveys, Interviews, Focus Groups, Scraping • Qualitative Methods: Descriptive, Topic and Thematic Coding, Data analysis	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Eileen Gardiner, Ronald G. Musto (2015), The Digital Humanities: A Primer for Students and Scholars, Cambridge University Press.

- Chaudhuri, S. (2010), The Metaphysics of Text, Cambridge University Press

- Gold, Matthew K. (2012), Debates in the Digital Humanities, University of Minnesota Press

Reference Books

- Hockey, Susan. (2000), Electronic Texts in the Humanities: Principles and Practice, Oxford University Press.

- Schreibman, S., Siemens, R., Unsworth, J. (2004), Companion to Digital Humanities, Oxford: Blackwell.

- Shillingsburg, Peter. (2006), From Gutenberg to Google. Electronic Representations of Literary Texts, Cambridge University Press

MA (J&MC) IVth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 413	Professional Writing	0	0	1	1	2

Course Overview: This course digs into the underlying concepts and professional skills imparting the flair of media literature and writing.

Course Objective:

1. Familiarizing students with writing skills for various media
2. To instill interest among students for media writing
3. To equip the students with recent trends in media writing.
4. To familiarize the students with different facets of journalism.
5. To educate the students about the role of journalism in the development of society

Pre-requisites:
 Basic knowledge of applied media tools, literature and applications.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Learning various writing techniques for different media.
2. Creating content for various social media platforms
3. Students become industry-ready.
4. To practice the emerging trends cum professional skills for Print, Electronic and Digital Media
5. To develop a flair for media research and literature.

Teaching Pedagogy:

Module I: Writing for Print Media	Weightage
Print Media: Introduction to Writing for Print Media, Principles & Techniques of Writing for Print Media. – Clarity, Brevity, Simplicity, Readability and Accuracy. Forms of Journalistic Writing - News Writing – Inverted Pyramid, Writing Columns, Articles, Features, Editorials, Letters to the Editor, Preparing Press Releases.	30%
Module II: Electronic Media	40%
• Radio: Writing for Radio, Language and Grammar, Writing News Scripts, Preparing Ad Scripts, Radio Jockey Skills. • Television: Basic Principles and Techniques of TV Writing, Elements of TV Scripting, Language and Grammar, Writing News Scripts.	
Module III: New Media	30%
• Writing Techniques for New Media, Writing for Social Media (Facebook, Twitter, LinkedIn, Instagram), Introduction to Blogging and Vlogging , Current Trends in Web Journalism.	

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Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- Mark W. Hall: Broadcast Journalism: An Introduction to News Writing

- K.M. Srivastava: Radio and Television; Sterling Publishers

- Sujit Roy: TV Sangbadikata; Dey Publications

- U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.

- Robert C. Allen & Annette Hill: The Television Reader, Routledge

- Andrew Boid: Broadcast Journalism; Oxford

- Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.

- Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.

- Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.

- Feldman, T. (2003). An introduction to digital media. Routledge.

- Lindgren, S. (2017). Digital media and society. Sage.w

- History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press

- Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.

- . Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press

- Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill

- Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press

- British Press Photographers Association. (2007). 5000 Days: Press photography in a changing world. London: David & Charles.

- Nair, Archana. (2004). All about photography. New Delhi: Goodwill Publishing House.

Course Code	Course Name	L	T	P	Credits	Hours
JMC 414	Dissertation NTCC	9	0	0	9	0

Course Overview: This course digs into the professional skills imparting the flair of media and communication research.

Course Objectives:

1. Specialized Project aims at imparting practical research approach to the theoretical knowledge which they have gained in previous semesters.
2. The Dissertation will be allocated to a faculty guide who will help the students in conducting research on assigned topic.
3. The project will be assessed on several parameters by faculty guide and panel of examiners.
4. Understanding the synergic relation between Media and Society.
5. Conducting Communication Research

Pre-requisites: Students should have knowledge of research methodology so that they can implement them while doing their project.

DURATION: 5-6
WEEKS
GUIDELINES
The procedure for doing a Summer Project is as following:
a) Choosing a subject/topic for Summer Project
b) Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)
c) Online registration by the students
d) Allocation of faculty guides on Amizone by the Institution
e) Submission of Weekly Progress Report (WPR) to the respective faculty guide.
f) Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
g) Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
h) Editing and preparing the final paper with plagiarism report.
i) Submission of Final Report

1. Choosing a Subject/ topic for Dissertation
 a) The subject chosen should not be too general.
 b) The topic should be research oriented so that students can find sufficient materials.

2. Finalization and approval of topic of Dissertation by respective faculty guide on a proper format (Synopsis)
After selection of the topic for the Dissertation, students have to fill a synopsis in the prescribed format by the University and get it duly approved by the faculty guide. The students can then start working on the Summer Project.

3. Online registration by the students
Once the topic is approved by the faculty guide, students have to fill the form online on

Amizone which will then be approved by the institution.

4. **Allocation of faculty guides on Amizone by the Institution**

Faculty guide will be allocated on Amizone. If there will be any discrepancy between the synopsis submitted to the faculty guide and form submitted online, then the **Dissertation** form will not be approved.

5. **Submission of Weekly Progress Report (WPR) to the respective faculty guide**

Submission of weekly progress report is mandatory as WPR will be one of the assessment criteria for internal evaluation. Weekly Progress Report has to submit in the prescribed format by the University.

6. **Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide** Students doing **Dissertation** are also required to maintain a daily diary of the work done during the course of Summer Project. They are also required to contact the faculty guide and seek advices in case of any doubt.

7. **Writing the first and second draft of the topic and getting the same duly approved by the faculty guide**

You may follow the following structure:

a) Statement of purpose, limitations, and parameters of the writing
b) Main body (including your references and your ideas and points of agreement and disagreement)
c) Statement of summary, insights gained, further questions, and conclusion
d) Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
e) Include only information/ details/ analyses that are relevant to your presumption or question.
f) Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

8. **Editing and preparing the final paper with plagiarism report**

A. Check to see that quotations serve one of the following purposes:
   I) Show evidence of what an author has said.
   II) Avoid misrepresentation through restatement.
   III) Save unnecessary writing when ideas have been well expressed by the original author.
B. Read the paper to ensure that the language is not awkward, and that it "flows" properly.
C. Check for proper spelling, phrasing and sentence construction.
D. Check for proper format for footnotes, quotes, and punctuation.
E. Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

9. **Submission of Final Report**

The most important aspect of the courses is the final report. Therefore following must be ensured for producing quality report.

a) The student will start the project report as per the prescribed **guidelines**

b) The students will submit 1st draft of the report to the guide for guidance, followed by the submission second of draft of report after making necessary changes as suggested by the guide.

c) The final report shall be submitted after checking plagiarism through Turnitin or any other format subscribed by University. Copying material should not be more than 10% provided source is mentioned in the report along with proper acknowledgement and referencing as per **Plagiarism Policy** of the university.

d) Following will be submitted along with final report,:

- WPR
- Dissertation Diary

- Plagiarism Report

e) A student will be eligible to submit his report and final assessment provided he/she meets following conditions:

   a) On l i n e Registration for the Dissertation
   b) A p p r o v a l of Topic, Synopsis and Project Plan by the guide
   c) 90 % of WPR were submitted
   d) 80 % of the WPR were satisfactory
   e) S i m i l a r i t y index not more than 15 % as per Plagiarism Prevention Policy

Dissertation Layout

The report should contain the following components:

Title or Cover Page

The title page should contain the following information: University Logo at the top, Project Title; Student's
Name; Roll No.; Course; Year; Supervisor's Name. Name of the university and the department at the bottom

➢ **Preface**

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➢ **Acknowledgement**

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➢ **Certificate (Project Guide)**

A certificate from the project guide to be enclosed

➢ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➢ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must where as hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➢ **Literature Review**

This section should contain a detail list of related literature reviewed by the project investigator while preparing
the project report.

➢ **Research Design**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➢ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various secions, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given

appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in "point" form.

➢ **Summary of Findings, conclusion and Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

➢ **Future prospects**

➢ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➢ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Report Requirement

S.No.	CREDIT UNITS	Pages	No. of Copies	Binding Type
1	9	Upto 60 to 70 Pages	02 copies	Hard Bound

Assessment/ Examination Scheme:
Internal Assessment: 30 External Evaluation: 70
INTERNAL ASSESSMENT
The breaks up (components and their weightage) of continuous internal assessment are given as under:

S. No.	Title	Marks (CIA = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05
4	1st Draft on time	02
5	2nd Draft on time	02
6	Final Report (Plagiarism Report with <10% Plagiarism)	04
7	Final Report timely submission	03
8	Final Report Assessment	10

COMPONENTS OF FINAL ASSESSMENT

Sl. No.	Parameter	Weightage (Marks) (70)
1	Introduction and Statement of the Problem	8
2	Review of Literature	8
3	Methodology/methods/Approach	8

4	Data Collection, Analysis, Results findings/Outcomes and conclusions	16
5	Future scope and Limitations outlined	6
6	Quality of work and written expression	10
7	Presentation and Communications	8
8	Student Learning Outcomes	6

Comments (If Any) for **Guidelines/ Syllabus** by Industry Experts

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment		External Evaluation
Components	**Internal Assignment**	**Viva+ Practical Project**
Weightage (%)	30	70

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Amity School of Communication

BA(J&MC) Scheme and Syllabus

2023-27

Iˢᵗ Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-1
1	JMC101	Fundamental of Journalism	3/0/0	3	3	DSC 1 (T)	Sem-1
2	JMC102	Practicing Journalism	0/0/1	1	2	DSC 1 (P)	Sem-1
3	JMC103	Communication Theories and Models	3/0/0	3	3	DSC 2 (T)	Sem-1
4	JMC104	Writing for Media	0/0/1	1	2	DSC 2 (P)	Sem-1
5	JMC105	Introduction to Digital Media	2/0/0	2	2	DSM 1 (T)	Sem-1
6	JMC106	Design and Graphics	0/0/1	1	2	DSM 1 (P)	Sem-1
7	JMC107	Current Affairs & News Analysis	2/0/0	2	2	Inter/ Multi-Disciplinary (T)	Sem-1
8	FLU 144	French-I	2/0/0	2	2	SEC (T)	Sem-1
9	NBCU 141	Communication Skills-I	2/0/0	2	2	AEC (T)	Sem-1
10	EVS 142	Environmental Studies	2/0/0	2	2	VAC (T)	Sem-1
11	BSU 143	Behavioral Science-I	1/0/0	1	1	VAC (T)	Sem-1
12		CBCS	2/0/0	2	2	Minor 2 (T)	Sem-1
		Total Credits	22	22	25		

BA(J&MC) 1ˢᵗ Semester

Course Code	Course Name	L	T		Credits	Hours
JMC 101	Fundamentals of Journalism	3	0	0	3	3

Course Overview: This course covers the essential principles and skills required for effective and ethical journalism.

Course Objective:
1. To define the key principles and ethical standards of journalism.
2. To identify and analyze the key elements of news stories.
3. To summarize the historical development of journalism and its role in shaping society.
4. To identify various news sources and apply effective techniques for gathering information from these sources.

Pre-requisites: The students need to have a fair understanding of Indian political system and Communication.

Expected Outcome of the course:
After studying this course, the student should be able to:
1. Demonstrate a comprehensive understanding of the key principles and ethical standards that underpin journalism.
2. Critically assess the news articles for completeness and effectiveness in conveying information to the audience.
3. Summarize key historical events and developments in journalism.
4. Apply effective techniques for researching and gathering information from sources to produce accurate and reliable news content.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Overview of Indian Journalism	Weightage
History and development of Indian Journalism – Print and broadcast medium. British Raj and the Indian Press. Journalism as A Mission in Freedom Movement of India. Role of Journalism in the era of Post Independence. Early contributors - J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi, B G Tilak.	40%
Module II: Introduction to Journalism	

Descriptors/Topics Journalism-Definition, Nature, Scope. Principles and significance; Functions of Journalism Kinds of journalism Investigative Journalism; Rural Journalism; Alternative Journalism; Advocacy Journalism; Yellow Journalism and Citizen Journalism. MoJo as a Concept.	30%

Module III: Introduction to News

Concept & Definition of NEWS. Elements, Hard and Soft news. News values and factors affecting selection of news. News Sources. Journalistic Values. Qualities & responsibilities of journalists. Editorial writing. Protection of News Sources.	30%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA **Practical's details, if applicable:** NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	70

Text & References:

Suggested Readings

1. Kovach, B., & Rosenstiel, T. (2007). The Elements of Journalism: What Newspeople Should Know and the Public Should Expect. Three Rivers Press.
2. Aggarwal Vir Bala, Essentials of Practical Journalism, Concept Publishing Company, 2006.
3. George T.S.J., Editing: A handbook for journalism, Indian Institute of Mass Communication, New Delhi, 1999.
4. Anderson, C. W., Bell, E., & Shirky, C. (2012). Post-Industrial Journalism: Adapting to the Present. Tow Center for Digital Journalism.
5. McChesney, R. W. (2000). Rich Media, Poor Democracy: Communication Politics in Dubious Times. University of Illinois Press.
6. Kovach, B., & Rosenstiel, T. (2014). Blur: How to Know What's True in the Age of Information Overload. Bloomsbury USA

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7. Menon, N. R. (2015). Newsman: Tracking India in the Modi era. HarperCollins India.
8. Pillai, V., & Kamath, M. V. (Eds.). (2018). Media and society in India: The basics. Sage Publications India.
9. Swaminathan, S. (Ed.). (2020). Indian journalism in a new era: Changes, challenges, and perspectives. Oxford University Press.
10. The Hoot. (2016). Media ethics in India. Oxford University Press.
11. Press Council of India. (2019). Handbook for journalists. New Delhi: Press Council of India.
12. Kumar, S. (2017). भारतीय पत्रकारिता: एक इतिहास (Indian Journalism: A History). Rajkamal Prakashan.

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BA (JMC) Ist Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 102	Practicing Journalism	0	0	1	1	2

Course Objectives:
- To introduce the basic practical aspects of mass communication
- To explain the internet as a Medium and its practices
- To practice the emerging trends cum techniques of Print, Electronic and Digital Media
- To analyze the trends and opportunities in the journalism

Pre-Requisites & Course Requirement: Basic Knowledge of computer applications.

Course Outcomes:
- To excel in crafting engaging news stories.
- To uphold journalistic ethics in their work.
- To master multimedia tools for news.
- To uncover in-depth stories effectively.

Practical Pedagogy: The course will be delivered through a combination of practical, discussions and task-based activities.

Module I: Print Media	Weightage

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• Writing a Report – Developing Story Ideas – Structure of news story • Writing a News Feature - Writing Headlines – Lead or Intro writing • Writing caption of a news picture • Writing Reviews: Book Review, Film Review		30%
Module II: Electronic Media		
• TV reporting-Reporting skills, Ethics for TV reporting • Writing and reporting for TV news • Anchoring live shows • Types of Interviews		30%
Module III: Digital Media		
• Journalistic uses of Internet: E-mail, Search, Video conferencing, Webcasting, Podcasting, Photo sharing, etc. • Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc. • Journalistic use of social media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flicker, Sound Cloud etc.)		40%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Theory Assessment (L&T):

	Continuous Assessment/Internal Assessment			End Term Examination
Components (Drop down)	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Suggested Readings:

- Mark W. Hall: Broadcast Journalism: An Introduction to News Writing
- K.M. Srivastava: Radio and Television; Sterling Publishers
- Sujit Roy: TV Sangbadikata; Dey Publications
- U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- Robert C. Allen & Annette Hill: The Television Reader, Routledge
- Andrew Boid: Broadcast Journalism; Oxford

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- Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
- Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
- Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
- Feldman, T. (2003). An introduction to digital media. Routledge.
- Lindgren, S. (2017). Digital media and society. Sage.w

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BA(J&MC) 1ˢᵗ Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 103	Communication Theories & Models	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how communication processes function in various circumstances.

Course Objective:

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1. To enable students to understand major communication theories and concepts, as well as their relevance in various communication situations.
2. Analyze and apply communication theories to real-world situations.
3. To access the benefits and drawbacks of various communication philosophies.
4. Recognize the impacts of culture and history on communication ideas and models.
5. To apply theoretical learnings into the profession.

Pre-requisites: The students need to have a fair understanding of Communication.

Expected Outcome of the course:

1. Demonstrate Theoretical Understanding
2. Make Informed Communication Decisions
3. Critically Evaluate Theories
4. Synthesize Knowledge Across Theories
5. Apply Theories to Real-World Scenarios

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Understanding Communication	Weightage
• Origin, definition, nature, process and functions, • Types of communication and their contexts • Different schools of communication (Semiotics, Process) • Indian perspectives • Early European perspectives • Modern perspectives • Media system-factors and theories	**20%**
Module II: Models of Communication	
• **Linear Models of Communication**(Shannon-Weaver Model, Lasswell's Model, Berlo's SMCR Model, Newcomb's ABX Model) • **Interactive Models of Communication**(Schramm's Interactive Model, Osgood and Schramm's Circular Model, Dance's Helical Model, Westley and MacLean's Conceptual Model, Gerbner Model, Jacobson Model,) • **Transactional Models of Communication** Barnlund's Transactional Model, Pearce and Cronen's Coordinated Management of Meaning (CMM), Watzlawick's Axioms of Communication)	**40%**
Module III: Theories of Mass Communication	

• Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory, • Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, • Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	40%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Class Test**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

- Baran, Stanley J. & Davis, Dennis K., Mass Communication Theory: Foundations, Ferment, and Future. Thomson Wadsworth. (2006).
- Cobley, Paul, The Communication Theory Reader, Routledge, London and New York (1996).
- DeFleur, Melvin L. & Ball-Rokeach, Sandra J., Theories of Mass Communication. Longman. (1982).
- Fiske, John, Introduction to Mass Communication, Routledge, New York, 1997.
- Inglis, Fred, Media Theory- An Introduction, Blackswell, Oxford(UK) & Cambridge (USA), (1996).
- Melkote, Srinivas R. and Rao, Sandhya, (edited), Critical Issues in Communication- Looking Inward for Answer, Sage Publications (2001).
- Philipsen, Gerry & Albrecht, Terrance L., Developing Communication Theories. Suny Press. (1997).
- Severin, Werner Joseph & Tankard, James W., Communication Theories: Origins, Methods, and Uses in the Mass Media. Longman. (1997).
- Sitaram, K. S. , Communication and Culture: A World View, MacGraw Hill, New York, 1999.
- Wood, J.T., Communication Theories in Action. Wadsworth Publishing Co., (1997)

BA (JMC) Ist Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 104	Writing for Media	0	0	1	1	2

Course Overview: Explore the dynamic world of media writing in this comprehensive course. Learn to craft compelling content for various platforms, including print, digital, and broadcast. Develop essential skills in journalism, scriptwriting, and public relations, equipping yourself for a successful career in media communications.

Course Objective:

1. This course is designed to equip students with the practical skills.
2. To provide theoretical knowledge necessary for effective writing across various media platforms.
3. To hands-on exercises, projects, and critiques, students
4. To develop their writing abilities for print, digital, and broadcast media.

Pre-requisites: None. This course is open to all levels, making it suitable for beginners and those looking to enhance their media writing skills.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Understanding the various perspectives of writing for various media platforms.
2. Students will master research, interviewing, and storytelling skills,
3. Student will be able to produce accurate news stories and understanding ethical responsibilities in media reporting.
4. Understanding and creating audience-centric content, utilizing persuasive writing and multimedia techniques, and enhancing reach and impact.

Teaching Pedagogy: References of case studies, practical media writing strategies for various platforms. Engage students with workshops& guest speakers Focused on collaborative projects, peer reviews, technology integration, and progressive complexity. Emphasize ethics, reflection, and real-world challenges.

Module I: Introduction to Writing	Weightage
• Understanding the role of writing in media • Qualities of Good Writer • Essentials of Good writing • 7 C's of efficient writing	30%

Module II: Basics of writing for Media	30%
• ABCD of media writing • Differentiating writing styles for various media platforms • Exploring the impact of language and tone • Analyzing successful media writing examples	
Module III: Writing for Print Media	40%
• Writing news articles, features, and op-eds • Understanding the inverted pyramid structure • Editing, and proofreading techniques for print • Conducting effective interviews, and using quotes • Crafting headlines, subheads, and captions and leads that capture attention.	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- "The Elements of Journalism: What News people Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
- "Writing for Multimedia and the Web" by Timothy Garrand
- "On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser
- Online resources and handouts provided during practical sessions.

Course Code	Course Name	L	T	P	Credits	Hours
JMC 105	Introduction to Digital Media	2	0	0	2	2

Course Objectives and expected Outcome:
- To introduce the basics of Digital Media and its characteristics
- To explain the internet as a Medium and its practices
- To describe about Digital Media Design and its techniques
- To enable the use of ICT to the student.

Pre Requisites & Course Requirement: Basic Knowledge of computer applications.

Teaching Pedagogy: The course will be delivered through a combination of lectures, discussions and task-based activities.

Module I: Introduction to the Digital Media	Weightage
- Understanding Digital Media: Evolution and Development - Digital Media and its computer components - Digital Media Application Software: Word processing, Spreadsheet, Image Editing. - Digital Media Revolution: Mass Media Adaptation, Trends, Revolution - Digital Media Effects: Cybercrime, Privacy, Hate Speech, Surveillance etc.	30%
Module II: Digital Media Characteristics	35%

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- Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion, Telepresence
- Understanding Credibility of Digital Media
- Credibility Building Process
- Net Neutrality
- Mobile Revolution
- Digital Literacy
- Convergence
- Digital Divide
- Revolution in Communication
- Language Barriers

Module III: Internet as a Medium

- Basics of Internet, Characteristics of Internet
- Internet concepts, its working style & uses
- Internet as a Medium: Conceptual & functional dimensions.
- Types of Internet-based communication: Dynamics of communication in CMC and
- Cohesive Force of online group
- Journalistic uses of Internet: E-mail, Search, Video conferencing, Webcasting, Podcasting, Photo sharing, etc.
- Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.
- Journalistic use of Social Media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flicker, Sound Cloud etc.)
- Streaming Servers: News Aggregators & SEO

35%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	Mid Term Exam	Home Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Suggested Readings:

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- Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
- Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
- Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
- Feldman, T. (2003). An introduction to digital media. Routledge.
- Lindgren, S. (2017). Digital media and society. Sage.w

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BA (JMC) 1st Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 106	Design and Graphics	0	0	1	1	2

Course Overview:

This course introduces students to the fundamentals of graphic design, covering design principles, elements, basic composition, image manipulation, and the use of graphic design software.

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Course Objective:

1. Understand the foundational principles of design, such as balance, contrast, and alignment.
2. Familiarize students with user-friendly graphic design tools and software for beginners.
3. Learn how to choose and use fonts effectively in simple design projects.
4. Acquire skills in typography and learn the basics of graphic design software.

Pre-requisites:
1. Students should have a basic understanding of computer operations, file management, and be comfortable navigating software interfaces.
2. While not mandatory, prior exposure to Adobe software like Photoshop and Illustrator would be beneficial.
3. A passion for design and a creative mindset will enhance the learning experience.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Apply design principles and elements effectively in graphic design projects.
2. Perform basic image adjustments and manipulations for design purposes.
3. Generate visually appealing posters, flyers, logos, and icons.
4. Comprehend image formats, resolution, and their appropriate use.
5. Develop a portfolio showcasing diverse design skills.

Teaching Pedagogy:
1. Engaging lectures and software demonstrations.
2. Regular exercises and projects.
3. Industry insights from guest speakers.
4. Stay current with design trends and software.

Module I: Introduction to Design	Weightage (%)
Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation for design	35%
Module II: Basic Design	
Elements of Design, Basic Principles of editing, Typography, Rastor and Vector Graphics, Image formats and resolution	25%
Module III: Creating Simple Graphics	40%

Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

References

- Sharma, R. (2016). Graphic Design: A User's Manual. Thames & Hudson India.
- Bhasin, M. K. (2016). Advertising and Integrated Brand Promotion (7th ed.). Cengage Learning India.
- Lupton, E. (2004). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students. Princeton Architectural Press.
- Williams, R. (2014). The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice. Peachpit Press.
- White, A. W. (2011). The Elements of Graphic Design. Allworth Press.
- Lupton, E., & Phillips, J. C. (2015). Graphic Design: The New Basics. Princeton Architectural Press.

Course Code	Course Name	L	T	P	Credits	Hours
JMC 107	Current Affairs and News Analysis	2	0	0	2	2

Course Overview: This course provides a comprehensive exploration of current affairs and news analysis, equipping students with essential skills to navigate the complex world of global events. Engaging classroom discussions on national and international organizations will foster collaborative learning, while comparative analysis of news treatment in diverse media sources will sharpen students' analytical prowess. By course end, students will be well-prepared to make informed judgments about current events and their impact on society.

Course Objective:
1. Recall the fundamental concepts related to current affairs.
2. Evaluate the impact of political events on governance, policy-making, and public opinion.
3. Examine India's bilateral relationships with key countries and regions.
4. Analyze the role of the Indian diaspora in shaping global business and economic trends.
5. Evaluate the importance of critical thinking in news analysis and its role in discerning credible Information.

Pre-requisites: The students need to have a fair understanding of Indian political system and Communication.

Expected Outcome of the course:
After studying this course, the student should be able to:
1. Demonstrate a strong grasp of fundamental concepts pertaining to contemporary issues.
2. Assess the influence of political events on governance, policymaking, and public sentiment.
3. Thoroughly scrutinize India's bilateral ties with significant nations and regions.
4. Analyze the significant role played by the Indian diaspora in global business and economic dynamics.
5. Recognize the vital role of critical thinking in news analysis for discerning trustworthy information sources.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Introduction to Current Affairs and Policies	Weightage
• Definition and importance of current affairs. • Role of current affairs in society.	30%

• Major political developments and elections. • Human rights issues and developments. • Social justice movements and their impact. • Education policies and reforms.	
Module II: India's Role in International Organizations	
• India's role in the UN Security Council. • SAARC, G-20, G-8 group of Nations. • India's bilateral relationships with key countries and regions. • Indian Diaspora: Political & Business.	**30%**
Module III: International Organizations & News Analysis	
Descriptors/Topics • International Organizations: United Nations, World Bank, UNICEF, WTO, IMF, UNESCO, European Union, NATO, WHO. • Understanding the role of news in society. • Differentiating between news reporting and opinion pieces. • The importance of critical thinking in news analysis. • Classroom discussions on national and international news. • Comparative analysis of news treatment in various newspapers and TV channels.	**40%**

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA **Practical's details, if applicable:** NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	70

Text & References:

1. Smith, J. (2022). Global Politics in the 21st Century. Penguin Books.
2. Johnson, M., & Williams, S. (2021). International Relations: A Contemporary Perspective. Oxford University Press.
3. Davis, R., Evans, T., Mitchell, A., et al. (2020). The Changing Landscape of Global Business. HarperCollins.
4. Brown, A. (Ed.). (2019). Current Affairs in World Politics. Routledge.
5. Smith, P. (2023). The Middle East Crisis. In A. Brown (Ed.), Current Affairs in World Politics (pp. 45-67). Routledge.
6. World Economic Outlook 2023. (2023). International Monetary Fund.

7. United Nations. (2020). Sustainable Development Goals: 2020 Progress Report. UN Publications.
8. Klapper Joseph. Mass Communication Effects

Reference materials
- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Yearbook.

