



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Fundamental of Journalism</b>
Course Code : JMC101, Crédits : 03, Session :2023-24(Odd Sem.), Class : BJMC. I Sem
<b>Faculty Name : Dr. Ashish Sharma</b>

**A. Introduction:** The objective of this course is to cover the essential principles and skills required for effective and ethical journalism.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 101.1: Demonstrate a comprehensive understanding of the key principles and ethical standards that underpin journalism.
2. BAJMC 101.2: Critically assess the news articles for completeness and effectiveness in conveying information to the audience.
3. BAJMC 101.3: Summarize key historical events and developments in journalism.
4. BAJMC 101.4: Apply effective techniques for researching and gathering information from sources to produce accurate and reliable news content.

## Program Educational Outcome

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

  
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**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical	A	5%



	leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**Course Contents/Syllabus:**

<b>Module I: Overview of Indian Journalism</b>	<b>Weightage</b>
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	<b>40%</b>
<b>Module II: Introduction to Journalism</b>	
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.	<b>30%</b>
<b>Module III: Introduction to News</b>	
<b>Concept &amp; Definition of NEWS.</b> 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.	<b>30%</b>

**Pedagogy for Course Delivery:**

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.

**Lab/ Practical details, if applicable: NA Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>0</b>	<b>100</b>

**Theory Assessment (L&T):**



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

**Text & References:**

- C.R.

**C. Lecture Plan**

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History and development of Indian Journalism – Print and broadcast medium. British Raj and the Indian Press.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
2	History and development of Indian Journalism – Print and broadcast medium. British Raj and the Indian Press.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
3	History and development of Indian Journalism – Print and broadcast medium. British Raj and the Indian Press.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
4	Journalism as A Mission in Freedom Movement of India.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
5	Journalism as A Mission in Freedom Movement of India.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
6	Journalism as A Mission in Freedom Movement of India.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam



7	Journalism as A Mission in Freedom Movement of India.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
8	Role of Journalism in the era of Post Independence.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
9	Role of Journalism in the era of Post Independence.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
10	Role of Journalism in the era of Post Independence.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
11	Role of Journalism in the era of Post Independence.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
12	Early contributors - J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi, B G Tilak.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
13	Early contributors - J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi, B G Tilak.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
14	Early contributors - J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi, B G Tilak.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
15	Early contributors - J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi, B G Tilak.	Lecture	BJM10 1.1	Mid Term-1, Quiz & End Sem Exam
16	Journalism-Definition, Nature, Scope. Principles and significance; Functions of Journalism	Lecture	BJM10 1.2	Mid Term-1, Quiz & End Sem Exam
17	Journalism-Definition, Nature, Scope	Lecture	BJM10 1 2	Mid Term-1, Quiz & End



	Principles and significance; Functions of Journalism			Sem Exam
18	Journalism-Definition, Nature, Scope. Principles and significance; Functions of Journalism	Lecture	BJM10 1.2	Mid Term-1, Quiz & End Sem Exam
19	Journalism-Definition, Nature, Scope. Principles and significance; Functions of Journalism	Lecture	BJM10 1.2	Mid Term-1, Quiz & End Sem Exam
20	Kinds of journalism Investigative Journalism; Rural Journalism; Alternative Journalism;	Lecture	BJM10 1.2	Mid Term-1, Quiz & End Sem Exam
21	Kinds of journalism Investigative Journalism; Rural Journalism; Alternative Journalism;	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam
22	Kinds of journalism Investigative Journalism; Rural Journalism; Alternative Journalism;	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam
23	Kinds of journalism Investigative Journalism; Rural Journalism; Alternative Journalism;	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam
24	Kinds of journalism Investigative Journalism; Rural	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam



	Journalism; Alternative Journalism;			
25	Kinds of journalism Investigative Journalism; Rural Journalism; Alternative Journalism;	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam
26	Kinds of journalism Investigative Journalism; Rural Journalism; Alternative Journalism;	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam
27	Advocacy Journalism; Yellow Journalism and Citizen Journalism. MoJo as a Concept.	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam
28	Advocacy Journalism; Yellow Journalism and Citizen Journalism. MoJo as a Concept.	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam
29	Advocacy Journalism; Yellow Journalism and Citizen Journalism. MoJo as a Concept.	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam
30	Advocacy Journalism; Yellow Journalism and Citizen Journalism. MoJo as a Concept.	Lecture	BJM10 1.2	Presentation, Quiz & End Sem Exam
31	Elements, Hard and Soft news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
32	Elements, Hard and Soft news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam



33	Elements, Hard and Soft news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
34	Elements, Hard and Soft news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
35	Elements, Hard and Soft news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
36	Elements, Hard and Soft news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
37	News values and factors affecting selection of news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
38	News values and factors affecting selection of news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
39	News values and factors affecting selection of news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
40	News values and factors affecting selection of news.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
41	News Sources. Journalistic Values. Qualities & responsibilities of journalists.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
42	News Sources. Journalistic Values. Qualities & responsibilities of journalists.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
43	Editorial writing. Protection of News Sources.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
44	Editorial writing. Protection of News Sources.	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam
45	Editorial writing. Protection of News Sources	Lecture	BJM10 1.3	Presentation, Quiz & End Sem Exam



**D. Course Articulation Matrix (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PSO 3
<b>BAJMC 101.1</b>	Demonstrate a comprehensive understanding of the key principles and ethical standards that underpin journalism.	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 101.2</b>	Critically assess the news articles for completeness and effectiveness in conveying information to the audience.	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 101.3</b>	Summarize key historical events and developments in journalism.	1	2	3	2	1	3	2	3	2	1			
<b>BAJMC 101.4:</b>	Apply effective techniques for researching and gathering information from sources to produce accurate and reliable news content.	2	1	3	3	-	2	-	3	1	2			

## Sample Question Paper

<b>Amity School of Communication MID-SEMESTER (SEM –I) 2023-24</b>						
<b>Class: BJMC- I Semester</b>						
Subject Name: Fundamentals of Journalism BAJMC 101		Time: 3 Hours			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.2 & 3	Q.4	Q.5	Q.6	
<p>The student will be able to</p> <p>CO1: Demonstrate a comprehensive understanding of the key principles and ethical standards that underpin journalism.</p> <p>CO2: Critically assess the news articles for completeness and effectiveness in conveying information to the audience.</p> <p>CO3: Summarize key historical events and developments in journalism.</p> <p>CO4: Apply effective techniques for researching and gathering information from sources to produce accurate and reliable news content.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	What were the key phases in the development of Indian journalism from its inception to the modern era?				3
CO1	Q.2a	How did James Augustus Hickey’s 'Bengal Gazette' mark the beginning of Indian journalism?				3
	Q.2b	How did Indian journalism evolve in the post-Independence era, and what challenges did it face?				3
CO2	Q.3	Describe the contributions of Bal Gangadhar Tilak to the field of journalism during the independence movement.				6
CO2	Q.4	..... India’s struggle for				3





		independence?	
CO3	Q.5a	In what ways did Mahatma Gandhi use journalism as a tool in the freedom struggle?	3
	Q.5b	What contributions did Raja Ram Mohan Roy make to the field of Indian journalism?	3
CO4	Q 6	What was the significance of James Silk Buckingham's contributions to Indian journalism, particularly through 'The Calcutta Journal'?	6

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Fundamentals of Journalism** Course code **JMC 101** is level **3** for the academic year 2023-24.