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IInd Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-2
1	JMC 201	Specialized Reporting & Editing	3/0/0	3	3	DSC 1 (T)	Sem-2
2	JMC 202	Reporting Techniques	0/0/1	1	2	DSC 1 (P)	Sem-2
3	JMC 203	Media & Society	3/0/0	3	3	DSC 2 (T)	Sem-2
4	JMC 204	Basics of Photography	0/0/1	1	2	DSC 2 (P)	Sem-2
5	JMC 205	Introduction to Cinema	3/0/0	3	3	DSM 1 (T)	Sem-2
6	JMC 206	Photo Editing	0/0/1	1	2	DSM 1 (P)	Sem-2
7	JMC 207	Indian Political System	3/0/0	3	3	Inter/ Multi-Disciplinary (T)	Sem-2
8	FLU 244	French-II	2/0/0	2	2	SEC (T)	Sem-2
9	NBCU 241	Communication Skills-II	2/0/0	2	2	AEC (T)	Sem-2
10	EVS 242	Environmental Studies-II	2/0/0	2	2	VAC (T)	Sem-2

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11	BSU 243	Behavioural Science-II	1/0/0	1	1	VAC (T)	Sem-2
12		CBCS	2/0/0	2	2	Minor 2 (T)	Sem-2
13	JMC 208	Photo Journalism Project Exit Subject	4/0/0	4	4	Vocational (NTCC)	Sem -2
		Total Credits	24	24	27		

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BA(J&MC) IInd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 201	Specialized Reporting & Editing	3	0	0	3	3

Course Overview: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, disaster reporting, among others. It also discusses various aspects of investigative reporting and editing and page layout planning. In addition, students will also learn the basics of print media editing.

Course Objective:

1. To enable students to Write various types of features for magazines
2. To understand the concepts of Reporting & Editing and the functioning of Media Industry.
3. To define and introduce the editorial concepts of the Print & TV industry.
4. To enable students, apply their skills on functioning attributes.
5. To enable students to Demonstrate interviewing and news-gathering skills.
6. To become well aware of the inside picture of the industry..

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Pre-requisites: The students need to have a fair understanding of the TV industry.

Expected Outcome of the course:

After studying this course, the student should be able to:

6. Students will Write various types of features for magazines
7. Students will be able to illustrate the basics Reporting & Editing of Journalism.
8. Students will Display editing skills including proofreading and headline writing
9. Apply Theories to Real-World Scenarios

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: News Gathering	Weightage
Beat Reporting, covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government, covering national level beats; Covering the Government (PIB, Ministries, independent bodies).Political Reporting (Political structure in India, covering political parties/events/rallies/ elections); Parliament Reporting (Parliament Structure, reporting on legislature), Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting; Sports Reporting Investigative Reporting : Definition and Elements; Tools of Investigative Reporting; Sting Operations and Latest Trends Relevant Case studies: Indian and International	20%
Module II: Feature and Magazine Writing	
Descriptors/Topics Feature Writing; Different types of features; Writing Book reviews; Writing film reviews, In-depth news analysis; Gossip, diary, and opinion columns; Profiles Human Interest features, Editorial writing; Travel writing. Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting, Different types, and formats of news report: Inverted Pyramid, Feature and Hourglass Structure of News: Five Ws and One H (plus Sixth W)	40%
Module III: Editing	
Introduction to Editing; Editing Tools and Techniques, Editing Process: News	40%

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selection and Placement, Objectives of copy editing: Checking facts, language, style, clarity & simplicity, Copy Editing: Ensuring News value and other criteria.
Principles of photo editing; Page Layout Planning, editing symbols, Newsroom terminology Dummy- page make- Computer layout; Choosing the right visuals;

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Components (Drop down)	Continuous Assessment/Internal Assessment			End-Term Examination
	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

1. Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore.
2. Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA.
3. Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA.
4. 4Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi.
5. Westley, Bruce (1980). News Editing (3rd Edition). IBH Publications, New Delhi.
6. Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.
7. Baskette, Sissors & Brooks (1992). The Art of Editing (5th Edition). Macmillan Publishing Co. New York

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BA (JMC) II Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 202	Reporting Techniques	0	0	1	1	2

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Course Overview:

This course is designed to equip students with the essential skills and knowledge required for effective journalism and reporting. It also covers a wide range of topics, including news gathering, research, interviewing techniques, and reporting in various media, such as print, broadcast, and online platforms.

Course Objective:

1. Apply effective news gathering techniques for collecting and verifying information.
2. Conduct thorough research and take organized notes for reporting.
3. Develop interviewing skills and techniques for gathering insights and quotes.
4. Create engaging headlines, leads, and news articles for print and online media.
5. Utilize social media platforms effectively for reporting and audience engagement.

Pre-requisites: There are no specific prerequisites for this course. Only a basic understanding of journalism and a keen interest in reporting are beneficial.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Demonstrate proficiency in news gathering and research techniques.
2. Conduct interviews effectively and ethically.
3. Adapt their reporting skills to various media, including print, broadcast, and online platforms.
4. Craft engaging and informative news stories.
5. Utilize digital tools and social media for reporting and audience outreach.

Teaching Pedagogy:

1. Lectures and discussions on reporting principles and techniques.
2. Practical exercises in news gathering, interviewing, and reporting.
3. Hands-on experience with reporting tools and technology.
4. Scriptwriting and storytelling workshops.
5. Case studies and analysis of reporting in different media.

Module I: Introduction to reporting	Weightage

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• Structure of news, News Gathering Techniques • Research and information collection. • Newspaper news and Magazine News, Effective note-taking • Parts of a news story and news analysis • Ethical considerations in journalism	25%
Module II: Reporting Tools and Technology • Introduction to reporting tools and equipment • Fact-checking and Data Verification • Interviewing skills and techniques. • Mobile devices for on-the-spot reporting • Digital tools for reporting	30%
Module III: Reporting in Different Mediums • Headline writing and Feature Writing for print and digital • Exploring visual elements in reporting • Scriptwriting and storytelling for broadcast • Infographics for audience engagement • Utilizing social media platforms for reporting	45%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

• "The Reporter's Handbook: An Investigator's Guide to Documents and Techniques" by Steve Weinberg
• "The New Journalism" by Tom Wolfe
• "Reporting: Writings from The New Yorker" by David Remnick
• "Reporting India: My Seventy-Year Journey as a Journalist" by Prem Prakash
• "Reporting from the Frontlines of Global Development: Reporting for Development" by Bill Orme

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- "News Reporting and Editing" by Bruce D. Itule and Douglas A. Anderson
- "News Reporting and Writing" by Sukumar Muralidharan.

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BA(J&MC) 1Ind Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 203	Media and Society	3	0	0	3	3

Course Overview: This course is designed to provide students with a broad understanding of the role of media in shaping contemporary societies. Students will be introduced to key concepts, theories, and debates in the field, and will develop critical thinking and analytical skills in relation to media and society.

Course Objective:

1. To Understand key concepts and theories related to digital media and society.
2. To Analyze the impact of digital media on social, cultural, political, and economic aspects of society.
3. To Develop critical thinking and analytical skills in relation to digital media and society.
4. To Evaluate the implications of digital media for power, identity, and representation in contemporary society.
5. To Engage in informed and reflective discussions about the role of digital media in society.

Pre-requisites: The students need to have a fair understanding of different domains of media.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Understand role of media towards society
2. Analyse the specific role of digital media.
3. Critically Evaluate the relationship between media and society
4. Synthesize Knowledge Across Theories
5. Apply Theories to Real-World Scenarios

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

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Module I: Understanding Media and Society	Weightage
Relationship between Media and Society, Role and Importance of Media in Indian Society, Media and Societal/ Community Development, Media Literacy, Impact of Media on Children and Youth ϖ Media and Gender Issues, Media and Rural Society. Media and Violence, Media and Development of Scientific Temperament, Media, Democracy and Secularism.	30%
Module II: Media Accountability	
Media Accountability, Truth and Media, Ethical Issues, Media and Civil Society, Citizen Journalism, Popular culture and Media. Radio & Society Television & society, Film & Society, Social Justice & Media. Social media and social networks, Online communities and identity, Digital cultures and subcultures, Digital media and globalization, Digital media and cultural production	40%
Module III:	
Digital media and democracy, Digital media and activism, Digital media and surveillance, Digital media and censorship. Digital media and power relations, Digital media and intersectionality, Digital media and representation, Digital media and the public sphere.	30%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

1. "Digital Media and Society: Transforming Economics, Politics and Social Practices" by Simon Lindgren, Sage Publications Ltd. (2016)
2. "New Media: A Critical Introduction" by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly, Routledge (2021)
3. Media and Youth written by Dr. Durgesh Tripathi , published by Manak Publication Private limited, New Delhi USA-ISBN-13:978-9378314230
4. Advertising and Youth -Impact of Advertising on Youth in Metro and Remote Area written by Dr. Durgesh Tripathi , published by Manak Publication Private limited, New Delhi USA-ISBN-13:978-9378314223

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References:

- Video Tutorials

- Blogs

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BA (JMC) IInd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 204	Basics of Photography	0	0	1	1	2

Course Overview: This course will Enable students to understand the different aspects of Fundamentals of Photography. It will help students to develop professional capabilities in Photography. The students will understand the basics of photo editing.

Course Objective:

1. To acquire practical skills in various areas like photography
2. To define the process, uses, principles and advantages of digital photography
3. To understand the method of basic image editing techniques.
4. To visualize the concept of digital platform and various methods of image capture.

Pre-requisites: Knowledge of Camera & Computer operation is necessary.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Understand the fundamental concept of photography.
2. Combine science and art with photography.
3. Design storytelling through this visual medium.

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4. Understand different genres of photography.
5. Understand the challenges and solutions of the Photography.

Teaching Pedagogy: The classes will be demonstration methods with each class having practical's and followed by demonstration. The classes will also have a lot of practical exercises to understand the various techniques and practically apply them.

Module I: Basics of Photography	Weightage
• Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations: Types of Cameras, • Camera Movements- Pan, Tilt, track etc • Camera angles • Digital S.L.R vs. S.L.R. • Different Type of sensors • Types of Lenses. The art of seeing • Prime lens usage, Telephoto Lens Usage • Camera Equipment you need	30%
Module II: Rules of Photography	
• Rule of Third • Golden Spiral • Understanding the concept of Flash • Understanding pattern • Texture • Balancing, Leading line • Three Point Light • Four Point Light • Importance of color • Using lights/reflectors in Outdoor shoots • Understanding Lighting- Indoor/Outdoor • Camera techniques: Smack Zoom, Action Shot, Long Exposure etc	40%
Module III: Genre of Photography and Operations	
• Focal length; Lenses and its relation to subjects • Macro Photography • Lenses and practical's • Street Photography • Portrait Photography • Photojournalism	30%

- Photo feature/ Photo essay

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- Langford l& Smith, (July 2010) , Basic Photography, Focal Press
- Peterson Bryan, (2011), How to Shoot Great Photographs with Any Camera, Ten Speed Press
- Barnbaum Bruce ,(2010), The Art of Photography: An Approach to Personal Expression, Shroff – Rockynook.
- Advance Photography by M. Langford
- Applied Depth of Field by Blaker
- Landscape photography by H. Angel

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BA(J&MC) IInd Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 205	Introduction to Cinema	3	0	0	3	3

Course Overview: The course is about studying cinema and film theories. It is about understanding and critiquing the cinematic experience and engagement. It covers the form and function of film, film analysis, History of World Cinema, History of Indian Cinema

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Course Objective:

1. To trace the history and development of cinema
2. To comprehend the role and impact of cinema in society and vice-versa
3. To develop an understanding of the political, cultural, and aesthetic nuances of film making
4. To critically analyse and appreciate cinema as an art.

Pre-requisites: A semi-formal knowledge of Films is required.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Students will understand the Language of Cinema and fundamentals of film form and content.
2. Students will understand the relationship between theory and practice.
3. Students will be able to define the crucial fine points that make Cinema.
4. Students will be capable of creating a simple script and implement a shoot based on the same.

Teaching Pedagogy: This class will be taught by using the theory method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories. Screening of cinema and documentaries will also help in understanding the making process of films.

Module I: Language of Cinema	Weightage
Descriptors/Topics • World space and screen space • Continuity: space & time • Mise-en-scene • Dimensions of sound: onscreen & off-screen, • Di-getic & non-digetic, • sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	40%
Module II: Stages of Film Production	
Descriptors/Topics • Development stage- casting, scheduling & Reece • Pre-production stage • Production • Postproduction; Distribution, promotion, and release; Exhibition and film festival • Different Genre of Films, Thriller, Drama, War, Sci-fi etc • CBFC • Box Office • Foley	40%

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• Different work of Producers	
Module III: Introduction to Cinema	
• Indian Cinema in 50's • History of films • Types of films • Golden Age of India Cinema • Cultural Significance, Film Screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set • Importance to film and film review writing. • Film Screening, scene analysis, interpretation and discussion Introduction to World Cinema	**20%**

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

1. Thompson K and Bordwell, D, (1994) Film *History—An Introduction,* Mc Graw-Hill
2. Cook, P. and Bernini, M. (Ed.) (1999) *The Cinema Book,* The British Film Institute
3. Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
4. Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
5. Chopra, A. (2011) First Day First Show: Writings from the Bollywood Trenches, New Delhi, Penguin Books

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Course Code	Course Name	L	T	P	Credits	Hours
JMC 206	Photo Editing	0	0	1	1	2

Course Overview:

It provides students with a comprehensive understanding of the principles and practical techniques involved in photo editing. It focuses on hands-on experience with Adobe Photoshop and specialized editing for various platforms.

Course Objective:

1. Navigate the Adobe Photoshop interface and use it effectively for photo editing.
2. Apply basic image adjustments to enhance and manipulate photographs.
3. Create precise selections and utilize layers for non-destructive editing.
4. Implement skin retouching techniques for portrait and image enhancement.
5. Prepare images for different media, including print, web, and social media platforms.

Pre-requisites: There are no specific prerequisites for this course. Only basic computer literacy and familiarity with Adobe Photoshop would be beneficial but not required.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Effectively use Adobe Photoshop for various photo editing tasks.
2. Enhance, manipulate, and retouch images with confidence.
3. Create graphics and optimize images for different platforms.
4. Understand and apply best practices for resolution and color profiles in image preparation.
5. Develop the skills needed to pursue a career in graphic design, photography, or related fields.

Teaching Pedagogy:

1. Hands-on practical exercises in photo editing software.
2. Demonstrations of photo editing techniques.
3. Assignments and projects to apply learned skills.

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4. Interactive discussions and peer review of editing work.

Module I: Basics of Photo Editing	Weightage
- Introduction to photo editing software - Image resolution, Understanding different file formats - RAW, TIFF, JPEG - Navigating the software interface. - Color modes, Basic image adjustments (brightness, contrast, saturation). - Exposure Control, filters	25%
Module II: Selections and Layers	
- Making selections in images - Understanding aspect ratio of the images - Pen Tool, magic Wand Tool - Understanding Layers in Photo editing - Skin retouching techniques and repairing images	35%
Module III: Specialized Photo Editing and Projects	
- Preparing images for print (resolution, color profiles). - Grading Techniques, - Change Background - Apply many digital effects, Creating Photo Montages - Optimizing images for web and social media. - Creating graphics for various platforms.	40%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

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Suggested Readings:

- "Adobe Photoshop for Photographers" by Martin Evening
- "The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques" by Glyn Dewis
- "The Adobe Photoshop CC Book for Digital Photographers" by Scott Kelby
- Indian Authors:
- "Adobe Photoshop CC: A Professional Approach" by Ized Uanikhehi
- "Photoshop for Photographers: The Adobe Photoshop Lightroom Book" by Sagar Shah
- "Learn Adobe Photoshop CC for Visual Design" by Chirag Gohil
- "Digital Photography and Photoshop" by Sunil Shah

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BA(J&MC) IInd Semester

Course Code	Course Name	L	T		Credits	Hours
JMC 207	Indian Political System (Theory)	3	0	0	3	3

Course Overview: This course delves into the theoretical underpinnings and structural components of the Indian government and political landscape. Its main goal is to introduce students to the fundamental ideas used in the Indian political system. It aims to provide a thorough grasp of the Indian Constitution and the way elections work, which are the very foundation of a working democracy like India. This knowledge is vital for future journalists, as it gives them the necessary basics to understand and report on the intricacies of Indian politics and governance.

Pre-Requisites & Course Requirement: Basics Knowledge of India Political System

Course Objective:

1. To gain a fundamental grasp of the Indian political landscape.
2. To explore the core features of the Indian Constitution and its preamble.
3. To understand the roles and powers of key executive figures.
4. To understand the role and functions of the President, Prime Minister, and Council of Ministers.

Pre-requisites: The students need to have a fair understanding of Communication.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Gain insights into the workings of the Indian political system.
2. Evaluate the operations of various political bodies within India.
3. Develop a clear understanding of how specific concepts apply and are relevant within the Indian context.
4. To able to understand the Indian political scenario.

Teaching Pedagogy: This course will be instructed through a combination of theoretical concepts and the case method. It aims to foster an interactive and stimulating learning atmosphere that accommodates various learning preferences, fosters active involvement, stimulates critical thinking, and facilitates the practical application of knowledge about the Indian political system.

Module I: Introduction to Indian Political System	Weightage
• Basic understanding of the Indian political system. • Political parties in India. • Coalition politics, Major alliances –UPA, NDA, Left, Third Front. • Party System in India: Multiparty and two-party systems. • Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism	30%
Module II: Indian Constitutional Philosophy	
• Features of the Constitution and Preamble • Fundamental Rights and Fundamental Duties • Directive Principles of State • Federalism and Principles. • Parliamentary versus presidential form of government, federal and unitary government. • Parliamentary Democracy: Union-State Relations. • Election Commission, Powers and Structure, Model Code of Conduct, Election Process; General elections, Midterm Election, Constituencies; Electoral reforms	30%
Module III: Executive, Legislative and Judiciary Bodies in India	
• President: Election & Powers. • Prime Minister: Elections & Powers. • Council of Ministers. • Lok Sabha and Rajya Sabha. • State legislative assemblies and Legislative Council. • Governor: Powers, Functions, Responsibilities. • Chief Minister: Powers, Functions, Responsibilities. • Supreme Court, appointment & power of Chief Justice of India. • Public Interest Litigation; Writ petitions • Judicial Review and Judicial Activism	40%

List of

Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Noorani A.G., Constitutional Questions in India The President, Parliament and the States.2002. Delhi. Oxford University Press
- Chaturvedi, V. (2021). Indian Government and Politics: A Comprehensive Study. Pearson.
- Subrata K. Maitra, V. P. (2020). Indian Government and Politics: Comparative Theory and Analysis. Pearson.
- Rajgopal, S. (2017). Indian Political System: A Critical Approach. Sage Publications.
- J.C. Johari. (2018). Indian Political System: Functions and Challenges. Sterling Publishers.
- Vidyasagar, R., & Nageswara Rao, K. (2016). Indian Political System and Governance: A Comprehensive Study. PHI Learning.
- Basu, D. D. (2016). Introduction to the Constitution of India. LexisNexis
- Chhibber, P., & Nooruddin, I. (2014). "The promise and performance of India's parliamentary democracy." Oxford University Press.
- Brass, P. R. (1994). "The politics of India since independence." Cambridge University Press.
- Kohli, A. (2009). "The state and poverty in India: The politics of reform." Cambridge University Press.
- Subrata, K. M., Reddy, E. S., & Singh, B. P. (2008). "Indian politics since the 1990s: Reforms and reformulations." Pearson Education India.
- Guha, R. (2007). "India after Gandhi: The history of the world's largest democracy." Harper Perennial.
- Varshney, A. (2002). "Ethnic conflict and civic life: Hindus and Muslims in India." Yale University Press.
- Basu, D., & Das, S. (2017). "India's foreign policy: Old problems, new challenges." Oxford University Press.
- Bhattacharya, S. (2008). "Parliamentary democracy in India: Does it exist?" Routledge.Top of Form.

Video Tutorials
- https://www.youtube.com/watch?v=rx-DZpSR0kw
- https://www.youtube.com/watch?v=Qv1sy6wS_2s
- https://www.youtube.com/watch?v=Du5ojmw0DzM&list=PLNsppmbLKJ8L1po1SC74b_0mObUwRCQJr
- https://www.youtube.com/watch?v=DkdTmaiYISA&list=PLNsppmbLKJ8L1po1SC74b_0mObUwRCQJr&index=2
- https://www.youtube.com/watch?v=OMwtRCljwVY&list=PLNsppmbLKJ8L1po1SC74b_0mObUwRCQJr&index=17
- https://www.youtube.com/watch?v=rKlWl-

Blogs

- https://timesofindia.indiatimes.com/blogs/blackslate-corner/blog-on-communism-capitalism-and-socialism-its-tenets-its-nature/
- https://www.epw.in/blog
- https://www.epw.in/blogs/vikramepwin/majoritarian-turn-indian-democracy-does-first-past-the-post-electoral-system.html
- https://www.youthinpolitics.in/blog/article-14-the-most-important-part-of-our-indian-constitution/
- https://www.youthinpolitics.in/blog/the-real-issues-of-a-common-man-are-disappearing-from-the-elections/
- https://carnegieendowment.org/2014/06/10/new-era-in-indian-politics-pub-55883
- https://www.orfonline.org/expert-speak/indian-democracy-and-the-changing-political-landscape/
- https://carnegieendowment.org/2022/07/12/opposition-space-in-contemporary-indian-politics-pub-87490

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IIIrd Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	SEM-3
1	JMC 301	Television Journalism	3/0/0	3	3	DSC 1 (T)	SEM-3
2	JMC 302	TV Lab	0/0/1	1	2	DSC 1 (P)	SEM-3
3	JMC 303	Development Communication	3/0/0	3	3	DSC 2 (T)	SEM-3
4	JMC 304	Digital Media Lab	0/0/1	1	2	DSC 2 (P)	SEM-3
5	JMC 305	Radio Journalism	2/0/0	2	2	DSM 1 (T)	SEM-3
6	JMC 306	Radio Lab	0/0/1	1	2	DSM 1 (P)	SEM-3
7	JMC 307	Media Laws & Ethics	2/0/0	2	2	Inter/ Multi-Disciplinary (T)	Sem-3
8	FLU 344	French-III	2/0/0	2	2	SEC (T)	SEM-3
9	NBCU 341	Communication Skills-III	2/0/0	2	2	AEC (T)	SEM-3
10	BSU 343	Behavioral Science-III	1/0/0	1	1	VAC (T)	SEM-3
11		CBCS	2/0/0	2	2	Minor 2 (T)	SEM-3
		Total Credits	20	20	23		

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Course Code	Course Name	L	T	P	Credits	Hours
JMC301	Television Journalism	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how communication processes function in various circumstances.

Course Objective:

1. To enable students to understand the concepts of the Television journalism system and the functioning of News channels.
2. To define and introduce the editorial concepts of the TV industry.
3. To enable students, apply their skills on functioning attributes.
4. To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society.
5. To become well aware of the inside picture of the industry.

Pre-requisites: The students need to have a fair understanding of the TV industry.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. The students will memorize basic evolution of TV industry and its growth in India.
2. Students will be able to illustrate the basics of TV genres and essentials of Journalism. Synthesize Knowledge Across Theories
3. Apply Theories to Real-World Scenarios

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Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Structure of TV News Channel	Weightage
Basics of Television News: Concept of News and News Value, Structure of TV News Channel : Input Desk, Output Desk, Qualities and Responsibilities of News Personnel, News Sources and Monitoring Services, Role of News editor , correspondents, PCR: switcher, sound, play out, CG, Teleprompter; MCR: scheduling of programmes, scheduling of advertisements, time management, content crisis management; INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan. OB Van,	20%
Module II: Writing For TV	
Tv Genres – Fiction and Nonfiction, Differences Between Writing for Radio, Tv, Print and Web Terminology, Characteristics and Essentials of TV Language, News Writing: Concepts and Elements, Writing for Visuals: Simple News stories, Writing Intros / Opening, Headlines & Closing / Concluding, Headlines: Creation of Headlines, Selection of Headlines, Inverted Pyramid, Rundowns, Reporting-Field and Desk.	40%
Module III: TV News Reporting	
Television News Reporter: Voice modulation, Techniques and Styles, Different Types of Reporting: Objective, Investigative, Interpretative, Beats Reporting, Essentials of Field Reporting: Live/recorded Phone-in, Piece to Camera, Walk through, Guidelines and Challenges for a TV Reporter, Voice Personality & Presentation,	40%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

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- Baker, J. (2005). Secrets of Voice-Over Success: Top Voice-Over Artists Reveal how they did it. Boulder, Sentient
- Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
- Kalra, R. J. (2012). The ABC of News Anchoring: A guide for Aspiring Anchors, Pearson.
- Zettl, H. (2005). Television Production Handbook, Cengage Learning.
- Lee, Robert and Robert Misiorowski: Script Model: A HandBook For The Media Writer, Hasting House, New York, 1978.
- Blum, Richard A.: Television Writing, Focal Press, Boston, London, 1984.

References:
- Video Tutorials
- Blogs

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BA(J&MC) III Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC302	TV Lab	0	0	1	1	2

Course Overview:

Many contemporary television sitcoms, news programs, variety shows, and events are shot with a multitude of cameras and are often cut and mixed live for instantaneous broadcast. This course prepares students for work as part of a TV production team by giving them hands-on experience developing content for TV production, prepping broadcast-ready assets, coordinating and executing live shoots, and live-streaming content on a variety of online platforms.

Course Objective:

1. Understand how and why multi-camera production took root in the television industry.
2. Identify its relative strengths and weaknesses as both an art form and a business practice.
3. Develop material suitable for TV production techniques.
4. Prepare audio and visual assets for use in live production scenarios.
5. Work on a multi-cam production team as a camera operator, audio mixer or director

Pre-requisites: Basic knowledge of photography, camera handling & Lighting

Expected Outcome of the course:

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After studying this course, the student should be able to:

1. Handel Pre production stage of TV Production
2. Develop Content for Audio Visual medium
3. Handel Post production

Teaching Pedagogy:

Module I: Pre Production	Weightage
• Script Writing • Story Boarding • Package writing • Setting the scene • Budgeting.	30%
Module II: Production	
• Camera Operation & Care • Lighting: Indoor & Outdoors • Sound Recording • Production Managements • Data Management	40%
Module III: Post Production	
• Editing basics • Creating rough cut, Fine cutting, Applying transitions, • synchronization of scenes, color correction, titling • Digital Integration, Creating Final output For Cinema Theatres & TV.	30%

Assessment/Examination Scheme:

Theory L/T(%)	Lab/Practical/Studio(%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

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Suggested Readings:

- The Filmmakers Handbook - By Stevev ascher
- Shot By Shot - By Steven Katz
- Making Movies - By Sudney Lumet.
- On Directing Film - By David Mamet
- Rebel without a Crew - By Robert Rodriguez
- The Television Handbook - Patricia Holland
- Studio Television Production – By Andrew Utterback

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BA(J&MC) III Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC303	Development Communication	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of Development communication. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain

an improved understanding of how communication playes a vital role in development of society under various circumstances.

Course Objective:

1. To enhance students understanding in the concept of development Increase students knowledge in development communication
2. To understand role of different Government and Non-government Organizations in development communication
3. To introduce need of different communication approaches for different settings

Pre-requisites: The students need to have a fair understanding of Communication & Development.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. At the end of the paper students will be able to understand the functions of communication for development
2. They will learn strategy designing and campaign designing
3. They will be able to develop contents for development purposes
4. They will understand about different programs and policies of governmental and non-governmental agencies

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of event process.

Module I: Concept of Development	Weightage
Definition and Process of Development, Key Concepts in Development Understanding development Role of UN agencies in development Development Communication-basic concepts Evolution of Development Communication Role and relevance of Development Communication Historical and conceptual overview of Development Communication , Social and Economic Issues, Education, Climate Change, Energy Consumption, Child Labor, Trafficking, Domestic Violence, Social Justice, Issues of Inequality, Tribal Development, Rural Development, Urbanization Problems,	30%
Module II: Theories and Paradigms of Development	
Paradigms in Development Communication, Modernisation paradigm, Dependency paradigm, Alternative development, Telecommunication for development, Sustainability and development communication, Sustainable strategies in Development Communication, Diffusion of innovation, Development Under Development Alternative Paradigms –Participatory, Think local/act Global Think global/act local.	40%
Module III: Strategic Approaches to Development Communication	

Development Support Communication - RTI, Social Audits, Grass-root activism, Whistle-blowers, NGOs, other agencies, Wood's Triangle, Multi-Media Campaigns, Radio, Cyber-Media, KAP Gap, Magic Multiplier, Empathy, Designing the Message for Print, Community Radio and Development, TV and Rural Outreach, Digital Media and Development Communication	30%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Narula Uma, Har Anand., Development Communication – Theory and Practice
- Gupta V.S., Communication and Development Concept., New Delhi
- Tewari, I P, Communication Technology and Development, Publication Division, Govt. of India
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
- Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
- Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
- Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
- Michael P Longman., Economic Development in the Third World, Todaro, New York

References:
- VideoTutorials
- Blogs

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Course Code	Course Name	L	T	P	Credits	Hours
NJMC304	Digital Media Lab	0	0	1	1	2

Course Overview: The Digital Media Lab course is designed to provide students with hands-on experience in various aspects of digital media production, including audio, video, and multimedia content creation. The course will focus on developing practical skills in digital media editing, production techniques, and the use of industry-standard software tools.