<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Practicing Journalism</b>
Course Code : JMC102, Crédits : 01, Session :2023-24(Odd Sem.), Class : BJMC. I Sem
<b>Faculty Name : Dr. Ashish Sharma</b>

**A. Introduction:** The objective of this course is to introduce students to the fundamental practical aspects of mass communication, providing them with a strong foundation in understanding how various media operate. It will explore the internet as a significant medium, focusing on its practices and the unique dynamics it brings to the field of communication. The course will also provide hands-on experience with the emerging trends and techniques in print, electronic, and digital media. Additionally, students will have the opportunity to analyze current trends and explore the various opportunities that exist within the rapidly evolving landscape of journalism.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 102.1: To excel in crafting engaging news stories.
2. BAJMC 102.2: To uphold journalistic ethics in their work.
3. BAJMC 102.3: To master multimedia tools for news.
4. BAJMC 102.4: To uncover in-depth stories effectively.

### **Program Educational Outcome**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

  
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**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester	A	5%



	allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination (VIVA)	EE	70%
<b>Total</b>			<b>100%</b>

**Course Contents/Syllabus:**

<b>Module I: Print Media</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Writing a Report – Developing Story Ideas – Structure of news story</li> <li>• Writing a News Feature - Writing Headlines – Lead or Intro writing</li> <li>• Writing caption of a news picture</li> <li>• Writing Reviews: Book Review, Film Review</li> </ul>	<b>30%</b>
<b>Module II: Electronic Media</b>	
<ul style="list-style-type: none"> <li>• TV reporting-Reporting skills, Ethics for TV reporting</li> <li>• Writing and reporting for TV news</li> <li>• Anchoring live shows</li> <li>• Types of Interviews</li> </ul>	<b>30%</b>
<b>Module III: Digital Media</b>	
<ul style="list-style-type: none"> <li>• Journalistic uses of Internet: E-mail, Search, Video conferencing, Webcasting, Podcasting, Photo sharing, etc.</li> <li>• Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.</li> <li>• Journalistic use of social media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)</li> </ul>	<b>40%</b>

**D. Pedagogy for Course Delivery:**

- This course will be delivered through a combination of practical, discussions and task-based activities.

**Lab/ Practical details, if applicable: NA Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>0</b>	<b>100</b>	<b>100</b>

**Theory Assessment (L&T):**

Continuous Assessment/Internal Assessment					End Term Examination (VIVA)
Components (Drop down)	Practical 1	Practical 2	Practical 3	Attendance	
Weightage (%)	10	5	10	5	70

#### E. Text & References:

- 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

#### F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Writing a Report – Developing Story Ideas – Structure of news story	Lecture	BJM10 2.1	Practical Assignment and Viva
2	Writing a Report – Developing Story Ideas – Structure of news story	Lecture	BJM10 2.1	Practical Assignment and Viva
3	Writing a News Feature - Writing Headlines – Lead or Intro writing	Lecture	BJM10 2.1	Practical Assignment and Viva



4	Writing a News Feature - Writing Headlines – Lead or Intro writing	Lecture	BJM10 2.1	Practical Assignment and Viva
5	Writing caption of a news picture	Lecture	BJM10 2.1	Practical Assignment and Viva
6	Writing caption of a news picture	Lecture	BJM10 2.1	Practical Assignment and Viva
7	Writing Reviews: Book Review, Film Review	Lecture	BJM10 2.1	Practical Assignment and Viva
8	Writing Reviews: Book Review, Film Review	Lecture	BJM10 2.1	Practical Assignment and Viva
9	TV reporting- Reporting skills, Ethics for TV reporting	Lecture	BJM10 2.2	Practical Assignment and Viva
10	TV reporting- Reporting skills, Ethics for TV reporting	Lecture	BJM10 2.2	Practical Assignment and Viva
11	TV reporting- Reporting skills, Ethics for TV reporting	Lecture	BJM10 2.2	Practical Assignment and Viva
12	Writing and reporting for TV news	Lecture	BJM10 2.2	Practical Assignment and Viva
13	Writing and reporting for TV news	Lecture	BJM10 2.2	Practical Assignment and Viva
14	Anchoring live shows	Lecture	BJM10 2.2	Practical Assignment and Viva
15	Anchoring live shows	Lecture	BJM10 2.2	Practical Assignment and Viva
16	Types of Interviews	Lecture	BJM10 2.2	Practical Assignment and Viva
17	Types of Interviews	Lecture	BJM10	Practical





			2.2	Assignment and Viva
18	Journalistic uses of Internet: E-mail, Search, Video conferencing, Webcasting, Podcasting, Photo sharing, etc.	Lecture	BJM10 2.3	Practical Assignment and Viva
19	Journalistic uses of Internet: E-mail, Search, Video conferencing, Webcasting, Podcasting, Photo sharing, etc.	Lecture	BJM10 2.3	Practical Assignment and Viva
20	Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.	Lecture	BJM10 2.3	Practical Assignment and Viva
21	Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.	Lecture	BJM10 2.3	Practical Assignment and Viva
22	Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.	Lecture	BJM10 2.3	Practical Assignment and Viva
23	Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.	Lecture	BJM10 2.3	Practical Assignment and Viva
24	Application for Journalists: Blogs, Portals, Websites,	Lecture	BJM10 2.3	Practical Assignment and Viva



	Social media platforms, Wikis, etc.			
25	Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.	Lecture	BJM10 2.3	Practical Assignment and Viva
26	Journalistic use of social media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)	Lecture	BJM10 2.3	Practical Assignment and Viva
27	Journalistic use of social media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)	Lecture	BJM10 2.3	Practical Assignment and Viva
28	Journalistic use of social media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)	Lecture	BJM10 2.3	Practical Assignment and Viva
29	Journalistic use of social media, Social Networking Sites, Social Media	Lecture	BJM10 2.3	Practical Assignment and Viva



	Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)			
30	Journalistic use of social media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)	Lecture	BJM10 2.3	Practical Assignment and Viva

### G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PSO 3
<b>BAJMC 102.1</b>	To excel in crafting engaging news stories.	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 102.2</b>	To uphold journalistic ethics in their work.	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 102.3</b>	To master multimedia tools for news.	1	2	3	2	1	3	2	3	2	1			
<b>BAJMC 102.4:</b>	To uncover in-depth stories effectively.	2	1	3	3	-	2	-	3	1	2			

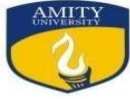


## Sample Question Paper

<b>Amity School of Communication MID-SEMESTER (SEM –I) 2023-24</b>						
<b>Class: BJMC- I Semester</b>						
Subject Name: Practicing Journalism JMC 102		Time: 2 Hours			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.2 & 3	Q.4	Q.5	Q.6	
The student will be able to CO1: To excel in crafting engaging news stories CO2: To uphold journalistic ethics in their work CO3: To master multimedia tools for news CO4: To uncover in-depth stories effectively						

<b>Attainments</b>		<b>Rubric</b>
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Practicing Journalism** Course code **JMC 102** is level **3** for the academic year 2023-24.



<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Communication Theories &amp; Models</b>
Course Code : JMC103, Crédits : 03, Session :2023-24(Odd Sem.), Class : BJMC. I Sem
<b>Faculty Name : Dr. Gaurav Chhabra</b>

**A. Introduction:** The objective of this course is to dig 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.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 103.1: Demonstrate Theoretical Understanding
2. BAJMC 103.2: Make Informed Communication Decisions
3. BAJMC 103.3: Critically Evaluate Theories
4. BAJMC 103.4: Synthesize Knowledge Across Theories
5. BAJMC 103.5: Apply Theories to Real-World Scenarios

### **Program Educational Outcome**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.



**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical	A	5%





	leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Course Contents/Syllabus:

<b>Module I: Understanding Communication</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Origin, definition, nature, process and functions,</li> <li>• Types of communication and their contexts</li> <li>• Different schools of communication (Semiotics, Process)</li> <li>• Indian perspectives</li> <li>• Early European perspectives</li> <li>• Modern perspectives</li> <li>• Media system-factors and theories</li> </ul>	<b>20%</b>
<b>Module II: Models of Communication</b>	
<ul style="list-style-type: none"> <li>• <b>Linear Models of Communication</b>( Shannon-Weaver Model, Lasswell's Model, Berlo's SMCR Model, Newcomb's ABX Model)</li> <li>• <b>Interactive Models of Communication</b>( Schramm's Interactive Model, Osgood and Schramm's Circular Model, Dance's Helical Model, Westley and MacLean's Conceptual Model, Gerbner Model, Jacobson Model,)</li> <li>• <b>Transactional Models of Communication</b> Barnlund's Transactional Model, Pearce and Cronen's Coordinated Management of Meaning (CMM), Watzlawick's Axioms of Communication)</li> </ul>	<b>40%</b>
<b>Module III: Theories of Mass Communication</b>	
<ul style="list-style-type: none"> <li>• Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory,</li> <li>• Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory,</li> <li>• Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence</li> </ul>	<b>40%</b>

#### E. Pedagogy for Course Delivery:

- This class will l ethod. Creating a dynamic

and engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

**F. Lab/ Practical details, if applicable: NA Assessment/ Examination Scheme:**

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

**Theory Assessment (L&T):**

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

**G. Text & References:**

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

**H. Lecture Plan**

<b>Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	Origin, definition, nature, process and functions.	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
2	Origin, definition, nature, process and functions.	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
3	Types of communication and their contexts	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
4	Types of communication and their contexts	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
5	Different schools of communication (Semiotics, Process)	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
6	Different schools of communication (Semiotics, Process)	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
7	Indian perspectives	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
8	Indian perspectives	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
9	Early European perspectives	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
10	Early European perspectives	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
11	Modern perspectives	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
12	Modern perspectives	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
13	Media system-factors and theories	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam



14	Media system-factors and theories	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
15	Linear Models of Communication( Shannon-Weaver Model, Lasswell's Model, Berlo's SMCR Model, Newcomb's ABX Model)	Lecture	BJM10 3.1	Mid Term-1, Quiz & End Sem Exam
16	Linear Models of Communication( Shannon-Weaver Model, Lasswell's Model, Berlo's SMCR Model, Newcomb's ABX Model)	Lecture	BJM10 3.2	Mid Term-1, Quiz & End Sem Exam
17	Linear Models of Communication( Shannon-Weaver Model, Lasswell's Model, Berlo's SMCR Model, Newcomb's ABX Model)	Lecture	BJM10 3.2	Mid Term-1, Quiz & End Sem Exam
18	Linear Models of Communication( Shannon-Weaver Model, Lasswell's Model, Berlo's SMCR Model, Newcomb's ABX Model)	Lecture	BJM10 3.2	Mid Term-1, Quiz & End Sem Exam
19	Linear Models of Communication( Shannon-Weaver Model, Lasswell's Model, Berlo's SMCR Model, Newcomb's ABX Model)	Lecture	BJM10 3.2	Mid Term-1, Quiz & End Sem Exam
20	Interactive Models of Communication( Schramm's Interactive Model, Osgood and Schramm's Circular	Lecture	BJM10 3.2	Mid Term-1, Quiz & End Sem Exam



	Model, Dance's Helical Model, Westley and MacLean's Conceptual Model, Gerbner Model, Jacobson Model,)			
21	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,)	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam
22	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,)	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam
23	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,)	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam



24	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,)	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam
25	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,)	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam
26	Transactional Models of Communication Barnlund's Transactional Model, Pearce and Cronen's Coordinated Management of Meaning (CMM), Watzlawick's Axioms of Communication)	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam
27	Transactional Models of Communication Barnlund's Transactional Model, Pearce and Cronen's Coordinated Management of Meaning (CMM), Watzlawick's Axioms	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam



	of Communication)			
28	Transactional Models of Communication Barnlund's Transactional Model, Pearce and Cronen's Coordinated Management of Meaning (CMM), Watzlawick's Axioms of Communication)	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam
29	Transactional Models of Communication Barnlund's Transactional Model, Pearce and Cronen's Coordinated Management of Meaning (CMM), Watzlawick's Axioms of Communication)	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam
30	Transactional Models of Communication Barnlund's Transactional Model, Pearce and Cronen's Coordinated Management of Meaning (CMM), Watzlawick's Axioms of Communication)	Lecture	BJM10 3.2	Presentation, Quiz & End Sem Exam
31	Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam





32	Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
33	Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
34	Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
35	Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
36	Dependency Theory, Dissonance Theory (Selective Perception,	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam

  
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	Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory			
37	Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
38	Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
39	Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
40	Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
41	Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
42	Critical Cultural Theory, Reinforcement	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam



	Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence			
43	Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
44	Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam
45	Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	Lecture	BJM10 3.3	Presentation, Quiz & End Sem Exam

### I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PSO 3
<b>BAJMC 103.1</b>	Demonstrate Theoretical Understanding	2	1	3	3	-	2	-	3	1	2			



<b>BAJMC 103.2</b>	Make Informed Communication Decisions	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 103.3</b>	Critically Evaluate Theories	1	2	3	2	1	3	2	3	2	1			
<b>BAJMC 103.4:</b>	Synthesize Knowledge Across Theories	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 103.5:</b>	Apply Theories to Real-World Scenarios	1	2	3	3	2	1	2	3	2	1			