Course Objective:

1. To develop proficiency in digital media production and editing techniques.
2. To familiarize students with industry-standard software tools used in digital media production.
3. To encourage creative and innovative approaches to digital media content creation.
4. To enable students to apply theoretical knowledge to practical projects in the digital media field.
5. To foster critical thinking and problem-solving skills in digital media production contexts.

Pre-requisites: Basic Computer Skills, Familiarity with Digital Media Tools.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Demonstrate proficiency in various aspects of digital media production, including audio recording and editing, video editing, graphic design, multimedia integration, and interactive content creation.
2. Develop technical competence in using industry-standard digital media tools and software, enabling them to create high-quality digital media content across different platforms.
3. Foster creative and innovative thinking skills, allowing them to conceptualize and produce engaging and visually appealing digital media content for diverse audiences.
4. Gain a comprehensive understanding of the role of digital media in contemporary communication, including its impact on societal trends, user experience, and the digital media landscape.
5. Compile a comprehensive digital media portfolio showcasing their proficiency in various digital media production techniques, serving as a valuable asset for future career opportunities in the digital media industry.

Teaching Pedagogy:

Module I: Fundamentals of Digital Media Production	Weightage

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• Introduction to Digital Media Production • Overview of digital media production processes • Introduction to digital media tools and software • Understanding the role of digital media in contemporary communication	20%
Module II: Audio, Video Production	40%
• Audio Production Techniques • Basics of audio recording and editing • Sound mixing and mastering • Introduction to digital audio workstations (DAWs) • Video editing techniques and principles • Working with timelines and transitions • Introduction to non-linear video editing software	
Module III: Multimedia Integration and Advanced Techniques	40%
• Multimedia Content Creation • Integration of audio, video, and graphics • Creating multimedia content for digital platforms • Interactive multimedia production techniques • Web Media and Interactive Content • Basics of web design and development • Creating interactive content for websites and digital applications • Introduction to user experience (UX) and user interface (UI) design	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	**Assignment-1**	**Assignment-2**	**Attendance**	
Weightage (%)	10	15	5	70

Suggested Readings:

- Art & Print Production by NN Sarkar
- Manovich, L. (2013). The Language of New Media.
- Green, S. (2016). Digital Video and Audio Production.
- Aldridge, M. (2014). Animation Basics.

Course Code	Course Name	L	T	P	Credits	Hours
JMC305	Radio Journalism	2	0	0	2	2

Course Overview: Radio Journalism is designed to provide students with a fundamental understanding of the principles, practices, and ethics of radio journalism. The course will delve into the historical evolution of radio journalism, the role of radio in the contemporary media landscape, and the essential skills and techniques required for effective radio reporting and production.

Course Objective:

1. To comprehend the historical significance and evolution of radio journalism.
2. To understand the ethical responsibilities and challenges in radio journalism.
3. To develop critical thinking skills for evaluating and analyzing radio news content.
4. To learn the essentials of radio news reporting, scriptwriting, and production.
5. To explore the impact of digital technologies on contemporary radio journalism.

Pre-requisites: The students must have a fair understanding of Journalism Principles and Basic Computer Literacy.

Expected Outcome of the course:

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After studying this course, the student should be able to:

1. Comprehensive Understanding of the Medium
2. Ethical Awareness
3. Proficiency in Reporting and Scriptwriting
4. Awareness of Digital Trends
5. Critical Engagement with Societal Impact

Teaching Pedagogy: This class will be taught by using theory, interactive discussions, practical workshops, case studies and field visits. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

	Weightage
Module I: Fundamentals of Radio Journalism	
Introduction to Radio Journalism	**40%**
• Historical overview of radio journalism	
• The role of radio in the modern media landscape	
• Evolution of radio news formats and styles	
• Ethical challenges in radio journalism	
• Legal considerations and regulations in broadcasting	
• Principles of responsible and accountable reporting	
• Techniques for effective radio news gathering	
• Interview skills and strategies for radio journalism	
• Understanding the importance of accuracy and objectivity in reporting	
Module II: Radio Journalism Production Techniques	
• Basics of writing for radio news	**30%**
• Crafting engaging radio scripts	
• Exploring different formats, styles, and structures	
• Fundamentals of radio production	
• Sound editing and mixing techniques	
• Incorporating sound elements to enhance storytelling	
Module III: Contemporary Issues and Digitalization in Radio Journalism	
Role of Radio in Society	**30%**
• Impact of radio journalism on public opinion and social change	
• Radio's role in promoting community engagement and awareness	
• Case studies on the influence of radio journalism in different contexts	
• Integration of digital tools and platforms in radio journalism	
• Podcasting and its impact on radio broadcasting	
• Trends and challenges in the digital era of radio journalism	

List of Professional Skill Development Activities (PSDA): Mock News Reporting and Broadcasting, Scriptwriting Workshops, Interviewing Exercises, Audio Editing and Production Workshops, Live Radio Show Hosting, Ethical Dilemma Role-plays, Community Engagement Projects, Podcasting Workshops, Media Law and Regulation Debates, Industry Networking Events.

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Lab/ Practical details, if applicable: Radio Production Lab, Studio Sessions, Field Reporting Assignments, Audio Editing Workshops, Mock Newsroom Simulations, Live Broadcast Training, Podcast Production Workshops, Guest Speaker Sessions.

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Class Test**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

- McLeish, R. (2016). Radio Production.
- Dicken-Garcia, H. (2014). Journalistic Standards in Radio Journalism: An Analysis of the Role of the Radio Journalist.
- Ricketson, M. (2016). The Journalist's Guide to Media Law: A Handbook for Communicators in a Digital World.

References:

- Video Tutorials
- Blogs

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BA(J&MC) IIIʳᵈ Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC306	Radio Lab	0	0	1	1	2

Course Overview:

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This course is designed to provide students with hands-on experience in radio production and broadcasting. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

Course Objective: Upon completing this course, students will be able to:

1. Demonstrate a practical understanding of radio equipment, including its operation and maintenance.
2. Develop radio scripts, apply storytelling techniques, and present content effectively on-air.
3. Plan, design, and produce various types of radio programs, including news, music, and talk shows.
4. Apply ethical considerations and comply with broadcasting regulations in radio production.
5. Create and execute a promotional campaign for a radio program, and evaluate its effectiveness in building an audience.

Expected Outcome of the course:

By the end of the course, students will:
1. Gain practical skills in operating radio equipment and setting up radio studios.
2. Develop effective scriptwriting, storytelling, and presentation skills for radio broadcasting.
3. Design and produce radio programs, learning how to create content that engages and informs the audience.
4. Understand and apply ethical principles and legal regulations in radio broadcasting.
5. Learn how to promote and market radio programs effectively to build an audience and increase engagement.

Teaching Pedagogy:

Module I: Introduction to Radio Broadcasting and Production	Weightage
• Radio as a Medium of Mass Communication, Historical perspective of radio broadcasting, Role and significance of radio in the media landscape. • Current trends in radio technology and distribution, • Introduction to radio equipment (microphones, mixing consoles, etc.), AM & FM Radio • Operating basic radio equipment, Principles of effective radio scriptwriting • Storytelling techniques for radio,	30%
Module II: Radio Production and Programming	40%
Radio News Writing, • Guidelines for the Radio newswriter • Guidelines for a News Presenter (Types of News Bulletins) • Radio Script Writing (Format for news Script, Radio Drama Script, Special Audience Radio Programmes, Educational Show, Women Special, Motivational Talk) • Radio Reporting (Types of Radio Reporting, Factual Reporting, Interpretative Reporting, Investigative Reporting)	
Module III: Radio Production and Broadcast	

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Radio Formats • Radio Talk Writing and Production • Radio News Writing and Production • Radio Interview, • Radio Vox-Pop, • Radio Drama, • Radio Feature, Docudrama Special Audience program: Like On Farmers, Working Women etc.	30%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

1. "Radio Production: Principles and Practice" by Prabhat Goswami
2. "Radio Programming: Concepts and Practices" by R. Saravanakumar
3. "Indian Media Business" by Utpal Chandar Goswami
4. "Indian Broadcasting: Changing Contours" edited by K. Y. B. Singh and Anandam Kavoori
5. "Radio Jockeying: A Career Guide" by Naved Qureshi
6. "Radio and Television Journalism" by Parveen Bhardwaj
7. "Broadcast Journalism: Techniques of Radio and TV News" by M. Venkataraman

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BA(J&MC) IIIʳᵈ Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 307	Media Laws & Ethics	2	0	0	2	2

Course Overview: This course explores the legal and ethical principles that underpin responsible journalism and media practices. Students will examine key legal concepts, ethical frameworks, and case studies to develop a comprehensive understanding of the media's role in society and their responsibilities as journalists.

1. Understand the fundamental legal principles that govern the media industry.
2. Develop ethical decision-making skills for journalists and media professionals.
3. Analyse case studies and real-world scenarios to apply legal and ethical principles.
4. Recognize the social and cultural impact of media on society.
5. Promote responsible journalism and media practices.

Pre-requisites: The students need to have a fair understanding of media's role in society and their responsibilities as journalists.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Understand and evaluate the fundamental legal principles governing the media industry
2. Demonstrate an understanding of ethical principles in journalism and media,
3. Apply ethical decision-making frameworks to real-world scenarios.
4. Recognize the social, cultural, and political implications of media on society
5. Identify and discuss emerging ethical issues in the digital age, such as misinformation, privacy concerns, and the impact of new media platforms on media ethics.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Introduction to Media Laws and Ethics	Weightage
Understanding the role of media in society, Historical development of media laws and ethics, The importance of freedom of the press, Ethical principles in journalism Codes of ethics for journalists, Ethical decision-making in media	20%

Constitutional protections for the media, Types of media laws (libel, privacy, copyright, etc.) Code of conduct for Journalists by press council and media houses, Press Council Act 1978, Prasar Bharati Act 1990, Mac Bride Commission and PRSI code for PR practitioners.	
Module II: Media Ethics in Practice	
Objectivity and impartiality in reporting, Sensationalism and its ethical implications Coverage of sensitive topics and ethical dilemmas, Privacy and Media Invasion of privacy in media, Privacy laws and ethical considerations, Balancing the right to know and the right to privacy Fake News and Misinformation Understanding misinformation and disinformation, Fact-checking and media accountability, Case studies on the spread of fake news, Press council of India. Registrar Newspapers of India, Advertising standard council of India. AIR Codes of advertising. Official secrets act 1923, Law of defamation, Contempt of court and legislature.	**40%**
Module III: Media Laws and Ethics	
Introduction to Media Ethics - values and Ethics of Journalism, Yellow Journalism, Press Council of India Act—structure and codes, Role, functions and impact of Press Council, Media and Human Rights and Civil Rights, Special Rapporteur and Monitors on advancing Human right, National Human Rights Commission. IPC sections-relevant to media, Intellectual Property Rights and Copyright Act. Right to Privacy, Official Secrets Act, Right to Know - Right to Information Act, 2005. Cyber Laws, Information Technology Act 2000, Cyber laws, ASCI Code of ethics for advertising	**40%**

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	**15**	**10**	**5**	70

Text Readings:

1. "Media Law in India" by M. P. Recktenwald
2. "Media and the Law" by N. Jayaram
3. "Press Laws and Media Ethics" by K. S. Tomar and K. S. Chauhan

4. Media Ethics in Practice:
5. "Media Ethics and Accountability Systems" by Ujjwala Barve
6. "Media Ethics: Cases and Controversies" by Philip Patterson
7. "Indian Media: Ethical Perspectives" edited by G. N. Srivastava
8. Privacy and Digital Media:
9. "Media and Privacy: An Indian Perspective" by George Paul
10. "Digital Media Ethics" by Sunita S. Rnand and Anustup Nayak
11. "Social Media Ethics: An Indian Perspective" by M. P. Joseph
12. Global Media Laws and Ethics with Indian Relevance:
13. "Globalization, Communication, and the Global City: The Indian Experience in Perspective" by Anthony Simpson
14. "The Handbook of Global Communication and Media Ethics" edited by Robert S. Fortner and P. Mark Fackler
15. "Ethics of Media" by Deepak K. Paul
16. Media Regulation and Self-Regulation in India:
17. "Media Ethics, Regulation and Human Rights: The Indian Experience" by V. Venkatesa

IVth Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem -4
1	JMC 401	Introduction to Data Journalism	3/0/0	3	3	DSC 1 (T)	Sem -4
2	JMC 402	Fact Check LAB	0/0/1	1	2	DSC 1 (P)	Sem -4
3	JMC 403	Principles of Advertising	3/0/0	3	3	DSC 2 (T)	Sem -4
4	JMC 404	Advertisement - Design LAB	0/0/1	1	2	DSC 2 (P)	Sem -4
5	JMC 405	Fundamentals of Public Relations	3/0/0	3	3	DSM 1 (T)	Sem -4
6	JMC 406	Professional Media Writing	2/0/0	2	2	Inter/ Multi-Disciplinary (T)	Sem -4
7	NFLU 444	French-IV	3/0/0	3	3	SEC (T)	Sem -4
8	N	Communication Skill (Term	2/0/0	2	NTCC	AEC (T)	Sem -4

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		Paper)					
9	JMC 407	Video & Sound Editing	0/0/2	2	4	AEC	Sem -4
10	BSU 443	Behavioral Science-IV	1/0/0	1	1	VAC (T)	Sem -4
11		CBCS	2/0/0	2	2	Minor 2 (T)	Sem -4
12	JMC 408	Audio & Visual Production Project Exit Subject	4/0/0	4	4	Vocational (NTCC)	Sem -4
		Total Credits	23	23	25		

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BA(J&MC) IVth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC401	Introduction to Data Journalism	3	0	0	3	3

Course Overview: The course is about understanding the emerging concept of Data journalism. Student will learn the ways to scrap the data and present the data while using the traditional methods of journalism.

Course Objective:

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1. To provide basic knowledge of the emerging concepts of Data Journalism
2. To give the knowledge of working with spreadsheet
3. To provide the basic knowledge about the data driven stories
4. To use traditional journalism along with data tools

Pre-requisites: Students should know basics tools of journalism.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Write data-based stories.
2. Explain the concept of Data Journalism
3. Use different visualizations tools.
4. Scrap the data from a huge chunk of data.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and discussion and practical exercises.

Course Contents/Syllabus:	Weightage (%)
Module I: Data Journalism	**35 %**
• What is Data Journalism, • Identifying, gathering and exploring a dataset for an investigative story. • Why journalists should use data, • Importance of data, some examples, • Sector-Specific Data Stories • Data Journalism in Different perspectives, • Data journalism in the newsroom, • How to turn numbers into stories, • Finding data to support stories, Strategic searching - tips and tricks, Introduction to scraping	
Module II: Finding story ideas with data analysis	**30%**

• Newsroom math and statistics • Sorting and filtering data in Excel • Making new variables with functions • Summarizing data with pivot tables, • Correct bad formatting, Misspellings, • Invalid values and duplicates, Advanced cleaning techniques • Identify the datatypes and file formats available in a dataset available from • Government open data portals			**Professional Skill Development Activities (PSDA):** NA **Lab/** **Practical** **details, if** **applicable:** NA **Theory**
Module III Telling stories with visualization	35 %		
• The main principles of data visualization, • Choosing the best graphic forms, • The art of insight • Scraping: Parsing data from PDFs and websites without • custom coding. Charts: Mobile-friendly charts in Excel • simple graphics • Working with Tableau for more advanced graphics and maps • Making graphics with web tools • Data Dashboards			

Assessment(L&T):

	Continuous Assessment/Internal Assessment			End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

1. Gray, J., Bounegru, L. and Chambers, L. (eds). 2013. The Data Journalism Handbook: How Journalists Can Use Data to Improve the News.
2. Meyer, Philip. 2011. Precision journalism and narrative journalism: toward a uni ed eld theory. www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unied-Field-Theory.aspx
3. Wikipedia. What is CAR? http://en.wikipedia.org/wiki/Computer-assisted_reporting
4. Wikipedia. What is data driven journalism? http://en.wikipedia.org/wiki/Data_driven_journalism
5. Examples of data-driven journalism by Mindy McAdams: http://mindymcadams.com/tojou/2012/datajournalism-examples/
6. www.ire.org/tag/philip-meyer-journalism-awards/

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7. Data journalism handbook.org. Data Journalism Handbook. http://datajournalismhandbook.org/1.0/en/
8. Verweij, Peter. 2012. Data journalism: where coders and journos meet. http://memeburn.com/2012/03/datajournalism- where-coders-and-journos-meet/

BA (JMC) IV Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 402	Fact Check Lab	0	0	1	1	2

Course Overview: The Fact Check Lab is designed to teach students the essential skills and methodologies for verifying and fact-checking information in today's information-rich but often misinformation-prone environment. In this hands-on course, students will learn to critically evaluate the credibility of sources, investigate claims, and discern between accurate and false information. They will also gain practical experience in fact-checking various types of content, from news articles to social media posts, focusing on ethical and responsible reporting.

Course Objective:

1. To develop critical thinking and analytical skills for evaluating the credibility of information sources.
2. To Understand fact-checking principles and their role in maintaining a well-informed society.
3. To Acquire practical fact-checking techniques and tools to assess the accuracy of claims.
4. To Apply fact-checking methods to real-world examples and case studies.
5. To Promote ethical journalism and responsible information dissemination.

Pre-requisites: No specific prerequisites, but a strong interest in current news, and a willingness to engage critically with information sources are beneficial.

Expected Outcome of the course: After studying this course, the student should be able to:

1. Critically think, analyse, and evaluate the credibility of information sources.
2. Understand fact-checking principles and their role in maintaining a well-informed society.
3. Practically demonstrate the fact-checking techniques and tools to assess the accuracy of claims.
4. Use fact-checking methods for real-world examples and case studies.
5. Promote ethical journalism and responsible information dissemination.

Teaching Pedagogy: Hands-on Training and Practical

Module I: Introduction to Fact-Checking	Weightage
- Understanding the importance of fact-checking in journalism and society - The evolution of misinformation and disinformation - The role of technology in spreading false information - Political Misinformation and its impact - The principles of fact-checking	35%
Module II: Source Evaluation and Visual Verification	35%

• Assessing the credibility of information sources • Identifying bias and objectivity • Recognizing reliable and unreliable sources • Image and Video Verification • Geolocation Verification and Data Verification	
Module III: Project Work and Presentation	**30%**
• Students will work on fact-checking projects, individually or in small groups, applying the knowledge and skills acquired during the course. • Fact-checking projects to the class, sharing findings and experiences	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Dropdown)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

• Smith, S. H. (2007). *The Fact Checker's Bible: A Guide to Getting It Right*. Anchor Press, New York.
• Borel, B. (2023). *The Chicago guide to fact-checking*. University of Chicago Press.
• McCraw, D. E. (2019). *Truth in Our Times: Inside the Fight for Press Freedom in the Age of Alternative Facts*. All Points Books.

Course Code	Course Name	L	T	P	Credits	Hours
JMC 403	Principles of Advertising	3	0	0	3	3

Course Overview: Principles of Advertising is designed to provide students with a foundational understanding of the concepts, theories, and practices of advertising in contemporary society. The course will cover the historical evolution of advertising, advertising strategies and campaigns, consumer behaviour, ethical considerations, and the role of advertising in the digital age.

Course Objective:

1. To comprehend the historical development and evolution of advertising as a communication tool.
2. To understand the fundamental principles and theories underlying advertising strategies and campaigns.
3. To explore the impact of advertising on consumer behaviour and decision-making processes.
4. To examine the ethical considerations and social implications of advertising in contemporary society.
5. To analyze the role of digital technologies and new media platforms in shaping modern advertising practices.

Pre-requisites:

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Comprehensive understanding of the historical evolution and fundamental principles of advertising.

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2. Develop proficiency in analyzing and evaluating various advertising strategies and campaigns, enabling them to comprehend the effectiveness of different approaches in achieving marketing objectives.
3. Develop critical thinking skills to analyse the impact of advertising on consumer behaviour, including its influence on purchasing decisions, brand perceptions, and market trends.
4. Demonstrate an understanding of the ethical considerations and regulatory frameworks in advertising, as well as the ability to evaluate the ethical implications of different advertising practices.
5. Cultivate creative problem-solving abilities, allowing them to propose innovative advertising strategies and solutions to address contemporary challenges and opportunities in the field of advertising.

Teaching Pedagogy: This class will be taught by lectures, interactive case studies, and group discussions.

Module I: Fundamentals of Advertising	Weightage
Descriptors/Topics **Introduction to Advertising** • Historical overview of advertising • The role of advertising in modern consumer culture • Evolution of advertising strategies and communication techniques • Theoretical foundations of advertising • Understanding the target audience and market segmentation • Advertising as a persuasive communication tool (IMC)	**40%**
Module II: Advertising Strategies and Consumer Behavior	
Advertising Strategies and Campaigns • Types of advertising strategies (e.g., brand advertising, direct response advertising, etc.) • Elements of successful advertising campaigns • Case studies on effective advertising campaigns • Psychological and sociological aspects of consumer behavior • Impact of advertising on consumer decision-making processes • Analyzing consumer responses to advertising stimuli	**30%**
Module III: Ethical, Digital, and Global Perspectives in Advertising	
Ethical and Social Considerations in Advertising • Ethical issues and challenges in advertising • Advertising standards and regulations (ASCI) • The role of advertising in shaping societal values and perceptions • Integration of digital technologies in advertising • Social media advertising strategies • The impact of digitalization on traditional advertising practices • Current trends and innovations in the advertising industry • Global perspectives on advertising practices • The future of advertising in a rapidly changing media landscape	**30%**

List of Professional Skill Development Activities (PSDA): Advertising Campaign Analysis, Market Research Projects, Creative Advertising Workshops, Mock Advertising Pitches, Ethical Advertising Debates, Brand Analysis and Positioning

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Exercises.

Lab/ Practical details, if applicable: Radio Production Lab, Studio Sessions, Field Reporting Assignments, Audio Editing Workshops, Mock Newsroom Simulations, Live Broadcast Training, Podcast Production Workshops, Guest Speaker Sessions.

Theory Assessment(L&T):

Components (Drop down)	Class Test	Assignment	Attendance	End-Term Examination
		Continuous Assessment/Internal Assessment		
Weightage (%)	15	10	5	70

Text Readings:
- Moriarty, S., Mitchell, N. D., & Wells, W. D. (2014). Advertising & IMC: Principles and Practice.
- Belch, G. E., & Belch, M. A. (2014). Advertising and Promotion: An Integrated Marketing Communications Perspective.
- Hackley, C. (2010). Advertising and Promotion: An Integrated Marketing Communications Approach.

References:
- Video Tutorials
- Blogs

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BA(J&MC) IVth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 404	Advertisement - Design LAB	0	0	1	1	2

Course Overview:

This course is designed to provide students with a comprehensive understanding of the principles and practical techniques involved in advertising design. It also covers the fundamentals of design, emphasizing the ethical considerations and real-world application of design concepts in advertising campaigns.

Course Objective:

1. Understand the fundamental role of design in advertising and its impact on message delivery.
2. Apply design principles, including balance, contrast, alignment, color, and typography, to create effective advertising materials.
3. Develop creative concepts for advertising campaigns based on defined target audiences and objectives.
4. Design various advertising materials, including print ads, digital banners, and social media ads.
5. Present and critique final ad campaigns, demonstrating the ability to communicate design choices and receive feedback.

Pre-requisites: There are no specific prerequisites for this course. Only a basic understanding of design principles and a creative mindset would be beneficial.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Create visually engaging and persuasive advertising materials.
2. Develop and present advertising campaigns that resonate with target audiences.
3. Apply ethical considerations to advertising design and production.
4. Gain practical experience through real-world ad design projects.
5. Effectively communicate their design choices and receive constructive feedback.

Teaching Pedagogy:

1. Lectures and discussions on design principles and advertising concepts.
2. Practical exercises in design and concept development.
3. Brainstorming sessions and concept workshops.
4. Hands-on experience in designing various advertising materials.
5. Presentation and critique sessions for final ad campaign.

Module I: Fundamentals of AD Design	Weightage
• Exploring the creative aspects of design • Understanding the role of design in advertising. • Principles of design (e.g., balance, contrast, alignment) • Color and Typography in advertising design • Role of brand identity, logos	30%
Module II: Advertising Campaign Design	45%

• Brainstorming and concept development. • Significance of market research • Defining target audiences and objectives. • Designing print ads, digital banners • Social media ads.	
Module III: Advanced Advertising Design & Campaign	
• Ethical considerations in advertising design. • Radio advertisement and Television advertisement • Practical ad design projects: Newsletter design, Brochure design and Letterhead design • Social responsibility in campaigns • Presentation and critique of final ad campaigns.	**25%**

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

• "The Advertising Concept Book: Think Now, Design Later" by Pete Barry.
• "Advertising by Design: Generating and Designing Creative Ideas Across Media" by Robin Landa.
• "Logo Design Love: A Guide to Creating Iconic Brand Identities" by David Airey.
• "Designing Brand Identity: An Essential Guide for the Whole Branding Team" by Alina Wheeler.
• "The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells" by Robert W. Bly.

BA(J&MC) IVth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 405	Fundamentals of Public Relations	3	0	0	3	3

Course Overview: Fundamentals of Public Relations is designed to provide students with a comprehensive understanding of the principles, theories, and practices of public relations in various organizational contexts. The course will cover the historical development of public relations, communication strategies, media relations, crisis management, and the role of public relations in contemporary society.

Course Objective:

1. To comprehend the historical evolution and theoretical foundations of public relations.
2. To understand the role and functions of public relations in different organizational contexts.
3. To develop effective communication and messaging strategies for public relations campaigns.
4. To analyze and evaluate media relations and communication channels in the context of public relations.
5. To examine the ethical considerations and challenges in public relations practice.

Pre-requisites:

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Develop a comprehensive understanding of the historical evolution, theoretical foundations, and practical applications of public relations, enabling them to comprehend the role and significance of public relations in contemporary society.
2. Demonstrate proficiency in building and managing relationships with the media, conducting successful press conferences and interviews, and understanding the dynamics of media coverage in the context of public relations.
3. Demonstrate an understanding of ethical dilemmas and legal considerations in public relations practice, ensuring adherence to ethical standards, regulatory frameworks, and transparency and accountability principles in all public relations activities.
4. Develop professional and ethical conduct in the practice of public relations, emphasizing the importance of integrity, honesty, and ethical decision-making in all aspects of public relations activities.
5. Cultivate critical thinking and problem-solving skills, allowing them to analyse complex public relations scenarios, evaluate the effectiveness of communication strategies, and propose innovative solutions to public relations challenges and issues.

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Teaching Pedagogy: This class will be taken through a combination of engaging lectures, case study analyses, classroom debates, and guest speaker sessions, students are encouraged to explore diverse perspectives, critically evaluate real-world public relations scenarios, and develop effective communication and problem-solving skills.

Module I: Introduction to Public Relations	Weightage
Descriptors/Topics **Introduction to Public Relations** • Historical overview of public relations • The role of public relations in contemporary society • Evolution of public relations strategies and communication techniques • Theoretical approaches to public relations • Understanding stakeholders and target audiences • Public relations as a strategic communication tool	30%
Module II: Communication Strategies and Media Relations	
• Developing effective communication plans • Crafting compelling messages and press releases • Utilizing digital media for public relations campaigns • Building relationships with the media • Managing press conferences and media interviews • Understanding the dynamics of media coverage in public relations	30%
Module III: Corporate Communication, Branding, and Ethics	
• Corporate communication strategies • Branding and image building in public relations • Maintaining consistent messaging and branding across different communication channels • Strategies for crisis communication and management • Handling public relations challenges and reputational risks • Case studies on effective crisis communication in public relations • Ethical dilemmas in public relations practice • Legal frameworks and regulations in public relations • Ensuring transparency and accountability in public relations activities	40%

List of Professional Skill Development Activities (PSDA): Mock Press Conference, Media Pitching Exercises, Crisis Communication Drills.

Lab/ Practical details, if applicable: Press Release Writing Workshops, Social Media Analytics and Strategy Development Public Relations Campaign Evaluation Projects, Mock Client Consultation Sessions.
Theory Assessment(L&T):

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Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Class Test	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). Effective Public Relations.
- Gregory, A., & Willis, P. (2016). Strategic Public Relations Leadership.
- Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2011). Public Relations: Strategies and Tactics.

References:

- Video Tutorials
- Blogs

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BA(J&MC) IVth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 406	Professional Media Writing	2	0	0	2	2

Course Overview: Professional Media Writing is designed to equip students with the essential skills and knowledge required for effective and impactful writing in various media contexts. The course will cover the fundamentals of journalistic writing, feature writing, copywriting, and digital content creation, emphasizing the importance of clear communication, storytelling techniques, and engaging content development.

Course Objective:

1. To develop proficiency in various forms of professional media writing, including journalistic writing, feature writing, and copywriting.
2. To foster critical thinking and storytelling skills for effective communication in different media platforms.
3. To understand the role of language, style, and tone in creating compelling and persuasive media content.
4. To explore the ethical considerations and legal aspects related to professional media writing.
5. To analyze and evaluate the impact of digital media on contemporary media writing practices.

Pre-requisites:

Expected Outcome of the course:

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After studying this course, the student should be able to:

1. Develop a comprehensive understanding of the principles, techniques, and styles of professional media writing, enabling them to apply effective communication strategies across various media platforms.
2. Acquire proficiency in journalistic writing, including the ability to craft engaging news articles, develop captivating headlines, and adhere to the inverted pyramid structure for concise and impactful storytelling.
3. Demonstrate advanced writing skills in feature writing, copywriting, and advertising writing, allowing them to create compelling narratives, persuasive marketing content, and engaging advertising slogans for diverse audiences.
4. Develop proficiency in integrating multimedia elements into written content, enabling them to create multimedia-rich stories and effectively utilize diverse media platforms for storytelling and communication purposes.
5. Develop creative storytelling abilities, enabling them to conceptualize and execute engaging narratives, human-interest stories, and multimedia content that captivate and resonate with diverse audiences.

Teaching Pedagogy: This class will be taken through a combination of interactive lectures, writing workshops, and peer review sessions. The integration of guest speaker presentations, case study analyses, and media writing simulations further enhances students' understanding of effective writing techniques, ethical considerations, and legal responsibilities in the realm of media communication.

Module I: Foundations of Professional Media Writing	Weightage
- Overview of professional media writing principles - Understanding the role of media writing in contemporary communication - Evolution of media writing styles and techniques - Basics of news writing and reporting - Writing effective headlines and leads - Understanding the inverted pyramid structure in journalistic writing	30%
Module II: Advanced Writing Techniques and Applications	
- Crafting engaging narratives and human-interest stories - Exploring different feature writing styles and formats - Incorporating descriptive elements and storytelling techniques - Principles of persuasive copywriting - Creating impactful advertising copy and slogans - Understanding the psychology of consumer behavior in copywriting - Optimizing content for online platforms and social media - SEO writing techniques for digital content creation - Engaging and interactive storytelling for digital audiences	40%
Module III: Ethics, Legalities, and Multimedia Integration	

• Ethical dilemmas in media writing practice • Legal frameworks and regulations in media writing and publishing • Ensuring accuracy, fairness, and transparency in media content • Integrating multimedia elements into written content • Understanding the convergence of media platforms in contemporary writing practices • Exploring trends and innovations in multimedia storytelling	**30%**

List of Professional Skill Development Activities (PSDA): Media Writing Workshops, Pitching and Presentations, Social Media Content Creation, Portfolio Building Workshops.

Lab/ Practical details, if applicable: Media Analysis Exercises, Editing and Peer Review Sessions, Digital Writing Platforms, Fact-Checking and Research Assignments, Media Campaign Analysis.

Theory Assessment(L&T):

	Continuous Assessment/Internal Assessment			End-Term Examination
Components (Drop down)	**Class Test**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

- Kovach, B., & Rosenstiel, T. (2014). The Elements of Journalism: What Newspeople Should Know and the Public Should Expect.
- Shaw, D. (2019). Copywriting: Successful Writing for Design, Advertising, and Marketing.
- Allan, S. (2013). Online News: Journalism and the Internet.

References:
- Video Tutorials
- Blogs

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Course Code	Course Name	L	T	P	Credits	Hours
JMC 407	Video & Sound Editing	0	0	2	2	4

Course Overview: This course is designed to equip students with the essential skills and knowledge required for video and audio editing. This course covers the fundamentals of video and sound editing, software tools such as Adobe Premiere Pro and Audacity, and various techniques for editing and enhancing multimedia content.

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Module I: Fundamentals of Video and Sound Editing	Weightage

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• Skills required for editing • The role of editing in filmmaking and multimedia production. • Visual Grammar & terminologies used in editing • Tools and steps, Video and Audio Formats and Resolutions	20%
Module II: Video Editing • Introduction to video editing software • Navigating the software interfaces, Sequence, Timeline • Basic editing tools and functions, key frame, effects, Transitions • Exporting media files • Managing project settings and file organization	40%
Module III: Sound Editing • Introduction to Audacity software • Navigating the software interfaces • Editing and enhancing audio tracks. • Removing noise and adding effects. • Voiceover recording and synchronization.	40%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	**Assignment-1**	**Assignment-2**	**Attendance**	
Weightage (%)	10	15	5	70

Suggested Readings:
• "Adobe Premiere Pro Classroom in a Book" by Maxim Jago.
• "The Cool Stuff in Premiere Pro: Learn advanced editing techniques to dramatically speed up your workflow" by Jarle Leirpoll.
• "Audacity: The Complete User Guide to Learn the Realms of Audacity from A-Z" by John A. Stetson.
• "The Adobe Audition Book" by Seth Chandler.
• "Edit Better: Hollywood-Tested Strategies for Powerful Video Editing" by Jeff Bartsch.

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Course Code	Course Name	L	T	P	Credits	Hours
JMC 408	Audio & Visual Production	4	0	0	4	4

Course Overview: This course is designed to provide students with a comprehensive understanding of audio and visual production processes. The course concludes with a focus on production and post-production workflows in the production process.

Course Objective:

1. Understand the principles and key concepts of audio and visual production.
2. Grasp the pre-production processes, including scriptwriting, casting, and budgeting.
3. Operate cameras effectively and understand lighting and framing for film and video.
4. Record and edit audio and manage video editing and post-production processes.
5. Gain insight into the language of cinema and the role of the director in production.

Pre-requisites: A passion for audio and visual production and a basic understanding of multimedia concepts can be advantageous.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Effectively plan and execute audio and visual production projects.
2. Operate production equipment and apply principles of composition and lighting.
3. Edit audio and video content, including color grading and visual effects.
4. Understand the role of the director in the production process.
5. Communicate effectively in the language of cinema and multimedia production.

Teaching Pedagogy:

- Lectures and discussions on audio and visual production principles and concepts.
- Practical exercises in pre-production planning and scriptwriting.
- Hands-on experience with production equipment and technology.

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- Workshops on camera operation, lighting, and shot composition.
- Post-production in Lab on audio and video editing.

Module I: Fundamentals of Audio and Visual Production	Weightage
• Understanding audio and visual production. • Key concepts and terminologies in production. • Pre-production Process: Scriptwriting and storyboarding, Casting and location scouting, Budgeting and project planning.	25%
Module II: Production Equipment and Technologies	
• Overview of cameras, microphones, and lighting equipment. • Understanding the role of production software and hardware. • Camera operation and composition. • Lighting and framing for film and video. • Camera movements and shot types.	50%
Module III: Production and Post-Production Workflow	
• Recording and editing audio, sound effects. • Video editing and post-production processes. Color grading and visual effects. • Understanding the language of cinema. • The role of the director in production.	25%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA
Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Suggested Readings:

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- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch.

- "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus.

- "Cinematography: Theory and Practice" by Blain Brown.

- "The Sound of Innovation: Stanford and the Computer Music Revolution" by Andrew J. Nelson.

- "Editing Techniques with Final Cut Pro" by Michael Wohl.

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Vth Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	SEM -5
1	JMC 501	Event Management	3/0/0	3	3	DSC 1 (T)	SEM -5
2	JMC 502	Mobile Journalism	0/0/1	1	2	DSC 1 (P)	SEM -5
3	JMC 503	Integrated Marketing Communication	3/0/0	3	3	DSC 2 (T)	SEM -5
4	JMC 504	Storytelling	0/0/1	1	2	DSC 2 (P)	SEM -5
5	JMC 505	Media Entrepreneurship	3/0/0	3	3	DSC 3 (T)	SEM -5
6	JMC 506	News Room Practices	0/0/1	1	2	DSC 3 (P)	SEM -5
7	JMC 507	Online Reputation Management	3/0/0	3	3	Inter/ Multi-Disciplinary (T)	SEM -5
9	JMC 508	Corporate & Crisis Communication	2/0/0	2	2	DSC 4 (T)	SEM -5
8		CBCS	3/0/0	2	3	Minor 2 (T)	SEM -5
		Total Credit	20	19	23		

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BA(J&MC) V Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC501	Event Management	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of Event Management. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how Event processes function in various circumstances.

Course Objective:

1. To give insight about event management.
2. To outline key event management concepts and its application to market.
3. To analyze and examine the implementation of event management concepts and strategy to firms.
4. Attainment of organizational goals using event management techniques in proper way.

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Pre-requisites: The students need to have a fair understanding of Public Relations.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Identify the significance of Event Management.
2. Learn Event Management concepts and phenomenon to current business events in the industry.
3. Critically evaluate event management process.
4. Coordinate the various Event Management variables and interpret them for designing marketing strategy for business firms.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of event process.

Module I: Introduction to Event	Weightage
Descriptors/Topics Event- Meaning of event- Need for Event Management- Analysis of Event, Scope of Event, Decision Makers-Event Manager, Technical Staff- Establishing of Policies and Procedure- Developing Record Keeping Systems. Types of Events	30%
Module II: Event Management procedure	
Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, - Phonographic Performance License, Utilities- Fire brigade, Ambulance, Catering, Electricity, Water. Taxes Applicable. Preparing a Planning Schedule, Organizing Tables, Assigning Responsibilities, Communication and Budget of Event- Checklist, Computer aided Event Management– Roles & Responsibilities of Event Managers for Different Events.	40%
Module III: Event Marketing	
Marketing Concept, Marketing Mix, Marketing Planning, Marketing Budget, Merchandising, Marketing Control, Brand Promotion and Catchment Area	30%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment	End-Term Examination

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Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.

- Anne Stephen – Event Management, HPH.

- K. Venkataramana, Event Management, SHBP

- 5. Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8

- The Complete Guide to successful Event Planning – Shannon Kilkenny

- Human Resource Management for Events – Lynn Van der Wagen (Author)

- Successful Team Manageemnt (Paperback) – Nick Hayed (Author)

- Event Management & Public Relations by Savita Mohan – Enkay Publishing House

- Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher - 2009.

References:
- VideoTutorials

- Blogs

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BA (JMC) Vth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 502	Mobile Journalism	0	0	1	1	2

Course Overview: Mobile journalism, also known as "MoJo," is a dynamic and expanding discipline that uses the potential of smartphones and other mobile devices to produce high-quality journalistic material. This course is designed to educate students with the skills and information essential to flourish in mobile journalism. Students will learn how to

capture, edit, and distribute news stories, interviews, and multimedia content using their mobile devices. The course will address mobile journalism, storytelling strategies, and the tools and apps needed to flourish in this area.

Course Objective:
1. To understand the principles of mobile journalism and storytelling.
2. To Use mobile devices for news gathering, including photography and video recording.
3. To Edit and enhance multimedia content on mobile devices.
4. To Develop an understanding of the ethical and legal aspects of mobile journalism.
5. To Create news stories and multimedia content suitable for various platforms.
6. To Build a portfolio of mobile journalism work.

Pre-requisites: Students should have a basic understanding of mobile technology and be comfortable using a smartphone or tablet.

Expected Outcome of the course: After studying this course, the student should be able to:
1. Use smartphone devices for photography, video recording, and editing.
2. Showcase their skills through a portfolio of mobile journalism work.
3. Make news stories and multimedia content suitable for various platforms.

Teaching Pedagogy: Hands-on training and Practical.

Module I: Introduction to Mobile Journalism and Mobile Journalism Equipment	Weightage
• Understanding the fundamentals of journalism. • Mobile journalism: Definition and significance • Types of smartphones and accessories for MoJo. • Essential apps for mobile journalism. • Choosing the suitable mobile device for your needs.	35%
Module II: MoJo Skills	
• Mobile Photography, News Gathering and Storytelling • Basics of mobile photography and composition. • Video recording techniques, Audio recording and best practices. • Crafting compelling news stories. • Structuring your content for mobile consumption. • The power of visuals in storytelling.	35%
Module III: Portfolio Making	
• Students will work on mobile journalism projects, individually or in small groups, applying the knowledge and skills acquired during the course. • Students will present their mobile journalism projects to the class, sharing their findings and experiences.	30%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

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Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Dropdown)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- Burum, I., & Quinn, S. (2015). *MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad*. CRC Press.
- Montgomery, R. (2018). *Smartphone video storytelling*. Taylor & Francis.
- Micheletti, A. (2010). *iPhone Photography and Video for Dummies*. John Wiley & Sons.
- Westlund, O., & Quinn, S. (2018). Mobile journalism and MoJos. In *Oxford research encyclopedia of communication*.
- Hill, S., & Bradshaw, P. (2018). *Mobile-first journalism: producing news for social and interactive media*. Routledge.
- Quinn, S. (2009). Mobile Journalism in the Asian region. *Singapore, Konrad Adenauer Stiftung. Sonia González-Molina-Fátima Ramos del Cano*.

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Course Code	Course Name	L	T	P	Credits	Hours
JMC 503	Integrated Marketing Communication	3	0	0	3	3

Course Overview: Integrated Marketing Communication (IMC) offers a comprehensive understanding of the principles, strategies, and practices involved in creating cohesive and effective marketing communications across various platforms. The course delves into the integration of advertising, public relations, sales promotion, direct marketing, and digital marketing, emphasizing the importance of consistent messaging and brand coherence in achieving marketing objectives.

Course Objective:

1. To provide an overview of the fundamental concepts and theories of integrated marketing communication.
2. To examine the role of different communication tools in building and maintaining brand identity and customer relationships.
3. To analyze the impact of integrated marketing communication strategies on consumer behaviour and brand perception.
4. To explore the challenges and opportunities in implementing integrated marketing communication campaigns in diverse business contexts.
5. To develop critical thinking and problem-solving skills in creating effective and coherent marketing communication plans.

Pre-requisites:

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Develop a comprehensive understanding of the fundamental concepts, theories, and frameworks of integrated marketing communication, enabling them to comprehend the significance of cohesive and consistent messaging in effective marketing communication strategies.
2. Acquire strategic communication skills in various areas, including advertising, public relations, sales promotion, direct marketing, and digital marketing, equipping them with the ability to integrate diverse communication tools and techniques to achieve unified marketing objectives.
3. Demonstrate proficiency in brand management and communication, emphasizing the importance of brand positioning, messaging, and reputation management in building strong and sustainable brand identities across different communication channels.

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4. Develop competence in leveraging digital marketing strategies, such as social media, content marketing, and search engine optimization (SEO), to enhance integrated marketing communication efforts and effectively engage with digital consumers in a dynamic and competitive online landscape.
5. Demonstrate an understanding of ethical and professional standards in marketing communication, emphasizing the importance of transparency, integrity, and responsible communication practices in building trust and credibility with consumers and stakeholders.

Teaching Pedagogy: This class will be taken through a combination of case-based learning, collaborative projects, interactive workshops, integration of technology, guest speaker sessions, and industry research assignments. By fostering a dynamic and engaging learning environment, the course aims to equip students with the essential knowledge, critical thinking abilities, and practical skills required to excel in the ever-evolving field of integrated marketing communication.

Module I: Fundamentals of Integrated Marketing Communication	Weightage
• Overview of integrated marketing communication concepts and frameworks • Evolution of integrated marketing communication in the digital era • Importance of synergy and consistency in marketing communication	20%
Module II: Strategic Communication Elements in IMC	
• The role of advertising in integrated marketing communication • Brand messaging and positioning strategies • Creative advertising techniques and campaign development • Understanding the role of public relations in integrated marketing communication • Building and managing brand reputation through effective PR strategies • Crisis communication and reputation management • Utilizing sales promotion techniques in integrated marketing campaigns • Developing effective direct marketing strategies and personalized communication • Analyzing the role of promotions in influencing consumer behaviour	30%
Module III: Advanced IMC Strategies and Implementation	
Digital Marketing Integration • Integrating digital marketing strategies into the overall marketing communication plan • Leveraging social media, content marketing, and SEO for integrated marketing success • Analyzing digital consumer behaviour and trends	50%

- Understanding consumer behavior theories and models
- Analyzing the psychological factors influencing consumer decision-making
- Implementing effective communication strategies based on consumer behaviour insights
- Developing comprehensive integrated marketing communication plans
- Budgeting and resource allocation for integrated marketing campaigns
- Evaluating the effectiveness and ROI of integrated marketing communication strategies

List of Professional Skill Development Activities (PSDA): Case Study Analysis, Communication Plan Presentations, Collaborative Campaign Development, Industry Guest Speaker Sessions, Professional Portfolio Development Guidance.

Lab/ Practical details, if applicable: Group Projects and Presentations, Mock Campaign Development, Data Analysis and Market Research Projects, Brand Audit and Communication Strategy Workshops, Budgeting and Resource Allocation Simulations.

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Class Test**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

- Belch, G. E., & Belch, M. A. (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective.
- Duncan, T. (2005). Principles of Advertising and IMC.
- Smith, P. R., & Zook, Z. (2011). Marketing Communications: Integrating offline and Online with social media.

References:
- Video Tutorials
- Blogs

Course Code	Course Name	L	T	P	Credits	Hours
JMC504	Storytelling	0	0	1	1	2

Course Overview: This course provides a comprehensive understanding of storytelling, emphasizing practical application and effective writing principles in print media, including content evaluation. It covers various writing styles in print media, fostering a versatile skillset for effective communication.

Course Objective:

1. To understand the concept of Storytelling.
2. To apply principles of writing in print media.
3. To evaluate the content of print media for its readers.
4. To Crete the knowledge of various types of writing in print media.

Pre-requisites: The students need to have a fair understanding of storytelling and content creation.

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Expected Outcome of the course:

After studying this course, the student should be able to:

1. Explain stories in various media like print, audio, and audio-video.
2. Sequence stories with required punctuation signs and steps.
3. Explain the difference among various writing styles in print media.
4. Create content for various mediums.

Teaching Pedagogy: This course will employ a teaching approach focused on storytelling topics that promotes creativity, nurtures a passion for storytelling, and cultivates critical thinking. It will incorporate a combination of both theoretical concepts and hands-on activities, with a strong emphasis on building characters, structuring plots, and utilizing multimedia resources. Active participation, peer interaction, and feedback will play a crucial role in refining one's storytelling abilities.

Module I: Writing for Print Media	Weightage
• Concept & Importance of Storytelling. • Universality of storytelling, elements of a story – characters, plot, conflict, setting, narratives, and time. • Storytelling and its use in news • Impact of Epics in Storytelling	30%
Module II: Forms of Storytelling	
• Traditional Form of Storytelling. • Modern Storytelling. • Structure of Storytelling. • Characters: Archetypes of Campbell. • Message Vs Preaching. • Role of Pause & Voice Modulation. • Ambience in Storytelling	30%
Module III: Creative Content Creation and Storytelling	
• Storytelling through Photographs & Comics. • Story Telling through Print Media News Audio Story Telling. • Storytelling with Moving Images Transmedia Storytelling. • Using the camera to tell a story, working out a narrative sequence. • Using sound and light to tell stories, combining audio, video and the story. • Storytelling with data.	40%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

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Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

1. Brown, C. (2018). Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead. Penguin.
2. Duarte, N. (2016). Resonate: Present Visual Stories that Transform Audiences. Wiley.
3. Guber, P. A. (2014). Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story. Crown Business.
4. Heath, C., & Heath, D. (2007). Made to Stick: Why Some Ideas Survive and Others Die. Random House.
5. King, S. (2000). On Writing: A Memoir of the Craft. Scribner.
6. Labre, M. P., & Boyle, J. (2016). The Art of Storytelling: Telling Truths Through Telling Stories. Skyhorse Publishing.
7. Lencioni, P. (2002). The Five Dysfunctions of a Team: A Leadership Fable. Jossey-Bass.
8. Pink, D. H. (2006). A Whole New Mind: Why Right-Brainers Will Rule the Future. Riverhead Books.
9. Pressfield, S. (2002). The War of Art: Break Through the Blocks and Win Your Inner Creative Battles. Black Irish Entertainment.
10. Robinson, K., & Aronica, L. (2015). Creative Schools: The Grassroots Revolution That's Transforming Education. Viking.
11. Simmons, A. (2007). The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling. Basic Books.
12. Snyder, B. (2017). Save the Cat! Writes a Novel: The Last Book on Novel Writing You'll Ever Need. Ten Speed Press.
13. Thaler, R. H., & Sunstein, C. R. (2009). Nudge: Improving Decisions About Health, Wealth, and Happiness. Penguin.
14. West, C. (2017). The Wicked + The Divine, Volume 1: The Faust Act. Image Comics.
15. Ziglar, Z., & Hayes, M. (2009). Born to Win: Find Your Success Code. Made For Success.

Video Tutorials

1. https://www.youtube.com/watch?v=mBA6fRFCO90
2. https://www.youtube.com/watch?v=Nj-hdQMa3uA
3. https://www.youtube.com/watch?v=blehVIDyuXk
4. https://www.youtube.com/watch?v=cL0aUTE6CH8
5. https://www.youtube.com/watch?v=D_J5SENQK6A
6. https://www.youtube.com/watch?v=sh1-9xMZIfQ

Blogs

1. https://www.masterclass.com/articles/how-to-tell-a-story-effectively
2. https://www.practicalecommerce.com/7-storytelling-techniques-and-how-to-apply-them
3. https://writers.com/the-art-of-storytelling
4. https://www.eomega.org/article/7-highly-effective-storytelling-techniques
5. https://norsensus.no/storydown/storytelling-techniques/
6. https://education.nationalgeographic.org/resource/storytelling-and-cultural-traditions/
7. https://blog.hubspot.com/marketing/storytelling
8. https://www.pathstoliteracy.org/playing-words-why-it-important-importance-storytelling-and-story-creation/
9. https://www.pathstoliteracy.org/playing-words-why-it-important-importance-storytelling-and-story-creation/
10. https://www.teachhub.com/classroom-activities/2015/08/storytelling-in-the-classroom-as-a-teaching-strategy/

BA(J&MC) Vth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 505	Media Entrepreneurship	3	0	0	3	3

Course Overview: *Media Entrepreneurship* is a course that helps students create and launch new media-related businesses. Students learn how to develop and run media-based enterprises in this course on media, technology, and entrepreneurship. Through theory, case studies, and hands-on projects, students will learn to find market opportunities, develop a media brand, acquire finance, and overcome media business difficulties.

Course Objective:
1. To understand the fundamentals of entrepreneurship and how they apply to the media sector.
2. To identify and evaluate media business opportunities and market trends.
3. To develop a comprehensive business plan for a media startup.
4. To explore strategies for funding and monetising media ventures.
5. To navigate the legal and ethical considerations in media entrepreneurship.

Pre-requisites: There are no specific prerequisites for this course, but students should have a basic understanding of the media industry.

Expected Outcome of the course: After studying this course, the student should be able to:

1. Demonstrate entrepreneurship skills.
2. Critically Evaluate business opportunities in media.
3. Synthesize knowledge by starting a media venture.
4. Apply entrepreneurship skills to Real-World Scenarios

Teaching Pedagogy: This class will use the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles encourages active participation, critical thinking, and application of communication theories.

Module I: Introduction to Media Entrepreneurship, Legal and Ethical Considerations	Weightage
• Defining media entrepreneurship • The role of innovation in media • Media Land Scape and Media Industry • Case Studies of Successful Media Entrepreneurs • Identifying entrepreneurial opportunities in the media industry	30%

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• Copyright and intellectual property in media • Business models in the media industry • Subscription Model • Advertising Model • Hybrid Models • Revenue streams and monetisation strategies	
Module II: Entrepreneurship, Market Research,	
• Traits of successful entrepreneurs • Creativity and problem-solving in entrepreneurship • Developing an entrepreneurial mindset • Conducting market research in the media sector • Identifying market trends and gaps • Evaluating the potential of media business ideas • Ethical issues in media entrepreneurship • Privacy and Data Protection • Digital marketing and social media • Search engine optimisation (SEO) • Content creation and curation	**30%**
Module III: Developing a Media Business Plan, Pitching and Presentation Skills	**40%**
• Components of a media business plan • Business model canvas and value proposition • Setting goals and milestones • Effective communication and presentation skills • Preparing and delivering a compelling pitch • Peer review of business plans and pitches • Presentation of Business Blan • Sources of Funding, Pitching to investors and Crowdfunding • Creating and Building a Team • Launching and Scaling Media Business • Recognizing failure and when to pivot • Learning from setbacks and challenges • Case studies of media startups that pivoted successfully	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment	End-Term Examination

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Components (Dropdown)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Ferrier, M., & Mays, E. (2017). *Media innovation and entrepreneurship*. Rebus Community.
- Blank, S., & Dorf, B. (2020). The startup owner's manual: The step-by-step guide for building a great company. John Wiley & Sons.
- Lamont, I. (2021). *Lean Media: How to focus creativity, streamline production, and create media that audiences love*. I30 Media Corporation.
- Kelly, S. (2015). *The entrepreneurial journalist's toolkit: manage your media*. CRC Press.
- Hang, M. (2018). Media entrepreneurship. In *Handbook of media management and economics* (pp. 259-272)

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BA(J&MC) Vth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 506	News Room Practices	0	0	1	1	2

Course Overview:

This course is designed to familiarize students with the inner workings of a newsroom and the fundamental principles of news gathering, reporting, and editing. This course delves in understanding and maintaining the accuracy and consistency of news stories.

Course Objective:

1. Understand the structure and functions of a newsroom.
2. Identify the roles and responsibilities of newsroom staff.
3. Apply effective news gathering techniques, including conducting interviews and gathering information.
4. Grasp the importance of ethical considerations in news reporting.
5. Develop copy editing and proofreading skills, ensuring consistency and accuracy in news stories.

Pre-requisites: Keen interest in journalism and news reporting is beneficial.

Expected Outcome of the course:

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After studying this course, the student should be able to:

1. Navigate the newsroom structure and understand the roles of various staff members.
2. Apply ethical standards in news reporting and recognize potential ethical dilemmas.
3. Use effective news gathering techniques, including interviews and technology.
4. Edit and proofread news content with an emphasis on consistency and accuracy.
5. Contribute to a newsroom environment with a clear understanding of its functions and responsibilities.

Teaching Pedagogy:

- Lectures and discussions on newsroom structure, functions, and ethics.
- Practical exercises in conducting interviews and gathering information.
- Ethical discussions and case studies in journalism.
- Peer review and editing of news content.