**Sample Question Paper**

<b>Amity School of Communication</b>						
<b>MID-SEMESTER (SEM –I) 2023-24</b>						
<b>Class: BJMC- I Semester</b>						
Subject Name: Communication Theories & Models JMC 103		Time: 3 Hours			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.2 & 3	Q.4	Q.5	Q.6	
<p>The student will be able to</p> <p>CO1: Demonstrate Theoretical Understanding</p> <p>CO2: Make Informed Communication Decisions</p> <p>CO3: Critically Evaluate Theories</p> <p>CO4: Synthesize Knowledge Across Theories</p>						



CO5: Apply Theories to Real-World Scenarios			
CO Map	Question No.	Question	Marks
CO1	Q.1	How do cultural and social factors shape communication systems in different regions, particularly in the Indian context?	3
CO1	Q.2a	What is the origin of communication, and how has its definition evolved over time?	3
	Q.2b	What are the key functions of communication in society, and how does the communication process work?	3
CO2	Q.3	Identify and explain the different types of communication and their contexts (e.g., interpersonal, group, mass communication).	6
CO2	Q.4	What are the key features of the Semiotic and Process schools of communication, and how do they differ from one another?	3
CO3	Q.5a	How do media systems operate, and what factors influence their functioning?	3
	Q.5b	What are the major theories of communication, and how do they explain the role of media in society?	3
CO4	Q.6	How do Indian perspectives on communication differ from early European perspectives?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Communication Theories & Models** Course code **JMC 103** is level **3** for the academic year **2023-24**



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Writing for Media</b>
Course Code : JMC104, Crédits : 01, Session :2023-24(Odd Sem.), Class : BJMC. I Sem
<b>Faculty Name :</b>

**A. Introduction:** The course Writing for Media offers an in-depth exploration of techniques and strategies for effective communication across various media platforms. Students will learn to craft compelling, clear, and audience-specific content for print, digital, broadcast, and social media. Emphasizing both creativity and precision, the course prepares students to engage diverse audiences with impactful storytelling.

**B. Course Outcomes:** At the end of the course, students will be able to:

1. BAJMC 104.1: This course is designed to equip students with the practical skills.
2. BAJMC 104.2: To provide theoretical knowledge necessary for effective writing across various media platforms.
3. BAJMC 104.3: To hands-on exercises, projects, and critiques, students
4. BAJMC 104.4: To develop their writing abilities for print, digital, and broadcast media.

## Program Educational Outcome

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

  
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**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester	A	5%





	allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination (VIVA)	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Course Contents/Syllabus:

<b>Module I: Introduction to Writing</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Understanding the role of writing in media</li> <li>• Qualities of Good Writer</li> <li>• Essentials of Good writing</li> <li>• 7 C's of efficient writing</li> </ul>	<b>30%</b>
<b>Module II: Basics of writing for Media</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• ABCD of media writing</li> <li>• Differentiating writing styles for various media platforms</li> <li>• Exploring the impact of language and tone</li> <li>• Analyzing successful media writing examples</li> </ul>	
<b>Module III: Writing for Print Media</b>	<b>40%</b>
<ul style="list-style-type: none"> <li>• Writing news articles, features, and op-eds</li> <li>• Understanding the inverted pyramid structure</li> <li>• Editing, and proofreading techniques for print</li> <li>• Conducting effective interviews, and using quotes</li> <li>• Crafting headlines, subheads, and captions and leads that capture attention.</li> </ul>	

#### E. Pedagogy for Course Delivery:

- 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.

#### Lab/ Practical details, if applicable: NA Assessment/ Examination Scheme:

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination(VIVA)</b>

#### F. Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination (VIVA)
Components (Drop down)	Practical 1	Practical 2	Practical 3	Attendance	
Weightage (%)	10	5	10	5	70

#### F. 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.

#### G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding the role of writing in media	Lecture	BJM10 4.1	Practical Assignments and Viva
2	Understanding the role of writing in media	Lecture	BJM10 4.1	Practical Assignments and Viva
3	Qualities of Good Writer	Lecture	BJM10 4.1	Practical Assignments and Viva
4	Qualities of Good Writer	Lecture	BJM10 4.1	Practical Assignments and Viva
5	Essentials of Good writing	Lecture	BJM10 4.1	Practical Assignments and Viva
6	Essentials of Good writing	Lecture	BJM10 4.1	Practical Assignments and Viva
7	7 C's of efficient writing	Lecture	BJM10 4.1	Practical Assignments and Viva
8	7 C's of		0	Practical



	writing		4.1	Assignments and Viva
9	ABCD of media writing	Lecture	BJM10 4.2	Practical Assignments and Viva
10	ABCD of media writing	Lecture	BJM10 4.2	Practical Assignments and Viva
11	Differentiating writing styles for various media platforms	Lecture	BJM10 4.2	Practical Assignments and Viva
12	Differentiating writing styles for various media platforms	Lecture	BJM10 4.2	Practical Assignments and Viva
13	Exploring the impact of language and tone	Lecture	BJM10 4.2	Practical Assignments and Viva
14	Exploring the impact of language and tone	Lecture	BJM10 4.2	Practical Assignments and Viva
15	Analyzing successful media writing examples	Lecture	BJM10 4.2	Practical Assignments and Viva
16	Analyzing successful media writing examples	Lecture	BJM10 4.2	Practical Assignments and Viva
17	Writing news articles, features, and op-eds	Lecture	BJM10 4.2	Practical Assignments and Viva
18	Writing news articles, features, and op-eds	Lecture	BJM10 4.3	Practical Assignments and Viva
19	Writing news articles, features, and op-eds	Lecture	BJM10 4.3	Practical Assignments and Viva
20	Understanding the inverted pyramid structure	Lecture	BJM10 4.3	Practical Assignments and Viva
21	Understanding the inverted pyramid structure	Lecture	BJM10 4.3	Practical Assignments and Viva
22	Underst		BJM10	Practical



	inverted pyramid structure		4.3	Assignments and Viva
23	Editing, and proofreading techniques for print	Lecture	BJM10 4.3	Practical Assignments and Viva
24	Editing, and proofreading techniques for print	Lecture	BJM10 4.3	Practical Assignments and Viva
25	Conducting effective interviews, and using quotes	Lecture	BJM10 4.3	Practical Assignments and Viva
26	Crafting headlines, subheads, and captions and leads that capture attention.	Lecture	BJM10 4.3	Practical Assignments and Viva
27	Crafting headlines, subheads, and captions and leads that capture attention.	Lecture	BJM10 4.3	Practical Assignments and Viva
28	Crafting headlines, subheads, and captions and leads that capture attention.	Lecture	BJM10 4.3	Practical Assignments and Viva
29	Crafting headlines, subheads, and captions and leads that capture attention.	Lecture	BJM10 4.3	Practical Assignments and Viva
30	Crafting headlines, subheads, and captions and leads that capture attention.	Lecture	BJM10 4.3	Practical Assignments and Viva

#### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PSO 3



<b>BAJMC 104.1</b>	Understanding the various perspectives of writing for various media platforms.	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 104.2</b>	Students will master research, interviewing, and storytelling skills	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 104.3</b>	Student will be able to produce accurate news stories and understanding ethical responsibilities in media reporting.	1	2	3	2	1	3	2	3	2	1			
<b>BAJMC 104.4</b>	Understanding and creating audience-centric content, utilizing persuasive writing and multimedia techniques, and enhancing reach and impact.	2	1	3	3	-	2	-	3	1	2			

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Writing for Media** Course code **JMC 104** is level **3** for the academic year 2023-24.