Module I: Introduction to Newsroom	Weightage
• Understanding newsroom and its structure. • Understanding functions of a newsroom. • Story selection, news prioritization • Content management systems • Roles and responsibilities of newsroom staff	25%
Module II: News Gathering Techniques	
• Using technology for news gathering • Conducting interviews and gathering information. • Background Research and Data analysis • Verifying digital content and sources • Ethical considerations in news reporting.	35%
Module III: Copy Editing and Proofreading	
• The role of the copy editor • SEO optimization, and content tagging • Proofreading techniques and best practices • Exploring strategies for fostering reader engagement • Maintaining consistency and accuracy in news stories	40%

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Components (Drop down)	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel.
- "The Associated Press Stylebook 2020: and Briefing on Media Law" by The Associated Press.
- "News Reporting and Writing" by Melvin Mencher.
- "The Art and Craft of Feature Writing" by William E. Blundell.
- "The Copyeditor's Handbook: A Guide for Book Publishing and Corporate Communications" by Amy Einsohn.

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BA(J&MC) V Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC507	Online Reputation Management	3	0	0	3	3

Course Overview: This course is designed to provide students with a broad understanding of the role of digital media and Online reputation management through different tools and techniques. This course will help them to be a good professional along with analytical skills through digital campaigns.

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Course Objective:

7. To Understand key concepts and theories related to Online reputation.
8. To Analyze the impact of digital media platforms to increase media reach.
9. To Develop critical thinking and analytical skills in relation to digital media campaigns.
10. To develop creative messages and campaigns for online reputation.
11. To understand media planning and online business promotion strategy.

Pre-requisites: The students need to have a fair understanding of digital advertising and marketing.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Know how digital platforms influence brand reputation.
 2. Create and build a Robust and Sustainable online reputation.
3. Create a Robust Digital Marketing Strategy using Consumer Funnel.
4. Understand the positives of building a strong participatory culture.
5. Manage social media issues based on a real-life example.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Understanding Digital Reputation	Weightage
Understanding how digital platforms influence brand reputation and how marketers/business people can manage this. What do customers think of you? How can you find out? How can you manage backlash, issues or complaints online? How can you build positive perceptions for your brand on digital? Can reputation management be a part of your digital strategy? Organic and Non Organic tools and audience.	30%
Module II: Strategy and Planning	
Creating a Digital Marketing Strategy: Concepts – Conversion Funnel, Paid-Owned Earned Media Elements of a good marketing strategy rolling into 14 digital marketing strategy Defining objectives and creating a media mix measuring, evaluating and tweaking the strategy. Executing the Strategy Skill sets & tools needed In-house v/s outsourcing Support systems available – a look at different kinds of agencies Agency structures – an inside look at various kinds of agencies.	40%
Module III: Execution of strategy	
Internet Campaign and Media Strategy: Planning, budgeting, measuring and analyzing. Key steps in media planning and buying Planning tools and key metrics used to analyze campaign effectiveness, return on investment and optimizing campaign conversion.	30%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	15	10	5	70

Text Readings:

1. Online Reputation Management For Dummies (Lori Randall Stradtman)

2. How to Perform Online Reputation Management - The Guide to Proactive reputation Management (Annie Marie)

3. Mechanics of Online Reputation Management: Repair & Control Your Name Or Brand Reputation Online (Tyler Collins)

4. Growth Hacking Techniques, Disruptive Technology (Robert Peters)

   References:

• Video Tutorials

• Blogs

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BA(J&MC) Vth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 508	Corporate & Crisis Communication	2	0	0	2	2

Course Overview: The course provides a comprehensive understanding of corporate communication strategies and crisis management in the context of modern organizations. It emphasizes the significance of effective communication practices in building corporate identity, managing public relations, and navigating crises within various organizational settings.

Course Objective:

1. To analyze the role and scope of corporate communication in different organizational structures.
2. To understand the importance of corporate identity, brand management, and reputation in organizational communication.
3. To explore various tools and strategies for effective corporate communication and public relations.
4. To develop crisis communication skills and strategies for managing and mitigating communication challenges during organizational crises.
5. To examine the ethical and legal considerations in corporate communication and crisis management.

After studying this course, the student should be able to:

1. Demonstrate a comprehensive understanding of the role and significance of corporate communication in establishing and maintaining effective organizational communication strategies and brand management practices.
2. Develop strategic communication skills by exploring a diverse range of corporate communication tools, media handling techniques, and public relations strategies, and effectively apply them in various organizational contexts.
3. Acquire crisis management proficiency by understanding the importance of crisis communication planning, developing effective crisis communication protocols, and applying crisis communication strategies to mitigate communication challenges during organizational crises.
4. Demonstrate an awareness of ethical considerations and legal implications in corporate communication and crisis management, and apply ethical principles and legal frameworks to make informed and responsible communication decisions within organizational settings.
5. Gain awareness of contemporary trends and best practices in corporate communication by examining the present state of corporate communication in the digital era, identifying areas of strategic thinking and innovation, and analyzing emerging trends that influence effective corporate communication strategies.

Teaching Pedagogy: This class will be taken through the dynamic blend of case-based learning, interactive workshops, simulation exercises, and industry engagement to foster a comprehensive understanding of theoretical concepts and practical applications in effective corporate communication and crisis management.

Module I: Foundations of Corporate Communication	Weightage
Introduction to Corporate Communication Understanding the role and scope of corporate communication Analyzing various forms of organizational communication	20%

Defining corporate identity and brand management	
Module II: Corporate Communication Strategies and Identity Management	
Corporate Communication Strategies and Tools Exploring corporate communication tools and media handling techniques Understanding the intersection of corporate communication and public relations Analyzing corporate reputation management and media relations Corporate Identity and Brand Management Defining and integrating corporate identity into the communication process Crafting and maintaining corporate house styles Case studies in corporate identity and brand management Examining the present state of corporate communication in the digital era Identifying areas of strategic thinking and innovation in corporate communication Analyzing emerging trends and best practices in corporate communication	**40%**
Module III: Crisis Communication and Contemporary Practices	
Crisis Communication Planning and Strategies Understanding crisis communication and its importance in organizational resilience Developing effective crisis communication plans and protocols Analyzing crisis communication and media handling strategies Ethics and Laws in Corporate Communication and Crisis Management Exploring ethical considerations in corporate communication and crisis management Understanding the legal aspects of corporate communication and crisis response Case studies on ethical dilemmas and legal challenges in corporate and crisis communication Corporate Communication and Public Affairs Understanding the relationship between corporate communication and public affairs Analyzing lobbying, sponsorship, and financial communication strategies Exploring the role of corporate communication in managing public perception	**40%**

List of Professional Skill Development Activities (PSDA): Mock Crisis Communication Drills, Public Speaking and Presentation Workshops, Crisis Communication Plan Evaluation Projects, Social Media Crisis Management Exercises, Crisis Communication Role-Playing Scenarios.

Lab/ Practical details, if applicable: Media Monitoring and Analysis Exercises, Corporate Communication Strategy Analysis Projects, Ethical Decision-Making Scenarios.

Theory Assessment(L&T):

	Continuous Assessment/Internal Assessment			End-Term Examination
Components (Drop down)	**Class Test**	**Assignment**	**Attendance**	
Weightage (%)	**15**	**10**	**5**	70

Text Readings:

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- Argenti, P. A., & Barnes, C. M. (2014). Corporate communication. McGraw-Hill Education.
- Coombs, W. T. (2014). Ongoing Crisis Communication: Planning, Managing, and Responding. Sage Publications.
- Van Riel, C. B., & Fombrun, C. J. (2007). Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management. Routledge.

References:
- Video Tutorials
- Blogs

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VIth Semester

VI Semester							
S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem
1	JMC 601	Film Writing & Production	2/0/0	2	2	DSC 1 (T)	Sem -6
2	JMC 602	Media Management	2/0/0	2	2	DSC 2 (T)	Sem- 6
3	JMC 603	Specialized Project	9/0/0	9	0	DSC 3 (NTCC)	Sem- 6
4	JMC 604	Summer Internship (SIP)	6/0/0	6	0	Field Project (NTCC)	Sem- 6
5		CBCS	2/0/0	2	2	Minor 2 (T)	Sem- 6
		Total Credits	21	21	6		

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BA(J&MC) V1ᵗʰ Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC601	Film Writing & Production	2	0	0	2	2

Course Overview: The course will focus on short narrative fiction, which will enable you to engage each aspect of the filmmaking process—from page to pre-production/production and editing. Students will be mapping out their idea and creating a visual storyboard, shooting and editing their film problem solving are as critical as creativity and technological skills.

Course Objective:

1. To Enable students to understand major communication theories and concepts, as well as their relevance in various communication situations.
2. Analyze and apply communication theories to real-world situations.
3. To access the benefits and drawbacks of various communication philosophies.
4. Recognize the impacts of culture and history on communication ideas and models.
5. To apply theoretical learnings into the profession.

Pre-requisites: The students need to have a fair understanding of Communication.

Expected Outcome of the course:

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After studying this course, the student should be able to:

1. Students will learn about technology involved in film making.
2. Use technical & creative techniques to tell a story.
3. Understand the importance of preparation and research and completion of work.
4. Experience pre-producing, shooting, and editing a film.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, Screen of movies from famous director to help students understand the perspective. .

Module I: Basics of Film Production	Weightage
- process of filmmaking - key members of film production unit and their roles and responsibilities - Various departments in films - Film Language (Shot, Scene, Camera Movements) - Narrative Composition: 3 plot structure, - Study of Lighting-Mood, Feel, Form, - Content; Single point and two-point lighting in Films - Understanding Natural lighting in Films, - Concepts of editing, Characterization & Dramatic Structure	20%
Module II: Production	
- Revisualization (Shot Division, Story Boarding) - Project Designing & Planning - Scheduling (Creating grid, arranging scenes, characters & crew needed, Budgeting - work of director - Types of directors & duties of each - Break downs - Production designing - Screenplay writing - Short Script Writing	40%
Module III: Film Writing	
- Understanding writing and production from world Cinema - Obsevation of Characters & Situations - Contemporary Cinema - Regional Cinema - Emergence of the Indie Cinema Vs Conventional Box Office films - Movements in India - Art, Commercial, Middle, Parallel	40%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Components (Drop down)	Continuous Assessment/Internal Assessment			End-Term Examination
	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Bolas, Terry.(2013) Screen Education: From Film Appreciation to Media Studies. University of
- Chicago Press.
- Bone, Jan. and Johnson, Ron.(2001) Understanding the Film: An Introduction to Film Appreciation.
- NTC Publishing Group.
- Doraiswamy, Rashmi. and Padgaonkar, Latika. (2011)Asian Film Journeys: Selection from
- Cinemaya. Wisdom Tree Publishers
- Kracauer, Siegfried.(1998) Theory of Film: The Redemption of Physical Reality. Oxford University
- Press.
- Perkins, Victor F. (1993) Film As Film: Understanding And Judging Movies. Da Capo Press.

e-Resource:
- https://www.filmsinreview.com/
- http://filmmakersfans.com/famous-bollywood-hindi-scripts-download/
- https://www.filmcompanion.in/category/fc-pro/scripts/
- https://www.makeuseof.com/tag/guides-understand-movies-appreciate-films

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— MADHYA PRADESH —

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BA(J&MC) V1th Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC602	Media Management	2	0	0	2	2

Course Overview: The programme is designed to acquaint the learners with the knowledge and skills of mass media organisation management. The programme blends the general principles and theories of management and their practical applications for managing the contemporary media organisation

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Course Objective:

1. The students will be able to summarize and analyze essential concepts and principles of media management.
2. They can analyze business and economics of national and international media markets with reference to key parameters.
3. They can develop strategic plans for management and smooth functioning of media organizations.
4. They can analyze, evaluate media ecosystem, and critically challenge the possibilities and limitations of concepts from the field of media management.

Pre-requisites: The students need to have a fair understanding of media management and its operations.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Analyze the social media landscape and its role in public relations and business.
2. Apply fundamentals and best practices to social media management.
3. Create and tailor social media plans.
4. Use social media platforms and professional tools, such as Hootsuite, through hands-on learning opportunities.
5. Identify key performance indicators and measure the success of social media efforts.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking.

Module I: Introduction to Media	Weightage
• Principles of Management and their Significance, • Functions of Management, Planning and Coordination • Ownership Patterns of Mass Media in India; Private Ltd. & Public Ltd. • Media as a Business and Social Institution; Media Economics • Behaviour in Media Organization, Competition and Media Development • Overview of the challenges and opportunities in the media and entertainment industry • Emerging trends in the entertainment industry • Future prospects and developments in the entertainment industry • Opportunities and career prospects in the entertainment industry	30%
Module II: Print and Electronic Media Management	

• Introduction to Print Media; Concept, Hierarchy and Functions • Changing Role of Editorial Staff and other Media Persons, Editorial Response System and Reporting • Factors affecting Newspaper Circulation, Managing News Agencies • Introduction to Radio, Doordarshan, Satellite and Cable Television in India and private broadcasting system in India • Overview of ethical and legal implications in the Media and entertainment industry • Regulation of the entertainment industry • Intellectual property rights in the Media and entertainment industry • Ethics and social responsibility in the entertainment industry	30%

Module III: Social Media Management

• Introduction to New Media Platforms; Facebook, Twitter and Instagram • Managing Social Media Accounts and Brand Building through • Social Media Promotional Activities • Digital Rights Management, Content Regulation • Planning and Control Problems in New Media • Social Media Marketing Strategies • Industry trends and best practices • Analysis of industry challenges and opportunities. • Job Opportunities and Case studies	40%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Barton, R., (1970), Handbook of Advertising Management, US: McGraw Hill Pub
- Chiranjeev, A., (2000), Electronic Media Management, Authors Press.
- Dibankar, P., & Biswaroy B.K., (1993), Media Management in India, Kanishka Publishing House.
- Edverd, H., & Chesney Mc R.,, The Global Media

- Koontz, H., & Heinz, W, Essentials of Management, McGraw Hills Publication
- Kothari,G., Newspaper Management, Netherland: Intercultural Open University

E-Resource
- https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_
- https://www.slideshare.net/AbdulJawadChaudhry/chapter-1-introduction-to-media-management
- https://www.researchgate.net/publication/312557618_Media_Management

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BA(JMC) VIth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC603	Specialized Project: (NTCC) News Paper or Magazine Design/ Photography Portfolio/ Advertisement Production/ Radio Production/ Television Production/ Documentry/Short Film/Public Relations	9	0	0	9	0

Course Title: Specialized Project: News Paper or Magazine Design

Course Objective:

- The course aims to introduce basic concepts of news and the news process.
- The students are the freshers in the field of journalism and mass communication; therefore, they are to be introduced to the print Media Industry from a journalistic perspective.
- The course aims to introduce basic concepts of print journalism including news structuring, writing and news gathering. In addition, basics of editing will be discussed.

Guidance

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation.

Learning Outcomes:

• Understand the concept and purpose of Summer Project.

• Analyze various practical research approach to the theoretical based knowledge.

• Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.

• Evaluate the earlier studies conducted by researchers and give a new approach to the same.

• Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

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Examination Scheme:

      a) Duration of Project -   8 weeks
      b) Total marks for summer project -   100 marks

Internal Marks

      I) Timely Submission   5 marks
      II) Content
      i) Clarity   10 marks
      ii) Comprehensiveness   10 marks
      iii) Originality   5 marks

External Marks

      Project Presentation/Viva*   70 marks

*Viva will be conduct by external Industry Expert.

Course Title: Specialized Project: Photography Portfolio

Course Objective:

- Students have to get them registered with the faculty concerned and take up project work in a systematic manner, planning, exposing in colour as well as in B & W processing, contact sheet, enlargements and presentation in a portfolio.
- These projects have a direct bearing on the career prospects of students as well as the image of the Photography Department of ASCO, therefore, the decision of faculty in every stage of assignment would be considered final and binding.

Student can choose any two subjects for Specialization:

- Photojournalism
- Travel Photography
- Portrait Photography
- Product & Table-top Photography
- Glamour Photography
- Wild life Photography

Guidance

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation.

Student Learning Outcomes:

• Understand the concept and purpose of Summer Project.

• Analyze various practical research approaches to the theoretical based knowledge.

• Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.

• Evaluate the earlier studies conducted by researchers and give a new approach to the same.

• Enable students to have a pilot study and to carry out a novel study on different modules of media and communication.

Examination Scheme:

a) Duration of Project -   8 weeks

b) Total marks for summer project -   100 marks

Internal Marks

I) Timely Submission   5 marks

II) Content

i) Clarity   10 marks

ii) Comprehensiveness   10 marks

iii) Originality   5 marks

External Marks

Project Presentation/Viva*   70 marks

*Viva will be conduct by external Industry Expert.

Course Title: Specialized Project: Advertisement Production

Course Objective:

• The students will use their understanding of all advertising concepts learnt in the previous semesters to do a practical exercise. Students will act as brand managers and Ad designers of a new brand being launched.

• They will be required to study the following elements for the product category assigned to them:

Structure

• Market Research to determine the situation analysis

• Segmenting the market and selecting a segment for their new brand

• Identifying target audience

• Positioning their brand. This will involve a detailed study of the positioning of the competitive brands

• Developing the media strategy, including the communication mix

• Developing the creative strategy

• Creative strategy to follow a complete campaign creative presentation. This will include development of TV Commercials, print ads, radio ads and POP material.

Guidance

The above specialization will be conducted by guides and mentors responsible for a group of students and

will include industry training, research and dissertation.

Learning Outcomes:

• Understand the concept and purpose of Summer Project.

• Analyze various practical research approaches to the theoretical based knowledge.

• Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.

• Evaluate the earlier studies conducted by researchers and give a new approach to the same.

• Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

Examination Scheme:

a) Duration of Project -	8 weeks
b) Total marks for summer project -	100 marks

Internal Marks

I) Timely Submission	5 marks
II) Content	
i) Clarity	10 marks
ii) Comprehensiveness	10 marks
iii) Originality	5 marks

External Marks

Project Presentation/Viva*	70 marks

*Viva will be conduct by external Industry Expert.

Course Title: Specialized Project- Radio Production

Course Objective:

• To familiarize students with the basics of radio as a medium of communication.
• To develop production skills and ability for producing radio programmes.
• To develop professional capabilities of news reading

Structure:

Students can do specialization in the different areas of Radio production Viz. Various Formats, News, talk shows, Spots and commentaries, Radio documentary, Radio features, Various music formats-classical, countdown shows, contemporary hit radio, music on demand, oldies, artist spotlights, request and dedication shows etc. They will produce the Commercials/Jingles/ PSAs and Radio programmes. Main objectives of the course are:

Guidance

The above specialization will be conducted by guides and mentors responsible for a group of students and

will include industry training, research and dissertation.

Student Learning Outcomes:
- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

Examination Scheme:

a) Duration of Project - 8 weeks
b) Total marks for summer project - 100 marks

Internal Marks

I) Timely Submission 5 marks

II) Content
i) Clarity 10 marks
ii) Comprehensiveness 10 marks
iii) Originality 5 marks

External Marks

Project Presentation/Viva* 70 marks

*Viva will be conduct by external Industry Expert.

Course Title: Specialized Project: Television Production

Course Objective:
- To enable students understand the concepts of Television journalism system and functioning of News channels.
- To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society.
- To define and introduce the editorial concepts of the TV industry
- To make the students recognize the working culture of the industry

- To enable students apply their skills on functioning attributes
- To become well aware of the inside picture of the industry.

Structure:

The students can choose a specific area of TV production in which they want to specialize, viz. TV Journalism, Reporting, Anchoring, Editing, Camera, etc.

Guidance

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation.

Student Learning Outcomes:

• Understand the concept and purpose of Summer Project.

• Analyze various practical research approaches to the theoretical based knowledge.

• Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.

• Evaluate the earlier studies conducted by researchers and give a new approach to the same.

• Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

Examination Scheme:

a) Duration of Project -	8 weeks
b) Total marks for summer project -	100 marks

Internal Marks

I) Timely Submission	5 marks
II) Content	
i) Clarity	10 marks
ii) Comprehensiveness	10 marks
iii) Originality	5 marks

External Marks

Project Presentation/Viva*	70 marks

*Viva will be conduct by external Industry Expert.

Course Structure: Specialized Project: Short Film/Documentary

Course Objective:

- The students can choose a specific area of Film production in which they want to specialize, viz.

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Film, Editing, Camera, Documentary Film making, Feature Films, Short Film, Ad Film making, Entertainment Based programming etc.

- Film Appreciation is intended as a journey through the world of film.
- Students will be introduced to the accumulated critical opinions reviewing 100 years of film-making.
- Here you can learn more about the passages of film-analysis, discussion of film, the period genres, movements in film-style and so much more.
- This course is useful for professionals who need to be informed and conversant about the film-industry; for the layman who wants to know as much as he can about the world of film for his personal enjoyment; or for the student, hoping to become familiar with the 'lay-of-the-land' for film-criticism

Guidance

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation.

Student Learning Outcomes:

• Understand the concept and purpose of Summer Project.

• Analyze various practical research approaches to the theoretical based knowledge.

• Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.

• Evaluate the earlier studies conducted by researchers and give a new approach to the same.

• Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

Examination Scheme:

a) Duration of Project -   8 weeks
b) Total marks for summer project -   100 marks

Internal Marks

I) Timely Submission   5 marks

II) Content
i) Clarity   10 marks
ii) Comprehensiveness   10 marks
iii) Originality   5 marks

External Marks

Project Presentation/Viva*   70 marks

*Viva will be conduct by external Industry Expert.

Course Title: Specialized Project: Pubic Relation

Course Objective:

- o The students will use their understanding of all public Relation concepts learnt in the previous semesters to do a practical exercise. Students will act as brand managers and Ad designers of a new brand being launched.
- o They will be required to study the following elements for the product category assigned to them:

Structure

- Market Research to determine the situation analysis
- Segmenting the market and selecting a segment for their new brand
- Identifying target audience
- Positioning their brand. This will involve a detailed study of the positioning of the competitive brands
- Developing the media strategy, including the communication mix
- Developing the creative strategy
- Creative strategy to follow a complete campaign creative presentation. This will include development of TV Commercials, print ads, radio ads and POP material.

Guidance

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation.

Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

Examination Scheme:

c) Duration of Project -   8 weeks
d) Total marks for summer project -   100 marks

Internal Marks

I) Timely Submission   5 marks
II) Content

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iv)   Clarity 10 marks
v) Comprehensiveness   10 marks
vi) Originality   5 marks

External Marks

Project Presentation/Viva*   70 marks

*Viva will be conduct by external Industry Expert.

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BA(JMC) VIth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC604	Summer Internship Project	6	0	0	6	0

Course Objectives:

Summer Project aims at imparting practical research approach to the theoretical knowledge which they have gained in previous semesters. Summer Project will be allocated to a faculty guide who will help the students in conducting research on assigned topic. The project will be assessed on several parameters by faculty guide and panel of examiners.

Pre-requisites: Students should have knowledge of research methodology so that they can implement them while doing their project.

Learning Outcomes:

• Understand the concept and purpose of Internships.
• Analyze various practical research approach to the theoretical knowledge.
• Identify, implement and evolve different research perspectives and understanding of the assigned topic.
• Evaluate the earlier studies conducted by researchers and give a new approach to the same.
• Enable students to have a pilot study and to carry out a comparative study on different modules of media and communication

DURATION: 9 WEEKS GUIDELINES

The procedure for doing a Summer Project is as following:
a) Choosing a subject/topic for Summer Project
b) Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)

c) Online registration by the students
d) Allocation of faculty guides on Amizone by the Institution
e) Submission of Weekly Progress Report (WPR) to the respective faculty guide.
f) Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
g) Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
h) Editing and preparing the final paper with plagiarism report.
i) Submission of Final Report

1. Choosing a Subject/ topic for Dissertation
   a) The subject chosen should not be too general.
   b) The topic should be research oriented so that students can find sufficient materials.
2. Finalization and approval of topic of Dissertation by respective faculty guide on a proper format (Synopsis)
   After selection of the topic for the Dissertation, students have to fill a synopsis in the prescribed format by the University and get it duly approved by the faculty guide. The students can then start working on the Summer Project.
3. Online registration by the students
   Once the topic is approved by the faculty guide, students have to fill the form online on Amizone which will then be approved by the institution.
4. Allocation of faculty guides on Amizone by the Institution
   Faculty guide will be allocated on Amizone. If there will be any discrepancy between the synopsis submitted to the faculty guide and form submitted online, then the **Dissertation** form will not be approved.
5. Submission of Weekly Progress Report (WPR) to the respective faculty guide
   Submission of weekly progress report is mandatory as WPR will be one of the assessment criteria for internal evaluation. Weekly Progress Report has to submit in the prescribed format by the University.
6. Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide
   Students doing **Dissertation** are also required to maintain a daily diary of the work done during the course of Summer Project. They are also required to contact the faculty guide and seek advices in case of any doubt.
7. Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
   You may follow the following structure:
   a. Statement of purpose, limitations, and parameters of the writing
   b. Main body (including your references and your ideas and points of agreement and disagreement)
   c. Statement of summary, insights gained, further questions, and conclusion
   d. Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
   e. Include only information/ details/ analyses that are relevant to your presumption or question.
   f. Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.
8. Editing and preparing the final paper with plagiarism report
   A. Check to see that quotations serve one of the following purposes:

I) Show evidence of what an author has said.

II) Avoid misrepresentation through restatement.

III) Save unnecessary writing when ideas have been well expressed by the original author.

B. Read the paper to ensure that the language is not awkward, and that it "flows" properly.

C. Check for proper spelling, phrasing and sentence construction.

D. Check for proper format for footnotes, quotes, and punctuation.

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E. Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

9. **Submission of Final Report**

   The most important aspect of the courses is the final report. Therefore following must be ensured for producing quality report.

   a) The student will start the project report as per the prescribed **guidelines**

   b) The students will submit 1st draft of the report to the guide for guidance, followed by the submission second of draft of report after making necessary changes as suggested by the guide.

   c) The final report shall be submitted after checking plagiarism through Turnitin or any other format subscribed by University. Copying material should not be more than 10% provided source is mentioned in the report along with proper acknowledgement and referencing as per **plagiarism policy** of the university.

   d) Following will be submitted along with final report:
      1. WPR
      2. **Dissertation** Diary
      3. Plagiarism Report

10. A student will be eligible to submit his report and final assessment provided he/she meets following conditions:
    i. O n l i n e Registration for the **Dissertation**
    ii. Approv a l of Topic, Synopsis and Project Plan by the guide
    iii. 90 % of WPR were submitted
    iv. 80 % of the WPR were satisfactory
    v. Si m i l a r i t y index not more than 15 % as per Plagiarism Prevention Policy

Dissertation LAYOUT

The report should contain the following components:

Title or Cover Page

The title page should contain the following information: University Logo at the top, Project Title; Student's Name; Roll No.; Course; Year; Supervisor's Name. Name of the university and the department at the bottom

➢ Preface

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➢ Acknowledgement

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➢ Certificate (Project Guide)

A certificate from the project guide to be enclosed

➢ Table of Contents

Titles and subtitles are to correspond exactly with those in the text.

➢ Introduction

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must where as hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ Literature Review

This section should contain a detail list of related literature reviewed by the project investigator while preparing
the project report.

➤ Research Design

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➤ Results and Discussion

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various secions, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in "point" form.