<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Introduction to Digital Media</b>
Course Code : JMC105, Crédits : 02, Session :2023-24(Odd Sem.), Class : BJMC. I Sem
<b>Faculty Name : Mr. Rishav S. Tomar</b>

**A. Introduction:** Introduction to Digital Media is a foundational course that explores the evolving landscape of digital communication and media technologies. Students will examine key concepts, tools, and platforms that shape modern media, from social media to multimedia storytelling. This course prepares students to navigate and leverage digital channels effectively for personal, academic, and professional purposes.

**B. Course Outcomes:** At the end of the course, students will be able to:

1. BAJMC 105.1: To introduce the basics of Digital Media and its characteristics
2. BAJMC 105.2: To explain the internet as a Medium and its practices
3. BAJMC 105.3: To describe about Digital Media Design and its techniques
4. BAJMC 105.4: To enable the use of ICT for the student.

### **Program Educational Outcome**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.



**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical	A	5%





	leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**D. Course Contents/Syllabus:**

<b>Module I: Introduction to the Digital Media</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Understanding Digital Media: Evolution and Development</li> <li>• Digital Media and its computer components</li> <li>• Digital Media Application Software: Word processing, Spreadsheet, Image Editing.</li> <li>• Digital Media Revolution: Mass Media Adaptation, Trends, Revolution</li> <li>• Digital Media Effects: Cybercrime, Privacy, Hate Speech, Surveillance etc.</li> </ul>	<b>30%</b>
<b>Module II: Digital Media Characteristics</b>	
<ul style="list-style-type: none"> <li>• Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion, Telepresence</li> <li>• Understanding Credibility of Digital Media</li> <li>• Credibility Building Process</li> <li>• Net Neutrality</li> <li>• Mobile Revolution</li> <li>• Digital Literacy</li> <li>• Convergence</li> <li>• Digital Divide</li> <li>• Revolution in Communication</li> <li>• Language Barriers</li> </ul>	<b>35%</b>
<b>Module III: Internet as a Medium</b>	
<ul style="list-style-type: none"> <li>• Basics of Internet, Characteristics of Internet</li> <li>• Internet concepts, its working style &amp; uses</li> <li>• Internet as a Medium: Conceptual &amp; functional dimensions.</li> <li>• Types of Internet-based communication: Dynamics of communication in CMC and</li> <li>• Cohesive Force of online group</li> <li>• Journalistic uses of Internet: E-mail, Search, Video conferencing, Webcasting, Podcasting, Photo sharing, etc.</li> <li>• Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.</li> <li>• Journalistic use of Social Media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)</li> </ul>	<b>35%</b>



<ul style="list-style-type: none"> <li>• Streaming Servers: News Aggregators &amp; SEO</li> </ul>	

**E. Pedagogy for Course Delivery:**

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

**Lab/ Practical details, if applicable: NA Assessment/ Examination Scheme:**

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
<b>100</b>	<b>0</b>	<b>100</b>

**Theory Assessment (L&T):**

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

**F. Text & References:**

- 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

## G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Digital Media: Evolution and Development	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
2	Digital Media and its computer components	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
3	Digital Media Application Software: Word processing, Spreadsheet, Image Editing.	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
4	Digital Media Revolution: Mass Media Adaptation, Trends, Revolution	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
5	Digital Media Effects: Cybercrime, Privacy, Hate Speech, Surveillance etc.	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
6	Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion, Telepresence	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
7	Understanding Credibility of Digital Media	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
8	Credibility Building Process	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
9	Net Neutrality	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
10	Mobile Revolution	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
11	Digital Literacy	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End



				Sem Exam
12	Convergence	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
13	Digital Divide	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
14	Revolution in Communication	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
15	Language Barriers	Lecture	<b>BJM105.1</b>	Mid Term-1, Quiz & End Sem Exam
16	Basics of Internet, Characteristics of Internet	Lecture	<b>BJM105.2</b>	Mid Term-1, Quiz & End Sem Exam
17	Internet concepts, its working style & uses	Lecture	<b>BJM105.2</b>	Mid Term-1, Quiz & End Sem Exam
18	Internet as a Medium: Conceptual & functional dimensions.	Lecture	<b>BJM105.2</b>	Mid Term-1, Quiz & End Sem Exam
19	Types of Internet- based communication: Dynamics of communication in CMC	Lecture	<b>BJM105.2</b>	Mid Term-1, Quiz & End Sem Exam
20	Cohesive Force of online group	Lecture	<b>BJM105.2</b>	Mid Term-1, Quiz & End Sem Exam
21	Journalistic uses of Internet: E-mail, Search, Video conferencing, Webcasting, Podcasting, Photo sharing, etc.	Lecture	<b>BJM105.2</b>	Presentation, Quiz & End Sem Exam
22	Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.	Lecture	<b>BJM105.2</b>	Presentation, Quiz & End Sem Exam
23	Journalistic use of	Lecture	<b>BJM105.2</b>	Presentation,



	Social Media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)			Quiz & End Sem Exam
24	Journalistic use of Social Media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)	Lecture	<b>BJM105.2</b>	Presentation, Quiz & End Sem Exam
25	Journalistic use of Social Media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)	Lecture	<b>BJM105.2</b>	Presentation, Quiz & End Sem Exam
26	Streaming Servers: News Aggregators & SEO	Lecture	<b>BJM105.2</b>	Presentation, Quiz & End Sem Exam
27	Streaming Servers: News Aggregators & SEO	Lecture	<b>BJM105.2</b>	Presentation, Quiz & End Sem Exam
28	Streaming Servers: News Aggregators & SEO	Lecture	<b>BJM105.2</b>	Presentation, Quiz & End Sem Exam
29	Streaming Servers: News Aggregators & SEO	Lecture	<b>BJM105.2</b>	Presentation, Quiz & End Sem Exam



30	Streaming Servers: News Aggregators & SEO	Lecture	<b>BJM105.2</b>	Presentation, Quiz & End Sem Exam
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**C. Course Articulation Matrix (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PSO 3
<b>BAJMC 105.1</b>	To introduce the basics of Digital Media and its characteristics	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 105.2</b>	To explain the internet as a Medium and its practices	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 105.3</b>	To describe about Digital Media Design and its techniques	1	2	3	2	1	3	2	3	2	1			
<b>BAJMC 105.4:</b>	To enable the use of ICT to the student.	2	1	3	3	-	2	-	3	1	2			