➤ Summary of Findings, conclusion and Recommendations

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

➤ Future prospects

➤ Appendices

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ References / Bibliography

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Report Requirement

S. No.	Credits	Word Count	No. of Copies	Binding Type
1.	9	Up to 8000-9000 Words	02 copies, 02 copies in CD	Hard Bound

Assessment/ Examination Scheme:

Internal Assessment: 30

External Evaluation: 70

INTERNAL ASSESSMENT

The breaks up (components and their weightage) of continuous internal assessment are given as under:

S. No.	Title	Marks

1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	**WPRs** (No. of WPR Submitted) (Satisfactory WPR)	05
4	1st Draft on time	02
5	2nd Draft on time	02

6	Final Report (Plagiarism Report with <10% Plagiarism)	04
7	Final Report timely submission	03
8	Final Report Assessment	10

COMPONENTS OF FINAL ASSESSMENT

Sl. No.	Parameter	Weightage (Marks) (70)
1	Introduction and Statement of the Problem	8
2	Review of Literature	8
3	Methodology/methods/Approach	8
4	Data Collection, Analysis, Results findings/Outcomes and conclusions	16
5	Future scope and Limitations outlined	6
6	Quality of work and written expression	10
7	Presentation and Communications	8
8	Student Learning Outcomes	6

Comments (If Any) for **Guidelines/ Syllabus** by Industry Experts

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VII Semester (Hons)

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem
		VII Semester (Hons)					
1	JMC 701	Quantitative Research	3/0/0	3	3	DSC 1(T)	Sem 7 H
2	JMC 702	Film Appreciation	0/0/2	2	4	DSC 1 (P)	Sem 7 H
3	JMC 703	Corporate Social Responsibility	3/0/0	3	3	DSC 2 (T)	Sem 7 H
4	JMC 704	Digital Media Content Creation	0/0/2	2	4	DSC 2 (P)	Sem 7 H
5	JMC 705	OTT & New Age Cinema	3/0/0	3	3	DSC 3 (T)	Sem 7 H
6	JMC 706	Capstone Project	7/0/0	7	0	NTCC	Sem 7 H
		Total Credits	20	20	17		

BA(J&MC) VII Semester

Course Code	Course Name	L	T		Credits	Hours
JMC701	Quantitative Research	3	0	0	3	3

Course Overview: This course provides students with a thorough foundation in research fundamentals, covering research definition, objectives, quality criteria, typologies, and the structured research process. It also focuses on practical statistical techniques for quantitative data analysis, enabling students to interpret data effectively. Through hands-on experience, students will gain crucial quantitative data analysis skills, including hypothesis testing, parametric and non-parametric tests, and data interpretation using tools like MS Excel, SPSS, and other statistical software.

Course Objective:
1. To develop a strong foundation in research concepts, encompassing research definition, objectives, criteria for quality research, research typologies, and the sequential research process.
2. To interpret and comprehend the application of statistical techniques for the effective analysis of quantitative data.
3. To develop practical skills in quantitative data analysis.

Pre-requisites: The students need to have a basic understanding of research in Communication.

Expected Outcome of the course:
After studying this course, the student should be able to:
1. Demonstrate a comprehensive understanding of the research process, its design, and ethical considerations, enabling them to formulate and conduct research effectively.
2. Apply quantitative research methods, including sampling, data collection, and basic statistical analysis, to collect and interpret data for research purposes.
3. Perform hypothesis testing, parametric and non-parametric tests, correlation, regression analysis, and data processing using relevant software, making them proficient in quantitative data analysis techniques.

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Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Introduction to Research	Weightage
• Definition and objective of research. Characteristics of good research. • Types of research and steps in research process. • Research Design: Concept and Types. • Literature Review and its Importance in research. • Research Hypothesis: Meaning, Definitions, Types & Formulation. • Research Ethics and Plagiarism • Presentation of Research: Citation Styles- APA, MLA etc.	35%
Module II: Introduction to Quantitative Research	
• Nature of quantitative research. • Sampling and types of Sampling. • Data collection Methods and Tools. • Descriptive statistics (mean, median, mode, standard deviation). • Inferential statistics (hypothesis testing, p-values, significance). • Univariate analysis (frequency tables, bar charts, pie charts, percentages)	35%
Module III: Quantitative Data Analysis Methods	
• Testing of hypothesis: Parametric and Non-Parametric Tests, t-test, z-test, f-test, ANOVA -test, K-W Test. Correlation and Regression Analysis. • Data Processing and Analysis and interpretation using MS excel, SPSS and R statistical software.	30%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA **Practical's details, if applicable:** NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	70

Text & References:

Suggested Readings

1. Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and mixed methods approach. Sage publications.
2. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). Multivariate data analysis. Cengage Learning.
3. Trochim, W. M., & Donnelly, J. P. (2006). Research methods: The essential knowledge base. Cengage Learning.

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4. Gravetter, F. J., & Forzano, L. A. B. (2018). Research methods for behavioral sciences. Cengage Learning.
5. Babbie, E. R. (2016). The practice of social research. Cengage Learning.
6. Pallant, J. (2021). SPSS survival manual. Open University Press.
7. Kothari, C. R. (2016). Research methodology: Methods and techniques. New Age International.
8. Hox, J. J., & Boeije, H. (2005). Data collection, primary vs. secondary. Encyclopedia of social measurement, 1, 713-722.
9. Bryman, A. (2016). Social research methods. Oxford University Press.
10. Siegel, S., & Castellan, N. J. (1988). Nonparametric statistics for the behavioral sciences. McGraw-Hill.
11. de Vaus, D. (2013). Surveys in social research. Routledge.
12. Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). Internet, phone, mail, and mixed-mode surveys: The tailored design method. John Wiley & Sons.
13. Riffenburgh, R. H. (2018). Statistics in medicine. Academic Press.
14. Tabachnick, B. G., & Fidell, L. S. (2019). Using multivariate statistics. Pearson.
15. Field, A. (2013). Discovering statistics using IBM SPSS statistics. Sage.

Video Portal
1. https://www.youtube.com/watch?v=qs2uCuDL2OQ&list=PL0n492lUg2sgSevEQ3bLilGbFph4l92gH
2. https://www.youtube.com/watch?v=P79af1fkUsk&list=PL0n492lUg2sgSevEQ3bLilGbFph4l92gH&index=5
3. https://www.youtube.com/watch?v=gbokhfMdfE8&list=PL0n492lUg2sgSevEQ3bLilGbFph4l92gH&index=10
4. https://www.youtube.com/watch?v=SBwPLwVOb7s&list=PL0n492lUg2sgSevEQ3bLilGbFph4l92gH&index=14
5. https://www.youtube.com/watch?v=FkH4c2aPzwM
6. https://www.youtube.com/watch?v=3-UFtlxdoT0
7. https://www.youtube.com/watch?v=Rrny0sq2gWw

Blogs
1. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9039193/
2. https://www.frontiersin.org/articles/10.3389/fpsyg.2021.605191/full
3. https://simmons.libguides.com/c.php?g=1035823&p=7992990
4. https://www.questionpro.com/blog/quantitative-research/
5. https://www.scribbr.com/methodology/quantitative-research/
6. https://files.eric.ed.gov/fulltext/EJ1103224.pdf

BA (JMC) VII Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 702	Film Appreciation	0	0	2	2	4

Course Overview: Film Appreciation is intended as a journey through the world of film. You will be introduced to the accumulated critical opinions reviewing 100 years of film-making.

Course Objective:

1. To enable students to appreciate film in a more informed manner
2. To introduce early film history
3. To elucidate the process of film making through cinematography
4. To elaborate on the contribution of various film movements in shaping the way films are now made.
5. To identify genres and their structure

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6. To provide a general introduction to the concept of film as art and the role of the Auteur

Pre-requisites: Basic Knowledge of Film Practices

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Understand the concepts Film Appreciation, Direction and Stylization
2. Analyze various Process of Film- making and Film Psychology
3. Identify and implement General Ideas on Art Theory as a Consumer Habit
4. Enable students to design Film reviewing sessions, Case Studies of different cinema and directors.
5. To show some ability to appreciate innovations in cinematography, multilinear narratives and other contemporary styles.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials, and film Screening.

	Weightage
Module I: Film Appreciation-I	**30%**
• Language of Cinema, Cinema and Other Traditional Arts, • Film Styles and Movements, • Film Psychology • Narrative and non-narrative • Italian neo-realism • French New wave • Birth of Indian cinema • Golden era of Indian Cinema. Case Studies of different cinema • Working of Directors- Shyam Benegal, Mrinal Sen, Sanjay leela Bhansali	
Module II- Film Appreciation-II	**40%**
Descriptors/Topics • Art v/s Commercial Cinema • Government strategies and so on and so forth • General Ideas on Art Theory as a Consumer Habit • The Black & White Masters - Guru Dutt, Bimal Roy, Satyajit Ray • study of films adapted from literature - novels & plays - International. • Study of films adapted from literature - novels & plays - Indian	
Module III-Direction & Stylization-I	**30%**
• International Film Directors to Know • New Ways to Enjoy Film • Technology, and the Future • Personal Enrichment as a Film Audience Consumer • Working of Director- Alfred Hitchkok, Christopher Nolan, Wes Anderson • Film reviewing sessions. • Cultural Significance, Film Screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set	

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- Film As Film: Understanding And Judging Movies Paperback – August 22, 1993 by V. F. Perkins
- *Film: A Very Short Introduction, by Michael Wood*
  Pattern Recognition, by William Gibson

Additional References
- Film review in leading Dailies
- Film related feature articles in Sunday Edition of leading dailies
- Film review Blogs

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Course Code	Course Name	L	T	P	Credits	Hours
JMC 703	CORPORATE SOCIAL RESPONSIBILITY	3	0	0	3	3

Course Overview: This course provides an in-depth understanding of Corporate Social Responsibility (CSR), exploring its historical evolution, frameworks, and practical applications in modern business. Students will examine the ethical, social, and environmental responsibilities of corporations and develop skills to integrate CSR principles into organizational strategies.

Course Objective:

1. To provide a clear definition and understanding of Corporate Social Responsibility, including its historical evolution and the various concepts associated with it.
2. Familiarize students with international frameworks such as the United Nations Global Compact, Millennium Development Goals, Sustainable Development Goals, and OECD CSR Policy Tool.
3. Develop the skills needed to integrate CSR principles into organizational strategies, policies, and decision-making processes.
4. Explore the chronological evolution of CSR in India, understand various models of CSR, and analyze the drivers influencing CSR practices in the Indian business landscape.
5. Emphasize the role of CSR in promoting sustainable business practices and contributing to the overall well-being of society.

After studying this course, the student should be able to:

1. Clearly define and articulate the concepts of Corporate Social Responsibility, including its historical context and the various dimensions of CSR.
2. Analyze the ethical, social, and environmental responsibilities of corporations, understanding the impact of business activities on various stakeholders and the broader community.
3. Implement CSR initiatives within organizations, considering the importance of employee engagement in CSR and recognizing the value of employee contributions to CSR goals.
4. Advocate for sustainable business practices by understanding the connection between CSR and sustainability and recognizing the potential for businesses to contribute positively to society.
5. Apply CSR principles and frameworks to real-world scenarios through assignments, case studies, and a final project, demonstrating the ability to analyze and solve CSR-related challenges.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and discussion exercises.

Module I: Introduction to CSR	Weightage
Descriptors/Topics	40%
• Meaning & Definition of CSR, History & Evolution of CSR. • Concept of Charity, Corporate Philanthropy, Corporate Citizenship, CSR-an Overlapping Concept. • Concept of Sustainability & Stakeholder Management, CSR through Triple Bottom	

- Line and Sustainable Business, Relation between CSR and Corporate Governance.
- Environmental Aspect of CSR, Chronological Evolution of CSR in India, Models of CSR in India.
- Carroll's model, Drivers of CSR
- Major Codes on CSR.
- Initiatives in India

Module II: Framework & Development of CSR	
Descriptors/Topics • International Framework for Corporate Social Responsibility. • Millennium Development Goals, Sustainable Development Goals, Relationship between CSR and MDGs United Nations (UN) Global Compact 2011. • UN guiding principles on business and human rights, OECD CSR policy tool • CSR activities–Nature, Types, Impact on Development Programmes- CSR & Development Organisations– Relationships, Functioning & Impact on Organisational Functioning Stakeholders' Participation & Perspectives about CSR	**40%**
Module III: CSR and Communication	
Descriptors/Topics • Prioritizing Stakeholders & CSR Issues. • The CSR Communication Dilemma • Communication Framework • CSR Message Management, CSR Reports. • Stakeholder Engagement, Implementing CSR, Employee Engagement in CSR	**20%**

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA
Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Class Test**	**Assignment**	**Attendance**	
Weightage (%)	**15**	**10**	**5**	**70**

Text Readings:

1. "Corporate Social Responsibility: Concepts and Cases" by Archie B. Carroll and Ann K. Buchholtz.

2. "Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation" by David Chandler.

BA (J&MC) VII Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 704	Digital Media Content Creation	0	0	2	2	4

Course Overview:

The course aims to provide students with a comprehensive understanding of digital media and content creation in the context of digital marketing and communication. It also focuses on content strategy development and practical skills for creating digital content using various software and tools.

Course Objective:

1. Understand the digital landscape and the significance of content in digital marketing and communication.
2. Familiarize themselves with digital media terminology, including keywords and SEO.
3. Develop effective content strategies and content calendars.
4. Identify target audiences and objectives for digital content.
5. Utilize multimedia and graphic design tools for content creation.

Pre-requisites: Basic computer literacy and a passion for digital media and content creation can be advantageous.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Navigate the digital landscape and understand the key elements of digital marketing.
2. Develop content strategies that align with specific goals and target audiences.
3. Utilize content creation tools and software to produce engaging digital content.
4. Create visually appealing and effective digital media materials.
5. Implement SEO and keyword optimization techniques for content.

Teaching Pedagogy:

- Lectures and discussions on digital media, content strategy, and terminology.
- Practical exercises in developing content strategies and content calendars.
- Hands-on experience with content creation software and tools.
- Interactive discussions on SEO and keyword optimization.

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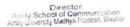| Module I: Introduction to Digital Media Content	Weightage
• Understanding the digital landscape. • Content's role in digital marketing and communication. • Digital Media terminologies like Keywords and SEO	30%
Module II: Content Strategy and Planning	
• Research and developing a content strategy. • Identifying target audiences and objectives. • Creating content calendars and schedules.	20%
Module III: Content Creation Tools and Software	
• Introduction to software and tools. • Utilizing multimedia and graphic design tools. • Creating images and visuals for online content. • Designing social media graphics and web banners.	50%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- "Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses" by Joe Pulizzi.
- "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry.
- "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola.
- "Adobe Creative Cloud Design Tools Digital Classroom" by Jennifer Smith.

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BA(J&MC) VII Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 705	OTT & New Age Cinema	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of OTT & New age Media. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how Event processes function in various circumstances.

Course Objective:

1. To give insight about OTT.
2. To outline key New Age Cinema concepts and its application to market.
3. To analyze and examine the implementation of OTT concepts and strategy to firms.
4. To understand the revenue modals of OTT Platforms
5. To understand the impact of OTT on society.

Pre-requisites: The students need to have a fair understanding of Films.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Identify the significance of OTT & New Age Cinema.
2. Critically evaluate OTT process.
3. Coordinate the various Aspects of OTT & New Age Cinema
4. Understand the importance and significance to society
5. Understand the creative approaches in OTT.

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Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of event process.

Module I: Introduction to OTT and New Age Cinema	Weightage
Understanding Over-The-Top (OTT) Platforms, Emergence and Growth of New Age Cinema, Streaming Technologies and Infrastructure, Impact of High-Quality Streaming on Cinema, Web Series, Short Films, and Documentaries The Role of Independent Filmmakers, Revenue Models of OTT Platforms, Challenges and Opportunities for Filmmakers.	40%
Module II: Impact of OTT on Film Production and Distribution	
The Digital Filmmaking Revolution Production and Budget Considerations, OTT Platforms vs. Theatrical Release, Global Distribution and Accessibility, Genre Shifts and New Creative Approaches, The Role of Festivals and Awards	20%
Module III: New Age Cinema and Sociocultural Implications	
Diversity in Casting and Storytelling, Social and Cultural Impact Artistic Freedom vs. Content Regulation Censorship, Controversies, and Freedom of Expression Government Regulations and Ethics, Fan Cultures and Online Communities, Fandom in the Digital Age Social Media and Fan Engagement, Future Trends and Innovations, VR and AR in Cinema	40%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.

- Anne Stephen – Event Management, HPH.

- K. Venkataramana, Event Management, SHBP

- 5. Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8

- The Complete Guide to successful Event Planning – Shannon Kilkenny

-      Human Resource Management for Events – Lynn Van der Wagen (Author)

-      Successful Team Manageemnt (Paperback) – Nick Hayed (Author)

-      Event Management & Public Relations by Savita Mohan – Enkay Publishing House

-      Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher - 2009.

References:
-      VideoTutorials

-      Blogs

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BA(JMC) VII Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC706	Capstone Project: (NTCC) News Paper or Magazine Design/ Photography Portfolio/ Advertisement Production/ Radio Production/ Television Production/ Documentary/ Short Film/ Public Relations	6	0	0	6	0

Course Objective:

- **Newspaper or Magazine Design:**
1. **Mastering Layout Principles:** Understand and apply fundamental principles of layout and design, including grid systems, typography, and color theory, to create visually compelling newspaper or magazine pages.

2. **Graphic Software Proficiency:** Develop proficiency in industry-standard graphic design software such as Adobe InDesign, Photoshop, or other relevant tools to create and manipulate images, graphics, and layouts for print media.

3. **Effective Storytelling through Visuals:** Learn how to integrate visual elements to enhance storytelling, capture attention, and convey information effectively, ensuring that design choices align with the content and target audience.

4. **Print Production and Publishing:** Gain hands-on experience in the print production process, from preparing files for printing to understanding various printing techniques, ensuring that the final product meets professional standards.

5. **Digital Design and Multimedia Integration:** Explore the integration of digital elements, such as interactive graphics, multimedia content, and responsive design, to adapt traditional print media to digital platforms and stay current with industry trends.

- **Photography Portfolio:**

1. **Technical Proficiency:** Develop a strong foundation in photography techniques, including exposure, composition, lighting, and post-processing, to capture compelling and technically proficient images.

2. **Portfolio Curation**: Learn how to curate a cohesive and impactful photography portfolio that showcases a diverse range of work, demonstrating proficiency in various styles, genres, and subject matter.

3. **Storytelling through Images:** Understand the art of visual storytelling and how to convey narratives, emotions, and concepts through a series of photographs, ensuring that each image contributes to the overall story.

4. **Professional Editing and Post-Production:** Master advanced editing techniques using software like Adobe Lightroom and Photoshop, ensuring high-quality post-production to enhance and refine images for professional presentation.

5. **Industry Ethics and Copyright:** Explore ethical considerations in photography, including obtaining permissions, respecting subjects' rights, and understanding copyright laws, to maintain professional integrity and legal compliance.

- **Advertisement Production:**

1. **Understanding Consumer Behavior:** Analyze consumer behavior and market trends to develop a comprehensive understanding of target audiences, enabling the creation of effective and impactful advertising campaigns.

2. **Conceptualization and Ideation:** Learn to generate creative and innovative advertising concepts, taking into account brand messaging, visual elements, and storytelling techniques to capture audience attention and convey a compelling message.

3. **Media Planning and Strategy:** Understand the process of media planning, including selecting appropriate channels, scheduling, and budgeting, to ensure the effective distribution and reach of advertising campaigns.

4. **Copywriting and Messaging:** Develop strong copywriting skills to craft persuasive and engaging messages that resonate with the target audience, align with brand identity, and drive desired actions.

5. **Campaign Analytics and Evaluation:** Gain proficiency in using analytics tools to measure the effectiveness of advertising campaigns, analyze key performance indicators, and make data-driven decisions for campaign optimization.

- **Radio Production:**

1. **Scriptwriting and Storyboarding:** Learn the fundamentals of scriptwriting and storyboarding

for radio, emphasizing effective storytelling techniques that engage listeners and convey messages clearly.

2. **Voice and Sound Techniques:** Develop skills in voice modulation, pacing, and effective use of sound effects and music to create a dynamic and engaging audio experience for radio listeners.

3. **Technical Proficiency in Audio Editing:** Gain hands-on experience with audio editing software such as Audacity or Adobe Audition, mastering the techniques needed to produce high-quality and polished radio content.

4. **Live Broadcasting and Performance:** Understand the nuances of live radio broadcasting, including hosting, interviewing, and managing on-air content, to develop confidence and professionalism in a live production environment.

5. **Radio Program Planning:** Explore the process of planning and organizing radio programs, including creating show formats, selecting content, and managing time effectively to produce engaging and well-structured broadcasts.

- **Television Production:**

1. **Pre-production Planning:** Understand the importance of pre-production planning, including script development, casting, location scouting, and storyboard creation, to ensure a smooth production process.

2. **Camera Operation and Cinematography:** Develop proficiency in camera operation and cinematography techniques, including framing, composition, lighting, and movement, to create visually compelling television content.

3. **Set Design and Production Management:** Learn the principles of set design and production management, including budgeting, scheduling, and coordination, to ensure the successful execution of television productions.

4. **Post-Production Editing:** Master post-production editing using industry-standard software such as Adobe Premiere or Final Cut Pro, ensuring the seamless integration of visuals, audio, and effects for a polished final product.

5. **Broadcast Ethics and Regulations:** Explore ethical considerations and industry regulations related to television production, including content guidelines, copyright issues, and standards for responsible broadcasting.

- **Documentary/Short Film:**

1. **Story Development and Research:** Learn effective techniques for researching and developing compelling documentary or short film concepts, ensuring a strong foundation for storytelling.

2. **Interviewing and Cinema Verité Techniques:** Gain skills in conducting interviews and employing cinema verité techniques to capture authentic and candid moments, enhancing the documentary or short film's realism and emotional impact.

3. **Film Planning and Budgeting:** Understand the intricacies of planning and budgeting for documentary or short film projects, including script development, location scouting, and resource allocation.

4. **Cinematography and Visual Storytelling:** Develop advanced skills in cinematography and visual storytelling, employing creative camera techniques, lighting, and composition to convey narrative themes effectively.

5. **Post-Production and Editing Aesthetics:** Master the art of post-production and editing, including the use of editing software like Adobe Premiere or DaVinci Resolve, to shape the narrative, pace, and emotional tone of the documentary or short film.

- **Public Relations:**

1. **Strategic Communication Planning:** Develop the ability to create comprehensive public

relations plans, including setting objectives, identifying target audiences, and selecting appropriate communication channels to achieve organizational goals.

2. **Media Relations and Crisis Communication:** Gain skills in building and maintaining positive relationships with the media, as well as developing strategies for effective crisis communication and reputation management.

3. **Content Creation and Storytelling:** Learn to create compelling content that aligns with organizational messaging, utilizing storytelling techniques to engage and resonate with various stakeholders.

4. **Social Media Management:** Understand the role of social media in public relations, including content creation, community engagement, and crisis response, to effectively leverage digital platforms for organizational communication.

5. **Measurement and Evaluation of PR Campaigns:** Develop proficiency in using key performance indicators and analytics tools to measure the success of public relations campaigns, allowing for continuous improvement and data-driven decision-making.

Learning Outcomes:

- **Creative Expression and Innovation:** Students will demonstrate creative thinking and innovation in the design and production of visual and multimedia content, adapting to evolving industry trends and incorporating fresh ideas into their work.

- **Technical Proficiency:** Participants will achieve a high level of technical proficiency in industry-standard software and equipment relevant to their specialization, ensuring the effective execution of design, photography, or production tasks.

- **Strategic Communication and Storytelling:** Learners will master the art of strategic communication, incorporating effective storytelling techniques to convey messages persuasively and engagingly in various media formats, aligning with the goals and values of the target audience.

- **Project Planning and Management:** Students will develop strong project planning and management skills, including budgeting, scheduling, and coordination, to successfully execute creative projects from conceptualization to delivery, meeting professional standards.

- **Ethical Considerations and Industry Compliance:** Participants will demonstrate an understanding of ethical considerations in their respective fields, including issues related to copyright, privacy, and responsible content creation, ensuring compliance with industry regulations and standards.

- **Audience Engagement and Impact Assessment:** Students will learn techniques to engage target audiences effectively, whether through design aesthetics, captivating visuals, or compelling narratives. They will also develop skills in assessing the impact of their work through analytics and feedback mechanisms.

- **Adaptability and Continuous Learning:** Graduates will exhibit adaptability in a dynamic media landscape, staying abreast of emerging technologies, design trends, and industry developments. They will also cultivate a commitment to lifelong learning to remain relevant and competitive.

- **Professional Networking and Collaboration:** Participants will actively engage in professional networking, forging connections within their respective industries. They will develop collaboration skills, working effectively with team members, clients, and other stakeholders to achieve common goals.

- **Portfolio Development and Presentation:** Graduates will curate a comprehensive and visually impactful portfolio showcasing their best work, effectively presenting their skills, versatility, and growth throughout their educational journey.

- **Problem-Solving and Critical Thinking:** Students will enhance problem-solving and critical thinking skills, applying analytical approaches to overcome challenges in design, production, or communication, fostering a solutions-oriented mindset.

- **Global and Cultural Awareness:** Learners will demonstrate an understanding of global perspectives and cultural sensitivity, reflecting these considerations in their creative work to communicate effectively across diverse audiences.

Examination Scheme:

c) Duration of Project -	8 weeks
d) Total marks for capstone project -	100 marks

Internal Marks

I) Timely Submission	5 marks
II) Content	
iv)	Clarity 10 marks
v) Comprehensiveness	10 marks
vi) Originality	5 marks

External Marks

Project Presentation/Viva*	70 marks

*Viva will be conducted by an external Industry Expert.

* Student will create a portfolio based on the Previous NTCC selected in the VI Semester.

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VIII Semester (Hons)

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem 8 (H)
1	JMC 801	Qualititative Research	3/0/0	3	3	DSC 1(T)	Sem 8 (H)
2	JMC 802	Combating Misinformation	0/0/2	2	4	DSC 1 (P)	Sem 8 (H)
3	JMC 803	Global Media Scenerio	3/0/0	3	3	DSC 2(T)	Sem 8 (H)
4	JMC 804	Major Project	15/0/0	15	0	NTCC	Sem 8 (H)
		Total Credit	23	23	10		

BA(J&MC) VIII Semester (Hons)

Course Code	Course Name	L	T		Credits	Hours
JMC 801	Qualitative Research	3	0	0	3	3

Course Overview: This comprehensive course delves into qualitative research, offering a deep understanding of its philosophical foundations. It imparts practical skills in gathering qualitative data through methods like interviews, case studies, ethnography, and more. Furthermore, it covers diverse qualitative data analysis techniques, including content analysis and narrative inquiry.

Course Objective:
1. To gain a solid grasp of the philosophical and theoretical foundations that underpin qualitative research.
2. To develop the skills to gather qualitative research evidence through various methods, including focus groups, interviews, data-scraping, case studies, ethnography, participant observation, and open-ended survey questions.
3. To learn and apply various qualitative data analysis methods such as content analysis, thematic analysis, grounded theory approaches, interpretive phenomenological analysis, and narrative inquiry.

Pre-requisites: The students need to have a basic understanding of research in Communication.

Expected Outcome of the course:
After studying this course, the student should be able to:
1. Gain a profound understanding of the philosophical and theoretical foundations of qualitative research, enabling critical analysis and practical application.
2. Acquire the practical skills necessary to collect qualitative research evidence effectively using methods like interviews, ethnography, and more.
3. learn and apply various qualitative data analysis methods, empowering them to extract valuable insights from qualitative data sources.

Teaching Pedagogy: This course will employ a combination of theoretical concepts and the case study approach to deliver instruction. Our aim is to establish an interactive and stimulating learning atmosphere that accommodates various learning preferences and promotes active engagement, critical reasoning, and the practical application of communication theories.

Module I: Introduction to Research	Weightage

• Philosophical and Theoretical Foundations of Qualitative Research	**30%**
• Planning and Designing Qualitative Research	
• Gathering and Analyzing Evidence	
• Crafting a Research Report & The Ethics of Qualitative Research	
Module II: Types Qualitative Research	
• Focus groups.	**40%**
• Interviews	
• Data-scraping	
• Case studies	
• Ethnography and participant observation	
• Open-ended survey questions	
Module III: Qualitative Data Analysis Methods	
• Content Analysis	**30%**
• Thematic Analysis	
• Grounded Theory Approaches to Data Analysis	
• Interpretive Phenomenological Analysis	
• Narrative Inquiry	

List of Professional Skill Development Activities (PSDA): NA
Lab/ Practical details, if applicable: NA **Practical's details, if applicable:** NA
Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**NA**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Mid Term Exam**	**Assignment**	**Attendance**	
Weightage (%)	15	10	05	70

Text & References:
Suggested Readings

1. C R Kothari, Research Methodology: methods and techniques, New Age International
2. Kumar, R. (2015). Research Methodology. Fourth Edition. Sage India (Chapter 12, pp. 231-248)
3. Denzin, N. K., & Lincoln, Y. S. (2018). The SAGE handbook of qualitative research (5th ed.). Sage Publications.
4. Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry and research design: Choosing among five approaches (4th ed.). Sage Publications.
5. Miles, M. B., Huberman, A. M., & Saldaña, J. (2020). Qualitative data analysis: A methods sourcebook (4th ed.). Sage Publications.
6. Flick, U. (2018). The SAGE handbook of qualitative data collection. Sage Publications.
7. Charmaz, K. (2014). Constructing grounded theory (2nd ed.). Sage Publications.
8. Merriam, S. B. (2014). Qualitative research: A guide to design and implementation. Jossey-Bass.
9. Patton, M. Q. (2014). Qualitative research and evaluation methods (4th ed.). Sage Publications.
10. Morse, J. M. (2015). Critical issues in qualitative research methods. Sage Publications.

Additional Reading

1. Marshall, C., & Rossman, G. B. (2015). Designing qualitative research (6th ed.). Sage Publications.
2. Maxwell, J. A., & Miller, B. A. (2008). Caring for the qualitative researcher's soul. Sage

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Publications.

3. Stake, R. E. (2010). Qualitative research: Studying how things work. Guilford Press.
4. Denzin, N. K. (2017). The research act: A theoretical introduction to sociological methods (4th ed.). Routledge.
5. Silverman, D. (2016). Interpreting qualitative data (5th ed.). Sage Publications.
6. Saldaña, J. (2015). The coding manual for qualitative researchers (3rd ed.). Sage Publications.
7. Yin, R. K. (2018). Case study research and applications: Design and methods (6th ed.). Sage Publications.

Video Lectures
1. https://www.youtube.com/watch?v=wbdN_sLWl88&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ
2. https://www.youtube.com/watch?v=_0HxMpJsm0I&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=2
3. https://www.youtube.com/watch?v=6PhcglOGFg8&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=3
4. https://www.youtube.com/watch?v=cCAPz14yjd4&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=4
5. https://www.youtube.com/watch?v=opp5tH4uD-w&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=5
6. https://www.youtube.com/watch?v=7m0LVHK8a94&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=6

Blogs / Articles
1. King, B. M., Rosopa, P. J., &Minium, E. W. (2010). Statistical reasoning in the behavioral sciences. Wiley Global Education.
2. King, G. R. O. Keohane& S. Verba (1994) Designing Social Inquiry. Princeton University Press. (Chapter 1, pp. 3- 32).
3. Muralidharan, K. and V. Sundaram (2013). The aggregate effect of school choice: Evidence from a two-stage experiment in India. NBER Working paper 19441. Available online at http://www.nber.org/papers/w19441
4. Office of Quality Improvement. (2010). Survey fundamentals: A guide to designing and implementing surveys. Pew Research Centre. Questionnaire Design. Available online at
5. http://www.pewresearch.org/methodology/u-s-survey-research/questionnaire-design/#measuring-change-over-time
6. Tashakkori, A. and T. Charles (1998). Mixed Methodology: Combining Qualitative and Quantitative Approaches. Sage Publications. (Part three: applications, examples, and future direction of mixed model research)

BA (JMC) VIII Semester (H)

Course Code	Course Name	L	T	P	Credits	Hours
JMC 802	Combating Misinformation	0	0	2	2	4

Course Overview: In the digital age, misinformation affects personal lives, public conversation, and democracy. This course teaches critical thinking, knowledge, and tools to identify, analyse, and combat misinformation. Students will study disinformation psychology, technology, and fact-checking and promotion.

Course Objective:

1. To understand the nature and impact of misinformation.
2. To develop critical thinking and media literacy skills.
3. To learn effective fact-checking techniques.
4. To Explore strategies for combating misinformation in different settings.

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Pre-requisites: Students must have a basic knowledge of misinformation, disinformation, and mal-information.

Expected Outcome of the course: After studying this course, the student should be able to:
- Apply the skills of fact-checking in their day-to-day life.
- Demonstrate the skills learnt during this course.
- Develop critical thinking skills related to the media landscape in India.

Teaching Pedagogy: Hands-on training and Practical Lab.

Module I: Introduction to Misinformation	Weightage
• Understanding Misinformation: Defining misinformation, disinformation, and misinformation • Historical context of misinformation, Case studies and examples • Psychological Aspects of Misinformation: Cognitive biases and misinformation, the role of emotion in spreading misinformation, the psychology of belief and confirmation bias	35%
Module II: Sources of Misinformation and Combating Misinformation	**35%**
• Social Media and Misinformation: The spread of misinformation on platforms like Facebook, Twitter, echo chambers, and filter bubbles, The impact of social media on public perception • Introduction to Fact-Checking: Principles of fact-checking, Fact-checking organisations and resources • Fact-checking methods and tools, Hands-On Fact-Checking: Analyzing and fact-checking real-world examples, verifying images, videos, and sources, Evaluating fact-checking reports and their reliability	
Module III: Final Projects and Presentations	**30%**
• Working in teams to develop projects combating misinformation. • Presenting project proposals, • Final Project Presentations, Reflecting on the course and its impact	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Dropdown)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- O'Neill, J. (2018). Factfulness: Ten Reasons We're Wrong About the World-and Why Things

Are Better Than You Think. *Nature*, *556*(7699), 25-26.
- Levitin, D. J. (2016). A field guide to lies: Critical thinking in the information age. Penguin.
- Levitin, D. J. (2017). Weaponized lies: How to think critically in the post-truth era. Penguin.
- Rich, M. D. (2018). Truth decay: An initial exploration of the diminishing role of facts and analysis in American public life. Rand Corporation.
- O'Connor, C., & Weatherall, J. O. (2019). The misinformation age: How false beliefs spread. Yale University Press.

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BA(J&MC) VIII Semester (Hons)

Course Code	Course Name	L	T	P	Credits	Hours
JMC 803	Global Media Scenario	3	0	0	3	3

Course Overview: This course aims to provide students with a comprehensive understanding of the global media landscape. It also explores the definition and significance of global media.

Course Objective:

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1. Define and understand the significance of global media in the modern world.
2. Identify key players and organizations that shape the global media landscape.
3. Analyze the concentration of media ownership and its implications.
4. Examine the roles of governments and corporations in media regulation and content.
5. Recognize the challenges and implications of the digital divide.

Pre-requisites: A basic understanding of media studies and global affairs can be beneficial.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Navigate the global media landscape and understand its complexities.
2. Analyze the impact of technology and emerging trends in global media.
3. Recognize the ethical and cultural challenges associated with global media.
4. Understand the role of media in addressing global crises and conflicts.
5. Develop a critical perspective on media ownership and regulation.

Teaching Pedagogy:

- Lectures and discussions on global media concepts and key players.
- Interactive discussions on the digital divide and its implications.
- Ethical debates and case studies in global media.
- Group projects and presentations on global media issues.

Module I: Introduction to Global Media	Weightage
- Defining global media and its significance. - Key players and organizations in the global media landscape. - Concentration of media ownership. - The role of governments and corporations in media.	20%
Module II: Media Technologies and Trends	
- The impact of technology on global media. - Emerging trends in global media consumption. - The digital divide and its implications. - International news organizations and their influence.	40%
Module III: Media in a Changing World	
- The impact of globalization on media content. - The challenges of cultural representation in a global context. - Ethical dilemmas in global media. - Media's role in global crises and conflicts.	40%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA
Theory Assessment(L&T):

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	Continuous Assessment/Internal Assessment			End-Term Examination
Components (Drop down)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- "Media and Society: Global Perspectives" by Richard Campbell, Christopher R. Martin, and Bettina Fabos.
- "Global Communication: Theories, Stakeholders, and Trends" by Thomas L. McPhail.
- "Global Journalism Ethics" by Stephen J. A. Ward.
- "Media, War, and Conflict" by Andrew T. Hoskins.
- "Global Media Giants" by A. Mattelart and M. Mattelart.

BA (J&MC) VIII Semester (Hons)

Course Code	Course Name	L	T	P	Credits	Hours
JMC 804	Major Project	15	0	0	15	0

Course Overview:

Major Project aims at imparting practical research approach to the theoretical knowledge which they have gained in previous semesters. Summer Project will be allocated to a faculty guide who will help the students in conducting research on assigned topic. The project will be assessed on several parameters by faculty guide and panel of examiners.

Demonstrate specialized methodological knowledge in the main field of study.

Course Objective:

1. To Identify the major problems of research

2. Discuss the contemporary research proems of media.

3. To write a research report and thesis

4. To organize and conduct research in a more appropriate manner

Pre-requisites:
Students should have knowledge of research methodology so that they can implement them while doing their project.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Students will be able to simplify the process of research and carry out research methodology with their own intellectual skills.2. Students will be able to Discuss the contemporary research problems of media.

2. Students will be able to criticize the earlier conducted research by other scholars and give a new approach to the same.

3 Students will be able to do comparative studies of different research on media and communication-related topics.

DURATION: 9 WEEKS

GUIDELINES

The procedure for doing a Summer Project is as follows:

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a) Choosing a subject/topic for the Summer Project
b) Finalization and approval of the topic of the Summer Project by respective faculty guide on a proper format (Synopsis)
c) Online registration by the students
d) Allocation of faculty guides on Amizone by the Institution
e) Submission of Weekly Progress Report (WPR) to the respective faculty guide.
f) Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
g) Writing the first and second drafts of the topic and getting the same duly approved by the faculty guide
h) Editing and preparing the final paper with a plagiarism report.
i) Submission of Final Report.

1. Choosing a Subject/Topic for Dissertation

a) The subject chosen should not be too general.

b) The topic should be research-oriented so that students can find sufficient materials.

2. Finalization and approval of the topic of the Dissertation by respective faculty guide on a proper format (Synopsis)

After the selection of the topic for the Dissertation, students have to fill out a synopsis in the prescribed format by the University and get it duly approved by the faculty guide. The students can then start working on the Summer Project.

3. Online registration by the students

Once the topic is approved by the faculty guide, students have to fill the form online on Amizone which will then be approved by the institution.

4. Allocation of faculty guides on Amizone by the Institution

A faculty guide will be allocated on Amizone. If there is any discrepancy between the synopsis submitted to the faculty guide and the form submitted online, then the Dissertation form will not be approved.

5. Submission of Weekly Progress Report (WPR) to the respective faculty guide

Submission of weekly progress reports is mandatory as WPR will be one of the assessment criteria for internal evaluation. Weekly Progress Report has to be submitted in the prescribed format by the University.

6. Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide

Students doing **Dissertation** are also required to maintain a daily diary of the work done during the course of Summer Project. They are also required to contact the faculty guide and seek advices in case of any doubt.

7. Writing the first and second draft of the topic and getting the same duly approved by the faculty guide

You may follow the following structure:

a) Statement of purpose, limitations, and parameters of the writing

b) Main body (including your references and your ideas and points of agreement and disagreement)

c) Statement of summary, insights gained, further questions, and conclusion

d) Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.

e) Include only information/ details/ analyses that are relevant to your presumption or question.

f) Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

8. Editing and preparing the final paper with plagiarism report
A. Check to see that quotations serve one of the following purposes:
I) Show evidence of what an author has said.
II) Avoid misrepresentation through restatement.
III) Save unnecessary writing when ideas have been well expressed by the original author.
B. Read the paper to ensure that the language is not awkward, and that it "flows" properly.
C. Check for proper spelling, phrasing and sentence construction.
D. Check for proper format for footnotes, quotes, and punctuation.
E. Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.
9. Submission of Final Report
be ensured for producing quality report.
a) The student will start the project report as per the prescribed **guidelines**
b) The students will submit 1st draft of the report to the guide for guidance, followed by the submission second of draft of report after making necessary changes as suggested by the guide.
c) The final report shall be submitted after checking plagiarism through Turnitin or any other format subscribed by University. Copying material should not be more than 10% provided source is mentioned in the report along with proper acknowledgement and referencing as per **plagiarism policy** of the university.
d) Following will be submitted along with final report,:

- WPR

- **Dissertation** Diary

- Plagiarism Report

e) A student will be eligible to submit his report and final assessment provided he/she meets following conditions:
  a. Online Registration for the **Dissertation**
  b. Approval of Topic, Synopsis and Project Plan by the guide
  c. 90 % of WPR were submitted
  d. 80% of the WPR were satisfactory
  e. Similarity index not more than 15 % as per Plagiarism Prevention Policy
Dissertation LAYOUT
The report should contain the following components:
Title or Cover Page
The title page should contain the following information: University Logo at the top, Project Title; Student's Name; Roll No.; Course; Year; Supervisor's Name. Name of the university and the department at the bottom.

  ➢ **Preface**
A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not

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have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➢ **Acknowledgement**

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➢ **Certificate (Project Guide)**

A certificate from the project guide to be enclosed

➢ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➢ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must whereas hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➢ **Literature Review**

This section should contain a detail list of related literature reviewed by the project investigator while preparing
the project reports.

➢ **Research Design**

This section should aim at experimental designs, materials used. Methodology should be mentioned in detail including modifications if any.

➢ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these sections, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in textbooks. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.
Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in "point" form.

➢ **Summary of Findings, conclusion, and Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

➢ **Future prospects**

➢ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➢ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Report Requirement

S. No.	Credits	Word Count	No. of Copies	Binding Type

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1	15	Up to 8000-9000 Words	02 copies, 02 copies in CD	Hard Bound

Assessment/ Examination Scheme:
Internal Assessment: 30
External Evaluation: 70

INTERNAL ASSESSMENT

The breaks up (components and their weightage) of continuous internal assessment are given as under:

S. No.	Title	Marks
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	**WPRs** (No. of WPR Submitted) (Satisfactory WPR)	05/07
4	1st Draft on time	02
5	2nd Draft on time	02
6	Final Report (Plagiarism Report with <10% Plagiarism)	04
7	Final Report timely submission	03
8	Final Report Assessment	10

COMPONENTS OF FINAL ASSESSMENT

Sl. No.	Parameter	Weightage (Marks) (70)
1	Introduction and Statement of the Problem	8
2	Review of Literature	8
3	Methodology/methods/Approach	8
4	Data Collection, Analysis, Results findings/Outcomes and conclusions	16
5	Future scope and Limitations outlined	6
6	Quality of work and written expression	10
7	Presentation and Communications	8
8	Student Learning Outcomes	6

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- Mark W. Hall: Broadcast Journalism: An Introduction to News Writing
- K.M. Srivastava: Radio and Television; Sterling Publishers
- Sujit Roy: TV Sangbadikata; Dey Publications
- U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- Robert C. Allen & Annette Hill: The Television Reader, Routledge
- Andrew Boid: Broadcast Journalism; Oxford
- Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
- Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
- Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
- Feldman, T. (2003). An introduction to digital media. Routledge.
- Lindgren, S. (2017). Digital media and society. Sage.w

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem
		VII Semester (Research)					
1	NRJMC 701	Quantitative Research	3/0/0	3	3	DSC 1 (T)	Sem-7 R
2	NRJMC 702	Film Appreciation	0/0/2	2	4	DSC 1 (P)	Sem-7 R
3	NRJMC 703	Research Ethics	3/0/0	3	3	DSC 2 (T)	Sem-7 R
4	NRJMC 704	Digital Media Content Creation	0/0/2	2	4	DSC 2 (P)	Sem-7 R
5	NRJMC 705	OTT And New Age Cinema	3/0/0	3	3	DCS 3 (T)	Sem-7 R
6	NRJMC 706	Corporate Social Responsibility	3/0/0	3	3	DSC 4 (T)	Sem-7 R
7	NRJMC 707	Research Synopsis Writing (NTCC)	4/0/0	4	0	DSM-1 (NTCC)	Sem-7 R
		Total Credit	20	20	20		

BA(J&MC) VII Semester (Research)

Course Code	Course Name	L	T		Credits	Hours
JMC701	Quantitative Research	3	0	0	3	3

Course Overview: This course provides students with a thorough foundation in research fundamentals, covering research definition, objectives, quality criteria, typologies, and the structured research process. It also focuses on practical statistical techniques for quantitative data analysis, enabling students to interpret data effectively. Through hands-on experience, students will gain crucial quantitative data analysis skills, including hypothesis testing, parametric and non-parametric tests, and data interpretation using tools like MS Excel, SPSS, and other statistical software.

Course Objective:
4. To develop a strong foundation in research concepts, encompassing research definition, objectives, criteria for quality research, research typologies, and the sequential research process.
5. To interpret and comprehend the application of statistical techniques for the effective analysis of quantitative data.
6. To develop practical skills in quantitative data analysis.

Pre-requisites: The students need to have a basic understanding of research in Communication.

Expected Outcome of the course:
After studying this course, the student should be able to:
4. Demonstrate a comprehensive understanding of the research process, its design, and ethical considerations, enabling them to formulate and conduct research effectively.
5. Apply quantitative research methods, including sampling, data collection, and basic statistical analysis, to collect and interpret data for research purposes.
6. Perform hypothesis testing, parametric and non-parametric tests, correlation, regression analysis, and data processing using relevant software, making them proficient in quantitative data analysis techniques.

Teaching Pedagogy: This class will be taught by using the theory and case method. Creating a dynamic and engaging

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learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

Module I: Introduction to Research	Weightage
- Definition and objective of research. Characteristics of good research. - Types of research and steps in research process. - Research Design: Concept and Types. - Literature Review and its Importance in research. - Research Hypothesis: Meaning, Definitions, Types & Formulation. - Research Ethics and Plagiarism - Presentation of Research: Citation Styles- APA, MLA etc.	35%
Module II: Introduction to Quantitative Research	
Descriptors/Topics - Nature of quantitative research. - Sampling and types of Sampling. - Data collection Methods and Tools. - Descriptive statistics (mean, median, mode, standard deviation). - Inferential statistics (hypothesis testing, p-values, significance). - Univariate analysis (frequency tables, bar charts, pie charts, percentages)	35%
Module III: Quantitative Data Analysis Methods	
- Testing of hypothesis: Parametric and Non-Parametric Tests, t-test, z-test, f-test, ANOVA -test, K-W Test. Correlation and Regression Analysis. - Data Processing and Analysis and interpretation using MS excel, SPSS and R statistical software.	30%

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA **Practical's details, if applicable:** NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	70

Text & References:

Suggested Readings

16. Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and mixed methods approach. Sage publications.
17. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). Multivariate data analysis. Cengage Learning.
18. Trochim, W. M., & Donnelly, J. P. (2006). Research methods: The essential knowledge base. Cengage Learning.
19. Gravetter, F. J., & Forzano, L. A. B. (2018). Research methods for behavioral sciences. Cengage Learning.
20. Babbie, E. R. (2016). The practice of social research. Cengage Learning.
21. Pallant, J. (2021). SPSS survival manual. Open University Press.
22. Kothari, C. R. (2016). Research methodology: Methods and techniques. New Age International.
23. Hox, J. J., & Boeije, H. (2005). Data collection, primary vs. secondary. Encyclopedia of social measurement, 1, 713-722.
24. Bryman, A. (2016). Social research methods. Oxford University Press.
25. Siegel, S., & Castellan, N. J. (1988). Nonparametric statistics for the behavioral sciences. McGraw-Hill.
26. de Vaus, D. (2013). Surveys in social research. Routledge.
27. Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). Internet, phone, mail, and mixed-mode surveys: The tailored design method. John Wiley & Sons.
28. Riffenburgh, R. H. (2018). Statistics in medicine. Academic Press.

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29. Tabachnick, B. G., & Fidell, L. S. (2019). Using multivariate statistics. Pearson.
30. Field, A. (2013). Discovering statistics using IBM SPSS statistics. Sage.

Video Portal

8. https://www.youtube.com/watch?v=qs2uCuDL2OQ&list=PL0n492lUg2sgSevEQ3bLilGbFph4l92gH
9. https://www.youtube.com/watch?v=P79af1fkUsk&list=PL0n492lUg2sgSevEQ3bLilGbFph4l92gH&index=5
10. https://www.youtube.com/watch?v=gbokhfMdfE8&list=PL0n492lUg2sgSevEQ3bLilGbFph4l92gH&index=10
11. https://www.youtube.com/watch?v=SBwPLwVOb7s&list=PL0n492lUg2sgSevEQ3bLilGbFph4l92gH&index=14
12. https://www.youtube.com/watch?v=FkH4c2aPzwM
13. https://www.youtube.com/watch?v=3-UFtlxdoT0
14. https://www.youtube.com/watch?v=Rrny0sq2gWw

Blogs

7. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9039193/
8. https://www.frontiersin.org/articles/10.3389/fpsyg.2021.605191/full
9. https://simmons.libguides.com/c.php?g=1035823&p=7992990
10. https://www.questionpro.com/blog/quantitative-research/
11. https://www.scribbr.com/methodology/quantitative-research/
12. https://files.eric.ed.gov/fulltext/EJ1103224.pdf

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BA (JMC) VII Semester (Research)

Course Code	Course Name	L	T	P	Credits	Hours
JMC 702	Film Appreciation	0	0	2	1	2

Course Overview: Film Appreciation is intended as a journey through the world of film. You will be introduced to the accumulated critical opinions reviewing 100 years of film-making.

Course Objective:

1. To enable students to appreciate film in a more informed manner
2. To introduce early film history
3. To elucidate the process of film making through cinematography
4. To elaborate on the contribution of various film movements in shaping the way films are now made.

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5. To identify genres and their structure
6. To provide a general introduction to the concept of film as art and the role of the Auteur

Pre-requisites: Basic Knowledge of Film Practices

Expected Outcome of the course:

After studying this course, the student should be able to:

6. Understand the concepts Film Appreciation, Direction and Stylization
7. Analyze various Process of Film- making and Film Psychology
8. Identify and implement General Ideas on Art Theory as a Consumer Habit
9. Enable students to design Film reviewing sessions, Case Studies of different cinema and directors.
10. To show some ability to appreciate innovations in cinematography, multilinear narratives and other contemporary styles.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials, and film Screening.

	Weightage
Module I: Film Appreciation-I	**30%**
Descriptors/Topics	
• Language of Cinema, Cinema and Other Traditional Arts, • Film Styles and Movements, • Film Psychology • Narrative and non-narrative • Italian neo-realism • French New wave • Birth of Indian cinema • Golden era of Indian Cinema. Case Studies of different cinema • Working of Directors- Shyam Benegal, Mrinal Sen, Sanjay leela Bhansali •	
Module II- Film Appreciation-II	**35%**
Descriptors/Topics	
• Art v/s Commercial Cinema • Government strategies and so on and so forth • General Ideas on Art Theory as a Consumer Habit • **The Black & White Masters - Guru Dutt, Bimal Roy, Satyajit Ray** • **study of films adapted fropm literature - novels & plays - International.** • **Study of films adapted fropm literature - novels & plays - Indian**	
Module III-Direction & Stylization-I	**30%**
Descriptors/Topics	
• International Film Directors to Know • New Ways to Enjoy Film • Technology, and the Future • Personal Enrichment as a Film Audience Consumer • Working of Director- Alfred Hitchkok, Christopher Nolan, Wes Anderson	

- Film reviewing sessions.
- Cultural Significance, Film Screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

Suggested Readings:

- Film As Film: Understanding And Judging Movies Paperback – August 22, 1993 by V. F. Perkins
- *Film: A Very Short Introduction, by Michael Wood*
  Pattern Recognition, by William Gibson

Additional References
- Film review in leading Dailies
- Film related feature articles in Sunday Edition of leading dailies
- Film review Blogs

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Course Code	Course Name	L	T	P	Credits	Hours
JMC 703	Research Ethics (Theory)	3	0	0	3	3

Course Overview: This course is designed to provide students with a comprehensive understanding of research ethics and responsible conduct of research. It covers the fundamental principles, regulations, and best practices for conducting ethical research in various fields and settings.

Course Objective:
1. To understand the foundational principles and concepts of research ethics.
2. To familiarise students with ethical guidelines and regulations in research.
3. To develop critical thinking and ethical decision-making skills.
4. To explore real-world ethical dilemmas in research and discuss potential solutions.
5. To promote ethical behaviour in the research community.

Pre-requisites: No prerequisite required.

Expected Outcome of the course: After studying this course, the student should be able to:
1. Demonstrate a theoretical understanding of research ethics.
2. Critically Evaluate the importance of ethics in research.
3. Apply and promote ethical behaviour in the field of research.

Teaching Pedagogy: This class will use the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles encourages active participation, critical thinking, and research ethics application.

Module I: Philosophy, Ethics and Scientific Conduct	Weightage
- Introduction to philosophy: definition, nature and scope, concept, branches - Ethics: definition, moral philosophy, nature of moral judgements and reactions - Ethics concerning science and research. - Intellectual honesty and research integrity - Scientific misconduct: falsification, fabrication, and plagiarism. - Redundant publications: duplicate and overlapping publications, salami slicing. - Importance of Ethics in Media Research - Historical ethical dilemmas in media research	30%
Module II: Publication Ethics	
- Publication ethics: definition, introduction, and importance - Best practices/standards setting initiatives and guidelines: COPE, WAME, etc. - Conflicts of interest - Publication misconduct: definition and concept - Problems that lead to unethical behaviour and vice versa, types. - Violation of publication ethics, authorship, and contributor-ship - Predatory publishers and journals	35%
Module III: Ethical Considerations in Research	
- Informed consent and confidentiality, - Sampling methods and representativeness - Inclusivity and diversity in media research - Addressing potential biases in sampling - Deception in research, Ethical issues in online research - Data handling and privacy, Data interpretation and bias	35%

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- The role of data ownership
- Ethical considerations in research reporting,
- Avoiding plagiarism and self-plagiarism

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Dropdown)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:
- Comstock, G. (2012). Research ethics: A philosophical guide to the responsible conduct of research. Cambridge University Press.
- Smith, D. (2003). Five principles for research ethics. Monitor on psychology, 34(1), 56.
- Fisher, C. B., & Anushko, A. E. (2008). Research ethics in social science. The SAGE handbook of social research methods, 95-109.
- Loue, S. (2007). Textbook of research ethics: Theory and practice. Springer Science & Business Media.
- Penslar, R. L. (Ed.). (1995). Research ethics: Cases and materials. Indiana University Press.
- Mertens, D. M., & Ginsberg, P. E. (2009). The handbook of social research ethics. Sage.
- Iphofen, R. (Ed.). (2020). Handbook of research ethics and scientific integrity. Cham: Springer.

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BA (J&MC) VII Semester (Research)

Course Code	Course Name	L	T	P	Credits	Hours
JMC 704	Digital Media Content Creation	3	0	0	3	3

Course Overview:

The course aims to provide students with a comprehensive understanding of digital media and content creation in the context of digital marketing and communication. It also focuses on content strategy development and practical skills for creating digital content using various software and tools.

Course Objective:

6. Understand the digital landscape and the significance of content in digital marketing and communication.
7. Familiarize themselves with digital media terminology, including keywords and SEO.
8. Develop effective content strategies and content calendars.
9. Identify target audiences and objectives for digital content.
10. Utilize multimedia and graphic design tools for content creation.

Pre-requisites: Basic computer literacy and a passion for digital media and content creation can be advantageous.

Expected Outcome of the course:

After studying this course, the student should be able to:

6. Navigate the digital landscape and understand the key elements of digital marketing.
7. Develop content strategies that align with specific goals and target audiences.
8. Utilize content creation tools and software to produce engaging digital content.
9. Create visually appealing and effective digital media materials.
10. Implement SEO and keyword optimization techniques for content.

Teaching Pedagogy:

- Lectures and discussions on digital media, content strategy, and terminology.
- Practical exercises in developing content strategies and content calendars.
- Hands-on experience with content creation software and tools.
- Interactive discussions on SEO and keyword optimization

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Module I: Introduction to Digital Media Content	Weightage
• Understanding the digital landscape. • Content's role in digital marketing and communication. • Digital Media terminologies like Keywords and SEO	30%
Module II: Content Strategy and Planning	
• Research and developing a content strategy. • Identifying target audiences and objectives. • Creating content calendars and schedules.	20%
Module III: Content Creation Tools and Software	
• Introduction to software and tools. • Utilizing multimedia and graphic design tools. • Creating images and visuals for online content. • Designing social media graphics and web banners.	50%

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	**Assignment-1**	**Assignment-2**	**Attendance**	
Weightage (%)	10	15	5	70

Suggested Readings:

- "Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses" by Joe Pulizzi.
- "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry.
- "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola.
- "Adobe Creative Cloud Design Tools Digital Classroom" by Jennifer Smith.
- "Infographics: The Power of Visual Storytelling" by Jason Lankow, Josh Ritchie, and Ross Crooks.

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BA(J&MC) VII Semester (Research)

Course Code	Course Name	L	T	P	Credits	Hours
JMC 705	OTT & New Age Cinema	3	0	0	3	3

Course Overview: This course digs into the underlying ideas and concepts that underpin the area of OTT & New age Media. Students will investigate diverse theoretical viewpoints and conceptual frameworks in order to obtain an improved understanding of how Event processes function in various circumstances.

Course Objective:

1. To give insight about OTT.
2. To outline key New Age Cinema concepts and its application to market.
3. To analyze and examine the implementation of OTT concepts and strategy to firms.
4. To understand the contemporary cinema.
5. To understand the New Age cinema and OTT Cinemas.

Pre-requisites: The students need to have a fair understanding of Films.

Expected Outcome of the course:

After studying this course, the student should be able to:

10. Identify the significance of OTT & New Age Cinema.
11. Critically evaluate OTT process.
12. Coordinate the various Aspects of OTT & New Age Cinema

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13. To understand the

Teaching Pedagogy: This class will be taughtby using the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of event process.

Module I: Introduction to OTT and New Age Cinema	Weightage
Descriptors/Topics Understanding Over-The-Top (OTT) Platforms, Emergence and Growth of New Age Cinema, Streaming Technologies and Infrastructure, Impact of High-Quality Streaming on Cinema, Web Series, Short Films, and Documentaries The Role of Independent Filmmakers, Revenue Models of OTT Platforms, Challenges and Opportunities for Filmmakers.	**40%**
Module II: Impact of OTT on Film Production and Distribution	
Descriptors/Topics The Digital Filmmaking Revolution Production and Budget Considerations, OTT Platforms vs. Theatrical Release, Global Distribution and Accessibility, Genre Shifts and New Creative Approaches, The Role of Festivals and Awards	**20%**
Module III: New Age Cinema and Sociocultural Implications	
Descriptors/Topics Diversity in Casting and Storytelling, Social and Cultural Impact Artistic Freedom vs. Content Regulation Censorship, Controversies, and Freedom of Expression Government Regulations and Ethics, Fan Cultures and Online Communities, Fandom in the Digital Age Social Media and Fan Engagement, Future Trends and Innovations, VR and AR in Cinema	**40%**

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	**Mid-Term**	**Assignment**	**Attendance**	
Weightage (%)	**15**	**10**	**5**	**70**

Text Readings:

- Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.

- Anne Stephen – Event Management, HPH.

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- K. Venkataramana, Event Management, SHBP

- 5. Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8

- The Complete Guide to successful Event Planning – Shannon Kilkenny

- Human Resource Management for Events – Lynn Van der Wagen (Author)

- Successful Team Manageemnt (Paperback) – Nick Hayed (Author)

- Event Management & Public Relations by Savita Mohan – Enkay Publishing House

- Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher - 2009.

References:
- VideoTutorials

- Blogs

BA(J&MC) VIIth Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 706	**CORPORATE SOCIAL RESPONSIBILITY**	3	0	0	3	3

Course Overview: This course provides an in-depth understanding of Corporate Social Responsibility (CSR), exploring its historical evolution, frameworks, and practical applications in modern business. Students will examine the ethical, social, and environmental responsibilities of corporations and develop skills to integrate CSR principles into organizational strategies.

Course Objective:

6. To provide a clear definition and understanding of Corporate Social Responsibility, including its historical evolution and the various concepts associated with it.
7. Familiarize students with international frameworks such as the United Nations Global Compact, Millennium Development Goals, Sustainable Development Goals, and OECD CSR Policy Tool.
8. Develop the skills needed to integrate CSR principles into organizational strategies, policies,

and decision-making processes.

9. Explore the chronological evolution of CSR in India, understand various models of CSR, and analyze the drivers influencing CSR practices in the Indian business landscape.
10. Emphasize the role of CSR in promoting sustainable business practices and contributing to the overall well-being of society.

After studying this course, the student should be able to:

6. Clearly define and articulate the concepts of Corporate Social Responsibility, including its historical context and the various dimensions of CSR.
7. Analyze the ethical, social, and environmental responsibilities of corporations, understanding the impact of business activities on various stakeholders and the broader community.
8. Implement CSR initiatives within organizations, considering the importance of employee engagement in CSR and recognizing the value of employee contributions to CSR goals.
9. Advocate for sustainable business practices by understanding the connection between CSR and sustainability and recognizing the potential for businesses to contribute positively to society.
10. Apply CSR principles and frameworks to real-world scenarios through assignments, case studies, and a final project, demonstrating the ability to analyze and solve CSR-related challenges.

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and discussion exercises.

Module I: Introduction to CSR	Weightage
Descriptors/Topics	**40%**
• Meaning & Definition of CSR, History & Evolution of CSR. • Concept of Charity, Corporate Philanthropy, Corporate Citizenship, CSR-an Overlapping Concept. • Concept of Sustainability & Stakeholder Management, CSR through Triple Bottom • Line and Sustainable Business, Relation between CSR and Corporate Governance. • Environmental Aspect of CSR, Chronological Evolution of CSR in India, Models of CSR in India. • Carroll's model, Drivers of CSR • Major Codes on CSR. • Initiatives in India	
Module II: Framework & Development of CSR	
Descriptors/Topics	**40%**
• International Framework for Corporate Social Responsibility. • Millennium Development Goals, Sustainable Development Goals, Relationship between CSR and MDGs United Nations (UN) Global Compact 2011. • UN guiding principles on business and human rights, OECD CSR policy tool • CSR activities–Nature, Types, Impact on Development Programmes- CSR & Development Organisations– Relationships, Functioning & Impact on Organisational Functioning Stakeholders' Participation & Perspectives about CSR	
Module III: CSR and Communication	

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Descriptors/Topics	20%
• Prioritizing Stakeholders & CSR Issues. • The CSR Communication Dilemma • Communication Framework • CSR Message Management, CSR Reports. • Stakeholder Engagement, Implementing CSR, Employee Engagement in CSR	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA
Theory Assessment(L&T):

Continuous Assessment/Internal Assessment				End-Term Examination
Components (Drop down)	Class Test	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

1. "Corporate Social Responsibility: Concepts and Cases" by Archie B. Carroll and Ann K. Buchholtz.

2. "Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable

Value Creation" by David Chandler.

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BA (JMC) VII Semester (Research)

Course Code	Course Name	L	T	P	Credits	Hours
JMC 707	Research Synopsis Writing (NTCC)	4	0	0	4	0

Course Objective:

A Synopsis is primarily a record of intelligent reading from several sources on a particular subject, collating knowledge and analyzing it the students will choose the

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topic at the beginning of the session in consultation with the faculty assigned. The progress will be monitored regularly by the faculty. At the end of the semester, the synopsis will be submitted to the faculty assigned. The evaluation will be done by the Board of Examiners comprising of the faculty members.

Pre-requisites:

Students should have basic knowledge of the subject they will be Writing Synopsis.

Expected Outcome of the course:

After studying this course, the student should be able to:

1. Student will be able to Write a meaningful synopsis for Research.

2. Write research proposals for different funding agencies

Teaching Pedagogy:

DURATION: 3 WEEKS GUIDELINES
The procedure for doing a Synopsis is as follows:
1. Choosing a Subject/ topic for Term Paper
a) The subject chosen should not be too general.
b) Make sure you start either with a presumption that you want to test or with a question that you want to address.
2. Finalization and approval of the topic of Synopsis by respective faculty guide on a proper format (Synopsis)
After the selection of the topic for the Research, students have to fill a synopsis in the prescribed format by the University and get it duly approved by the faculty guide. The students can then start working on the Term Paper.
3. Online registration by the students
Once the topic is approved by the faculty guide, students have to fill the form online on Amizone which will then be approved by the institution.
4. Allocation of faculty guides on Amizone by the Institution
A faculty guide will be allocated to Amizone. If there is any discrepancy between the synopsis submitted to the faculty guide and the form submitted online, then the Term Paper form will not be approved.
5. Submission of Weekly Progress Report (WPR) to the respective faculty guide
Submission of weekly progress reports is mandatory as WPR will be one of the assessment criteria for internal evaluation. Weekly Progress Report has to be submitted in the prescribed format by the University.

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6. Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide Students doing Term Papers are also required to maintain a daily diary of the work done during the course of Term Paper. They are also required to contact the faculty guide and seek advice in case of any doubt.

7. Writing the first and second drafts of the topic and getting the same duly approved by the faculty guide.

You may follow the following structure:

a) Statement of purpose, limitations, and parameters of the writing

b) Main body (including your references and your ideas and points of agreement and disagreement)

c) Statement of summary, insights gained, further questions, and conclusion

d) Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.

e) Include only information/ details/ analyses that are relevant to your presumption or question.

f) Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

8. Editing and preparing the final paper with a plagiarism report

A. Check to see that quotations serve one of the following purposes:

   i) Show evidence of what an author has said.

   ii) Avoid misrepresentation through restatement.

   iii) Save unnecessary writing when ideas have been well expressed by the original author.

B. Read the paper to ensure that the language is not awkward and that it "flows" properly.

C. Check for proper spelling, phrasing and sentence construction.

D. Check for proper format for footnotes, quotes, and punctuation.

E. Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

F. Submission of Final Report

The most important aspect of the courses is the final report. Therefore, following must be ensured for producing quality reports.

a) The student will start the Term Paper as per the prescribed guidelines

b) The students will submit 1st draft of the report to the guide for guidance, followed by the submission second draft of the report after making necessary changes as suggested by the guide.

c) The final report shall be submitted after checking plagiarism through Turnitin or any other format subscribed by the University. Copying material should not be more than 10% provided the source is mentioned in the report along with proper acknowledgement and referencing as per the plagiarism policy of the university.

d) The following will be submitted along with the final report,

i) WPR ii) Synopsis i i i) Plagiarism Report

e) A student will be eligible to submit his report and final assessment provided he/she meets the following conditions:

a. Online Registration for the Term Paper Course

b. Approval of Topic, Synopsis and Project Plan by the guide

c. 90 % of WPR were submitted

d. 80 % of the WORD were satisfactory

e. Similarity index not more than 10 % as per Plagiarism Prevention Policy

S.No.	CREDIT UNITS	Word length	No. of Copies	Binding Type	Report Retention details
1.	Upto 6Credits	2500-3000	02 copies	Spiral Binding	up to 6 months of declaration of final result of semester

Assessment/ Examination Scheme:

Internal Assessment: 30, External Evaluation: 70 Internal

Assessment: The breaks up (components and their weightage) of continuous internal assessment are given as under:

Continuous Assessment/Internal Assessment				End-Term Examination (Viva Voce)
Components (Drop down)	Assignment-1	Assignment-2	Attendance	
Weightage (%)	10	15	5	70

COMPONENTS OF FINAL ASSESSMENT

S. No.	Title	Marks
1	Research Approach	10
2	Originality & Creativity	10
3	Layout & Design	10
4	Content	15
5	Viva Voce	15
6	Student Learning Outcome	10

Suggested Readings:

- Patwardhan B., Desai A., Chourasia A, Nag S., Bhatnagar R. 2020. Guidance Document: Good
- Mass Media Research by Wimmer and Dominick, 10th Edition, Cengage Publishers, 2014
- Handbook of Communication Research by Devesh Kishore, Makhanlal Chaturvedi University Publisher, 2013
- Practical Research Methods by Catherine Dawson, New Delhi, UBS Publishers, 2002
- Research Methodology-Methods and Techniques by C.R Kothari, New Delhi, Wiley Eastern Limited, 1985.
- Research Methodology by R. Cauvery and M. Girja Sudhanayak, S. Chand & Company, New Delhi, 2010

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VIII Research							
S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem 8 R
1	NRJMC 801	Qualitative Research	3/0/0	3	3	DSC 1 (T)	Sem 8 R
2	NRJMC 802	Media Information literacy	3/0/0	3	3	DSC 2 (T)	Sem 8 R
3	NRJMC 803	Compating Misinformation	0/0/2	2	4	DSC 2 (P)	Sem 8 R
4	NRJMC 804	Dissertation NTCC	15/0/0	15	0	DSC 3 NTCC	Sem 8 R
		Total Credit	23	23	10		

BA(J&MC) VIII Semester (Research)

Course Code	Course Name	L	T		Credits	Hours
JMC 801	Qualitative Research	3	0	0	3	3

Course Overview: This comprehensive course delves into qualitative research, offering a deep understanding of its philosophical foundations. It imparts practical skills in gathering qualitative data through methods like interviews, case studies, ethnography, and more. Furthermore, it covers diverse qualitative data analysis techniques, including content analysis and narrative inquiry.

Course Objective:
4. To gain a solid grasp of the philosophical and theoretical foundations that underpin qualitative research.
5. To develop the skills to gather qualitative research evidence through various methods, including focus groups, interviews, data-scraping, case studies, ethnography, participant observation, and open-ended survey questions.
6. To learn and apply various qualitative data analysis methods such as content analysis, thematic analysis, grounded theory approaches, interpretive phenomenological analysis, and narrative inquiry.

Pre-requisites: The students need to have a basic understanding of research in Communication.

Expected Outcome of the course:
After studying this course, the student should be able to:
4. Gain a profound understanding of the philosophical and theoretical foundations of qualitative research, enabling critical analysis and practical application.
5. Acquire the practical skills necessary to collect qualitative research evidence effectively using methods like interviews, ethnography, and more.
6. learn and apply various qualitative data analysis methods, empowering them to extract valuable insights from qualitative data sources.

Teaching Pedagogy: This course will employ a combination of theoretical concepts and the case study approach to deliver instruction. Our aim is to establish an interactive and stimulating learning atmosphere that accommodates various learning preferences and promotes active engagement, critical reasoning, and the practical application of communication theories.

Module I: Introduction to Research	Weightage
• Philosophical and Theoretical Foundations of Qualitative Research • Planning and Designing Qualitative Research • Gathering and Analyzing Evidence • Crafting a Research Report & The Ethics of Qualitative Research	30%
Module II: Types Qualitative Research	
Descriptors/Topics • Focus groups. • Interviews • Data-scraping • Case studies • Ethnography and participant observation • Open-ended survey questions	40%
Module III: Qualitative Data Analysis Methods	
• Content Analysis • Thematic Analysis • Grounded Theory Approaches to Data Analysis • Interpretive Phenomenological Analysis • Narrative Inquiry	30%

List of Professional Skill Development Activities (PSDA): NA
Lab/ Practical details, if applicable: NA **Practical's details, if applicable:** NA
Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	70

Text & References:
Suggested Readings
11. C R Kothari, Research Methodology: methods and techniques, New Age International
12. Kumar, R. (2015). Research Methodology. Fourth Edition. Sage India (Chapter 12, pp. 231-248)
13. Denzin, N. K., & Lincoln, Y. S. (2018). The SAGE handbook of qualitative research (5th ed.). Sage Publications.
14. Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry and research design: Choosing among five approaches (4th ed.). Sage Publications.
15. Miles, M. B., Huberman, A. M., & Saldaña, J. (2020). Qualitative data analysis: A methods sourcebook (4th ed.). Sage Publications.
16. Flick, U. (2018). The SAGE handbook of qualitative data collection. Sage Publications.
17. Charmaz, K. (2014). Constructing grounded theory (2nd ed.). Sage Publications.
18. Merriam, S. B. (2014). Qualitative research: A guide to design and implementation. Jossey-Bass.
19. Patton, M. Q. (2014). Qualitative research and evaluation methods (4th ed.). Sage Publications.
20. Morse, J. M. (2015). Critical issues in qualitative research methods. Sage Publications.

Additional Reading
8. Marshall, C., & Rossman, G. B. (2015). Designing qualitative research (6th ed.). Sage Publications.
9. Maxwell, J. A., & Miller, B. A. (2008). Caring for the qualitative researcher's soul. Sage Publications.
10. Stake, R. E. (2010). Qualitative research: Studying how things work. Guilford Press.
11. Denzin, N. K. (2017). The research act: A theoretical introduction to sociological methods (4th ed.). Routledge.
12. Silverman, D. (2016). Interpreting qualitative data (5th ed.). Sage Publications.
13. Saldaña, J. (2015). The coding manual for qualitative researchers (3rd ed.). Sage Publications.
14. Yin, R. K. (2018). Case study research and applications: Design and methods (6th ed.). Sage Publications.

Video Lectures
7. https://www.youtube.com/watch?v=wbdN_sLWl88&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ

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8. https://www.youtube.com/watch?v=_0HxMpJsm0I&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=2
9. https://www.youtube.com/watch?v=6PhcglOGFg8&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=3
10. https://www.youtube.com/watch?v=cCAPz14yjd4&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=4
11. https://www.youtube.com/watch?v=opp5tH4uD-w&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=5
12. https://www.youtube.com/watch?v=7m0LVHK8a94&list=PLqHnHG5X2PXCsCMyN3_EzugAF7GKN2poQ&index=6

Blogs / Articles

7. King, B. M., Rosopa, P. J., &Minium, E. W. (2010). Statistical reasoning in the behavioral sciences. Wiley Global Education.
8. King, G. R. O. Keohane& S. Verba (1994) Designing Social Inquiry. Princeton University Press. (Chapter 1, pp. 3-32).
9. Muralidharan, K. and V. Sundaram (2013). The aggregate effect of school choice: Evidence from a two-stage experiment in India. NBER Working paper 19441. Available online at http://www.nber.org/papers/w19441
10. Office of Quality Improvement. (2010). Survey fundamentals: A guide to designing and implementing surveys. Pew Research Centre. Questionnaire Design. Available online at
11. http://www.pewresearch.org/methodology/u-s-survey-research/questionnaire-   design/#measuring-change-over-time
12. Tashakkori, A. and T. Charles (1998). Mixed Methodology: Combining Qualitative and Quantitative Approaches. Sage Publications. (Part three: applications, examples, and future direction of mixed model research)

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BA (JMC) VIII Semester (Research)

Course Code	Course Name	L	T	P	Credits	Hours
JMC 803	Combating Misinformation	0	0	2	2	4

Course Overview: In the digital age, misinformation affects personal lives, public conversation, and democracy. This course teaches critical thinking, knowledge, and tools to identify, analyse, and combat misinformation. Students will study disinformation psychology, technology, and fact-checking and promotion.

Course Objective:
5. To understand the nature and impact of misinformation.
6. To develop critical thinking and media literacy skills.
7. To learn effective fact-checking techniques.
8. To Explore strategies for combating misinformation in different settings.

Pre-requisites: Students must have a basic knowledge of misinformation, disinformation, and mal-

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information.

Expected Outcome of the course: After studying this course, the student should be able to:
- Apply the skills of fact-checking in their day-to-day life.
- Demonstrate the skills learnt during this course.
- Develop critical thinking skills related to the media landscape in India.

Teaching Pedagogy: Hands-on training and Practical Lab.

Module I: Introduction to Misinformation	Weightage
• Understanding Misinformation: Defining misinformation, disinformation, and misinformation • Historical context of misinformation, Case studies and examples • Psychological Aspects of Misinformation: Cognitive biases and misinformation, the role of emotion in spreading misinformation, the psychology of belief and confirmation bias	35%
Module II: Sources of Misinformation and Combating Misinformation	**35%**
• Social Media and Misinformation: The spread of misinformation on platforms like Facebook, Twitter, echo chambers, and filter bubbles, The impact of social media on public perception • Introduction to Fact-Checking: Principles of fact-checking, Fact-checking organisations and resources • Fact-checking methods and tools, Hands-On Fact-Checking: Analyzing and fact-checking real-world examples, verifying images, videos, and sources, Evaluating fact-checking reports and their reliability	
Module III: Final Projects and Presentations	**30%**
• Working in teams to develop projects combating misinformation. • Presenting project proposals, • Final Project Presentations, Reflecting on the course and its impact	

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment			End-Term Examination (Viva Voce)
Components (Dropdown)	**Assignment-1**	**Assignment-2**	**Attendance**	
Weightage (%)	10	15	5	70

Suggested Readings:

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- O'Neill, J. (2018). Factfulness: Ten Reasons We're Wrong About the World-and Why Things Are Better Than You Think. *Nature*, *556*(7699), 25-26.
- Levitin, D. J. (2016). A field guide to lies: Critical thinking in the information age. Penguin.
- Levitin, D. J. (2017). Weaponized lies: How to think critically in the post-truth era. Penguin.
- Rich, M. D. (2018). Truth decay: An initial exploration of the diminishing role of facts and analysis in American public life. Rand Corporation.
- O'Connor, C., & Weatherall, J. O. (2019). The misinformation age: How false beliefs spread. Yale University Press.

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BA(J&MC) VIII (R) Semester

Course Code	Course Name	L	T	P	Credits	Hours
JMC 802	Media Information Literacy (Theory)	3	0	0	3	3

Course Overview: This course will equip students with the critical skills to navigate today's media landscape. Using theory and practical exercises, students will learn how to evaluate and analyse media content, identify credible sources, understand biases, and develop strategies for responsible and effective media consumption.

Course Objective:
1. To understand the Media Landscape
2. To develop Critical Thinking and Analysis
3. To Learn Media Production Skills
4. To adopt Media Ethics and Responsibility
5. To evaluate Media Bias and Stereotypes

Pre-requisites: The students need to have a fair understanding of Communication.

Expected Outcome of the course: After studying this course, the student should be able to:
- Critically analyse media content, identifying bias, misinformation, and propaganda.
- Evaluate the credibility of sources, recognising different media formats, and understanding the impact of media on society.

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- Express their ideas and viewpoints effectively through various media forms, such as writing, audio, video, and multimedia presentations.
- Use digital tools and platforms responsibly, including fact-checking and verifying online information.

Teaching Pedagogy: This class will use the theory and case method. Creating a dynamic and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of media information literacy.

Module I: Introduction to Media Information Literacy	Weightage
• Understanding the media landscape • What is Media Information (MIL)? • Key concepts and terminology • The importance of media information literacy • Historical perspectives on media • Different Media Types • Impact of Media on society, • Impact of Media on Culture • Impact of Media on Politics • Media and public sphere • Media activism and civic engagement	30%
Module II: Media Analysis and Identifying the Credibility of Source	
• Deconstructing media messages • Semiotics and media interpretation • Framing and agenda-setting in media • Media bias and objectivity • Gender and race in media • Evaluating the reliability of sources • Fact-checking and verification techniques • Understanding peer-reviewed journals and academic sources • The role of experts and authority in media • Strategies for responsible social media use	35%
Module III: Digital Media Literacy	35%
• Navigating the internet for information • Evaluating websites and online sources • Cybersecurity and online privacy • Online communities and echo chambers • Stereotyping and misrepresentation • Ethical guidelines for journalists and content creators • Discussing the ethical implications of media consumption. • Understanding misinformation and disinformation • Strategies to combat the spread of false information • Understanding visual and audio manipulation • Recognizing deep fakes and audio manipulation	

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Theory Assessment(L&T):

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Continuous Assessment/Internal Assessment				End-Term Examination
Components (Dropdown)	Mid-Term	Assignment	Attendance	
Weightage (%)	15	10	5	70

Text Readings:

- Hoechsmann, M., & Poyntz, S. R. (2012). Media literacies: A critical introduction. John Wiley & Sons.
- De Abreu, B. S. (2019). Teaching media literacy. American Library Association.
- Burn, A., & Durran, J. (2007). Media literacy in schools: Practice, production and progression. Sage.
- Potter, W. J. (2018). Media literacy. Sage publications.
- Silverblatt, A. (2014). Media literacy: Keys to interpreting media messages. Bloomsbury Publishing USA.
- Hobbs, R. (2011). Digital and media literacy: Connecting culture and classroom. Corwin Press.
- Yildiz, M. N. (Ed.). (2015). Handbook of research on media literacy in the digital age. IGI Global.
- Tyner, K. (Ed.). (2009). Media literacy: New agendas in communication. Routledge.

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BA (JMC) VIII Semester (Research)

Course Code	Course Name	L	T	P	Credits	Hours
JMC 804	Dissertation (NTCC)	15	0	0	15	0

Course Overview: This course helps students research and write a dissertation independently. The dissertation proposal, literature review, methodology, data collection and analysis, discussion of findings, and organisation will be emphasised. Students will also learn academic writing, citation formats, and ethics. Students should have a dissertation plan and significant progress by the course's completion.

Course Objective:
1. To understand the research process and the importance of well-structured dissertations.
2. To formulate a clear and focused research question or hypothesis and conduct a comprehensive literature review.

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3. To select and justify an appropriate research methodology.
4. To collect, analyse, and interpret research data.
5. To communicate research findings effectively through academic writing.
6. To adhere to ethical standards in research and writing.

Pre-requisites: This course is typically taken by students who have a basic understanding of research in their respective fields and have identified a research topic or area of interest for their dissertation.

Expected Outcome of the course: After studying this course, the student should be able to:

1. Submit the dissertation, which is required to complete the BA (JMC) Research degree.

Teaching Pedagogy: This course will take 15 Weeks to complete the dissertation. The Discussion, Presentation, and Fieldwork will be used to complete this course.

Week 1: Introduction to Dissertation Writing
- Understanding the purpose and significance of a dissertation.
- Selecting a research topic and formulating a research question or hypothesis.
- Creating a research plan and timeline.

Week 2: Research Proposal
- Crafting a research proposal.
- Identifying key components of a proposal.
- Peer review and feedback on proposals.

Week 3: Literature Review
- Defining the scope and purpose of a literature review.
- Strategies for searching, evaluating, and organizing sources.
- Creating an annotated bibliography.

Week 4: Research Methodology
- Selecting and justifying a research methodology.
- Data collection methods and instruments.
- Ethical considerations in research.

Week 5: Data Collection and Analysis
- Conducting research and data collection.
- Data analysis techniques.
- Interpreting research findings.

Week 6: Structuring and Organizing the Dissertation
- Developing the overall structure of a dissertation.
- Creating clear chapter outlines.
- Integrating research findings into the dissertation.

Week 7: Academic Writing and Citation Styles
- Academic writing conventions and style.
- Proper citation and referencing (APA, MLA, or other relevant styles).
- Avoiding plagiarism.

Week 8: Ethical Considerations and Institutional Review Boards

- Ethical guidelines for research.
- The role of Institutional Review Boards (IRBs) in research.
- Preparing an ethics section for the dissertation.

Week 9-10: Writing and Editing Process
- Drafting and revising dissertation chapters.
- Peer review and editing techniques.
- Strategies for overcoming writer's block.
- Preparing for the dissertation defense.

Week 11-15: Submission and Defense
- Formatting and submission requirements.
- Submission of the Dissertation
- Defense Presentation and Viva-Voce.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
NA	100	100

	Continuous Assessment/Internal Assessment	End-Term Examination (Viva Voce)
Components (Dropdown)	Dissertation Submission	
Weightage (%)	30	70

Suggested Readings:

- Berger, A. A. (2018). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage Publications.
- Sparks, G. G. (2002). Media effects research. Belmont, CA: Wadsworth.
- Krippendorff, K. (2018). Content analysis: An introduction to its methodology. Sage publications.
- Jankowski, N. W., & Jensen, K. B. (Eds.). (2002). A handbook of qualitative methodologies for mass communication research. Routledge.
- Wimmer, R. D., & Dominick, J. R. (2013). Mass media research. Cengage learning.
- Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International.

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