**Sample Question Paper**

<b>Amity School of Communication MID-SEMESTER (SEM –I) 2023-24</b>		
<b>Class: BJMC- I Semester</b>		
Subject Name: Introduction to Digital Media JMC 105	Time: 3 Hours	Max. Marks: 30



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Amity University Madhya Pradesh, Gwalior

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.2 & 3	Q.4	Q.5	Q.6	

The student will be able to

CO1: To introduce the basics of Digital Media and its characteristics

CO2: To explain the internet as a Medium and its practices

CO3: To describe about Digital Media Design and its techniques

CO4: To enable the use of ICT to the student.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key stages in the evolution and development of digital media?	3
CO1	Q.2a	How do computer components play a role in the functioning of digital media?	3
	Q.2b	What are the essential types of digital media application software, and how are they used in different fields?	3
CO2	Q.3	Explain the significance of word processing, spreadsheet, and image editing software in the context of digital media applications.	6
CO2	Q.4	How has the digital media revolution influenced traditional mass media, and what are some key trends observed in this adaptation?	3
CO3	Q.5a	How does digital media contribute to issues such as hate speech and surveillance?	3
	Q.5b	What role does digital media play in shaping societal behaviors and online discourse?	3
CO4	Q 6	How can individuals and organizations protect themselves from the negative effects of digital media, such as privacy breaches or cybercrime?	6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Introduction to Digital Media** Course code **JMC 105** is level **3** for the academic year 2023-24.



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<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Design and Graphics</b>
Course Code : JMC106, Crédits : 01, Session :2023-24(Odd Sem.), Class : BJMC. I Sem
<b>Faculty Name : Dr. Ranjan Kumar</b>

**A. Introduction:** The objective of this course is to introduce students to the fundamentals of graphic design, covering design principles, elements, basic composition, image manipulation, and the use of graphic design software.

**B. Course Outcomes:** At the end of the course, students will be able to:

1. BAJMC 106.1: Apply design principles and elements effectively in graphic design projects
2. BAJMC 106.2: Perform basic image adjustments and manipulations for design purposes.
3. BAJMC 106.3: Generate visually appealing posters, flyers, logos, and icons.
4. BAJMC 106.4: Comprehend image formats, resolution, and their appropriate use.
5. BAJMC 106.5: Develop a portfolio showcasing diverse design skills.

### **Program Educational Outcome**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.



**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical	A	5%



	leaves.		
End Semester Examination	End Semester Examination (VIVA)	EE	70%
<b>Total</b>			<b>100%</b>

**D. Course Contents/Syllabus:**

<b>Module I: Introduction to Design</b>	<b>Weightage (%)</b>
Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation for design	<b>35%</b>
<b>Module II: Basic Design</b>	
Elements of Design, Basic Principles of editing, Typography, Raster and Vector Graphics, Image formats and resolution	<b>25%</b>
<b>Module III: Creating Simple Graphics</b>	
Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	<b>40%</b>

**E. Pedagogy for Course Delivery:**

- Engaging lectures and software demonstrations.
- Regular exercises and projects.
- Industry insights from guest speakers.
- Stay current with design trends and software.

**Lab/ Practical details, if applicable: NA Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>0</b>	<b>100</b>	<b>100</b>

**Theory Assessment (L&T):**

	<b>Continuous Assessment/Internal Assessment</b>	<b>End Term Examination (VIVA)</b>
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Components (Drop down)	Practical 1	Practical 2	Practical 3	Attendance	
Weightage (%)	10	5	10	5	70

#### F. Text & 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.

#### G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation for design	Lecture	BJM10 6.1	Practical assignments and Viva
2	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation	Lecture	BJM10 6.1	Practical assignments and Viva



	for design			
3	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation for design	Lecture	BJM10 6.1	Practical assignments and Viva
4	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation for design	Lecture	BJM10 6.1	Practical assignments and Viva
5	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation for design	Lecture	BJM10 6.1	Practical assignments and Viva
6	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image r	Lecture	BJM10 6.1	Practical assignments and Viva



	for design			
7	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation for design	Lecture	BJM10 6.1	Practical assignments and Viva
8	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation for design	Lecture	BJM10 6.1	Practical assignments and Viva
9	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing, and basic image adjustments, Image manipulation for design	Lecture	BJM10 6.1	Practical assignments and Viva
10	Understanding design principles, exploring design elements: lines, shapes, colors, textures, Basic composition and layout, Cropping, resizing	Lecture	BJM10 6.1	Practical assignments and Viva



	image adjustments, Image manipulation for design			
11	Elements of Design, Basic Principles of editing, Typography, Raster and Vector Graphics, Image formats and resolution	Lecture	BJM10 6.2	Practical assignments and Viva
12	Elements of Design, Basic Principles of editing, Typography, Raster and Vector Graphics, Image formats and resolution	Lecture	BJM10 6.2	Practical assignments and Viva
13	Elements of Design, Basic Principles of editing, Typography, Raster and Vector Graphics, Image formats and resolution	Lecture	BJM10 6.2	Practical assignments and Viva
14	Elements of Design, Basic Principles of editing, Typography, Raster and Vector Graphics, Image formats and resolution	Lecture	BJM10 6.2	Practical assignments and Viva
15	Elements of Design, Basic Principles of editing, Typography, Raster and Vector Graphics, Image formats and resolution	Lecture	BJM10 6.2	Practical assignments and Viva
16	Elements of Design, Basic Principles of editing, Typography, Raster and Vector Graphics, Image formats and resolution	Lecture	BJM10 6.2	Practical assignments and Viva
17	Elements of Design, Basic Principles of editing, Typography, Raster and Vector	Lecture	BJM10 6.2	Practical assignments and Viva





	Graphics, Image formats and resolution			
18	Elements of Design, Basic Principles of editing, Typography, Rastor and Vector Graphics, Image formats and resolution	Lecture	BJM10 6.2	Practical assignments and Viva
19	Elements of Design, Basic Principles of editing, Typography, Rastor and Vector Graphics, Image formats and resolution	Lecture	BJM10 6.2	Practical assignments and Viva
20	Elements of Design, Basic Principles of editing, Typography, Rastor and Vector Graphics, Image formats and resolution	Lecture	BJM10 6.2	Practical assignments and Viva
21	Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	Lecture	BJM10 6.3	Practical assignments and Viva
22	Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	Lecture	BJM10 6.3	Practical assignments and Viva
23	Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe	Lecture	BJM10 6.3	Practical assignments and Viva



	Illustrator), Designing posters and flyers, Creating simple logos and icons			
24	Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	Lecture	BJM10 6.3	Practical assignments and Viva
25	Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	Lecture	BJM10 6.3	Practical assignments and Viva
26	Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	Lecture	BJM10 6.3	Practical assignments and Viva
27	Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	Lecture	BJM10 6.3	Practical assignments and Viva
28	Introduction to graphic design software (Adobe	Lecture	BJM10 6.3	Practical assignments and Viva



	software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons			
29	Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	Lecture	BJM10 6.3	Practical assignments and Viva
30	Introduction to graphic design software (Adobe software like Adobe Photoshop and Adobe Illustrator), Designing posters and flyers, Creating simple logos and icons	Lecture	BJM10 6.3	Practical assignments and Viva

#### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PSO 3
BAJMC 106.1	Apply design principles and elements effectively in graphic design projects.	2	1	3	3	-	2	-	3	1	2			



<b>BAJMC 106.2</b>	Perform basic image adjustments and manipulations for design purposes.	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 106.3</b>	Generate visually appealing posters, flyers, logos, and icons.	1	2	3	2	1	3	2	3	2	1			
<b>BAJMC 106.4:</b>	Comprehend image formats, resolution, and their appropriate use.	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 106.5:</b>	Develop a portfolio showcasing diverse design skills.	3	1	1	2	3	3	2	1	2	1			

**Sample Question Paper**

<b>Amity School of Communication</b>						
<b>MID-SEMESTER (SEM –I) 2023-24</b>						
<b>Class: BJMC- I Semester</b>						
Subject Name: Design and Graphics JMC 106		Time: 2 Hours			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.2 & 3	Q.4	Q.5	Q.6	
<p>The student will be able to</p> <p>CO1: Apply design principles and elements effectively in graphic design projects.</p> <p>CO2: Perform basic image adjustments and manipulations for design purposes.</p> <p>CO3: Generate visually appealing posters, flyers, logos, and icons.</p> <p>CO4: Comprehend image formats, resolution, and their appropriate use.</p> <p>CO5: Develop a portfolio showcasing diverse design skills.</p>						
CO Map	Question No.	Question				Marks



CO1	Q.1		3
CO1	Q.2a		3
	Q.2b		3
CO2	Q.3		6
CO2	Q.4		3
CO3	Q.5a		3
	Q.5b		3
CO4	Q.6		6

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Design and Graphics** Course code **JMC 106** is level **3** for the academic year 2023-24.



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Current Affairs and News Analysis</b>
Course Code : JMC107, Crédits : 02, Session :2023-24(Odd Sem.), Class : BJMC. I Sem
<b>Faculty Name : Dr. Aditya Shukla</b>

**A. Introduction:** The objective of this course is to provide a comprehensive exploration of current affairs and news analysis, equipping students with essential skills to navigate the complex world of global events. Engaging in 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.

**B. Course Outcomes:** At the end of the course, students will be able to:

1. BAJMC 107.1: Demonstrate a strong grasp of fundamental concepts pertaining to contemporary issues.
2. BAJMC 107.2: Assess the influence of political events on governance, policymaking, and public sentiment.
3. BAJMC 107.3: Thoroughly scrutinize India's bilateral ties with significant nations and regions.
4. BAJMC 107.4: Analyze the significant role played by the Indian diaspora in global business and economic dynamics.
5. BAJMC 107.5: Recognize the vital role of critical thinking in news analysis for discerning trustworthy information sources.

### Program Educational Outcome

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### **Program Specific Outcomes**

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### **C. Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to	A	5%



	be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Course Contents/Syllabus:

<b>Module I: Introduction to Current Affairs and Policies</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Definition and importance of current affairs.</li> <li>• Role of current affairs in society.</li> <li>• Major political developments and elections.</li> <li>• Human rights issues and developments.</li> <li>• Social justice movements and their impact.</li> <li>• Education policies and reforms.</li> </ul>	<b>30%</b>
<b>Module II: India's Role in International Organizations</b>	
<ul style="list-style-type: none"> <li>• India's role in the UN Security Council.</li> <li>• SAARC, G-20, G-8 group of Nations.</li> <li>• India's bilateral relationships with key countries and regions.</li> <li>• Indian Diaspora: Political &amp; Business.</li> </ul>	<b>30%</b>
<b>Module III: International Organizations &amp; News Analysis</b>	
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• International Organizations: United Nations, World Bank, UNICEF, WTO, IMF, UNESCO, European Union, NATO, WHO.</li> <li>• Understanding the role of news in society.</li> <li>• Differentiating between news reporting and opinion pieces.</li> <li>• The importance of critical thinking in news analysis.</li> <li>• Classroom discussions on national and international news.</li> <li>• Comparative analysis of news treatment in various newspapers and TV channels.</li> </ul>	<b>40%</b>



### E. Pedagogy for Course Delivery:

- The class will be taught 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.

### Lab/ Practical details, if applicable: NA Assessment/ Examination Scheme:

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

### Theory Assessment (L&T):

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

### Text & References:

- Smith, J. (2022). Global Politics in the 21st Century. Penguin Books.
- Johnson, M., & Williams, S. (2021). International Relations: A Contemporary Perspective. Oxford University Press.
- Davis, R., Evans, T., Mitchell, A., et al. (2020). The Changing Landscape of Global Business. HarperCollins.
- Brown, A. (Ed.). (2019). Current Affairs in World Politics. Routledge.
- Smith, P. (2023). The Middle East Crisis. In A. Brown (Ed.), Current Affairs in World Politics (pp. 45-67). Routledge.
- World Economic Outlook 2023. (2023). International Monetary Fund.
- United Nations. (2020). Sustainable Development Goals: 2020 Progress Report. UN Publications.
- Klapper Joseph. Mass Communication Effects

### Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO



1	Definition and importance of current affairs.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and importance of current affairs.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
3	Role of current affairs in society.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
4	Role of current affairs in society.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
5	Major political developments and elections.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
6	Human rights issues and developments.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
7	Social justice movements and their impact.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
8	Education policies and reforms.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
9	Education policies and reforms.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
10	Education policies and reforms.	Lecture	BJM10 7.1	Mid Term-1, Quiz & End Sem Exam
11	India's role in the UN Security Council.	Lecture	BJM10 7.2	Mid Term-1, Quiz & End Sem Exam
12	India's role in the UN Security Council.	Lecture	BJM10 7.2	Mid Term-1, Quiz & End Sem Exam
13	SAARC, G-20, G-8 group of Nations.	Lecture	BJM10 7.2	Mid Term-1, Quiz & End Sem Exam
14	SAARC, G-20, G-8 group of Nations.	Lecture	BJM10 7.2	Mid Term-1, Quiz & End Sem Exam
15	India's bilateral	Lecture	BJM10	Mid Term-1,



	relationships with key countries and regions.		7.2	Quiz & End Sem Exam
16	Indian Diaspora: Political & Business.	Lecture	BJM10 7.2	Mid Term-1, Quiz & End Sem Exam
17	Indian Diaspora: Political & Business.	Lecture	BJM10 7.2	Mid Term-1, Quiz & End Sem Exam
18	Indian Diaspora: Political & Business.	Lecture	BJM10 7.2	Mid Term-1, Quiz & End Sem Exam
19	Indian Diaspora: Political & Business.	Lecture	BJM10 7.2	Mid Term-1, Quiz & End Sem Exam
20	Indian Diaspora: Political & Business.	Lecture	BJM10 7.2	Mid Term-1, Quiz & End Sem Exam
21	International Organizations: United Nations, World Bank, UNICEF, WTO, IMF, UNESCO, European Union, NATO, WHO.	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam
22	International Organizations: United Nations, World Bank, UNICEF, WTO, IMF, UNESCO, European Union, NATO, WHO.	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam
23	Understanding the role of news in society.	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam
24	Differentiating between news reporting and opinion pieces.	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam
25	Differentiating between news reporting and opinion pieces.	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam
26	The importance of critical thinking in news analysis	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam



27	Classroom discussions on national and international news.	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam
28	Comparative analysis of news treatment in various newspapers and TV channels.	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam
29	Comparative analysis of news treatment in various newspapers and TV channels.	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam
30	Comparative analysis of news treatment in various newspapers and TV channels.	Lecture	BJM10 7.3	Presentation, Quiz & End Sem Exam

### Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PSO 3
<b>BAJMC 107.1</b>	Demonstrate a strong grasp of fundamental concepts pertaining to contemporary issues.	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 107.2</b>	Assess the influence of political events on governance, policymaking, and public sentiment.	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 107.3</b>	Thoroughly scrutinize India's bilateral ties with significant nations and regions.	1	2	3	2	1	3	2	3	2	1			



<b>BAJMC 107.4:</b>	Analyze the significant role played by the Indian diaspora in global business and economic dynamics.	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 107.5:</b>	Recognize the vital role of critical thinking in news analysis for discerning trustworthy information sources.	1	2	3	2	1	3	2	3	2	1			

**Sample Question Paper**

<b>Amity School of Communication</b>						
<b>MID-SEMESTER (SEM –I) 2023-24</b>						
<b>Class: BJMC- I Semester</b>						
Subject Name: Current Affairs and News Analysis JMC 107		Time: 3 Hours			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1	Q.2 & 3	Q.4	Q.5	Q.6	
<p>The student will be able to</p> <p>CO1: Demonstrate a strong grasp of fundamental concepts pertaining to contemporary issues.</p> <p>CO2: Assess the influence of political events on governance, policymaking, and public sentiment.</p> <p>CO3: Thoroughly scrutinize India's bilateral ties with significant nations and regions.</p> <p>CO4: Analyze the significant role played by the Indian diaspora in global business and economic dynamics.</p> <p>CO5: Recognize the vital role of critical thinking in news analysis for discerning trustworthy information sources.</p>						



CO Map	Question No.	Question	Marks
CO1	Q.1	What is the definition of current affairs, and why is it important for individuals and society to stay informed about them?	3
CO1	Q.2a	How do current affairs influence public opinion and decision-making processes in society?	3
	Q.2b	What role do current affairs play in shaping political discourse and governance?	3
CO2	Q.3	What are the most significant political developments in recent years, and how have they impacted national and global politics?	6
CO2	Q.4	What are some key human rights issues being debated today, and how have recent developments impacted these discussions?	3
CO3	Q.5a	In what ways do human rights violations affect societies, and what steps have been taken to address these issues?	3
	Q.5b	What are some prominent social justice movements, and how have they contributed to societal change and reform?	3
CO4	Q 6	Why is it important to follow education-related current affairs, and how do they influence future generations?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Current Affairs and News Analysis** Course code **JMC 107** is level **3** for the academic year 2023-24.



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Specialized Reporting &amp; Editing</b>
Course Code : BAJMC 201, Crédits : 03, Session :2023-24(Even Sem.), Class : BAJMC 2nd Sem
Faculty Name : Dr. Pranav Mishra

**A. Introduction:** 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.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 201.1: Students will be able to Write various types of features for magazines.
2. BAJMC 201.2: Students will be able to illustrate the basics Reporting & Editing of Journalism.
3. BAJMC 201.3: Students will Demonstrate interviewing and news-gathering skills.
4. BAJMC 201.4: Students will Display editing skills including proofreading and headline writing
5. BAJMC 201.5: Students will be able to Apply Theories to Real-World Scenarios

## Program Educational Outcome

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.



**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained, and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### **Program Specific Outcomes**

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### **C. Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
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Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### Course Contents/Syllabus:

<b>Module I: News Gathering</b>	<b>Weightage</b>
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	<b>20%</b>
<b>Module II: Feature and Magazine Writing</b>	
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	<b>40%</b>

formats of news report: Inverted Pyramid, Feature and Hourglass Structure of News: Five Ws and One H (plus Sixth W)	
<b>Module III: Editing</b>	
Introduction to Editing; Editing Tools and Techniques, Editing Process: News 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;	<b>40%</b>

**Pedagogy for Course Delivery:**

- **Power-point presentation**
- **Relevant research papers as examples for explaining the concept**
- **Practical exercise for research methods and sampling**

**Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>0</b>	<b>100</b>

### Theory Assessment (L&T):

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

### Text & References:

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. Parthasarthy, 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.

### Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Beat Reporting,	Lecture	BJM20 1.1	Mid Term-1, Quiz & End Sem Exam
2	Covering a news beat, Covering local beats	Lecture	BJM20 1.1	Mid Term-1, Quiz & End Sem Exam
3	Education reporting; Health reporting Civic Issues reporting	Lecture	BJM20 1.1	Mid Term-1, Quiz & End Sem Exam
4	Covering local government, covering national level beats	Lecture	BJM20 1.1	Mid Term-1, Quiz & End Sem Exam



5	Political Reporting (Political structure in India, covering political parties/events/rallies/elections)	Lecture	BJM20 1.1	Mid Term-1, Quiz & End Sem Exam
6	Parliament Reporting (Parliament Structure, reporting on legislature), Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)	Lecture	BJM20 1.2	Mid Term-1, Quiz & End Sem Exam
7	Entertainment and Lifestyle Reporting; Business Reporting; Sports Reporting Investigative Reporting	Lecture	BJM20 1.2	Mid Term-1, Quiz & End Sem Exam
8	Entertainment and Lifestyle Reporting; Business Reporting; Sports Reporting Investigative Reporting	Lecture	BJM20 1.2	Mid Term-1, Quiz & End Sem Exam
9	Business Reporting; Sports Reporting Investigative Reporting: Definition and Elements; Tools of Investigative Reporting; Sting Operations	Lecture	BJM20 1.2	Mid Term-1, Quiz & End Sem Exam
10	Business Reporting; Sports Reporting Investigative Reporting: Definition and Elements; Tools of Investigative Reporting; Sting Operations	Lecture	BJM20 1.2	Mid Term-1, Quiz & End Sem Exam
11	Latest Trends	Lecture	BJM20	Mid Term-1,



	Relevant Case studies: Indian and International	re	1.2	Quiz & End Sem Exam
12	Feature Writing; Different types of features	Lectu re	BJM20 1.2	Mid Term-1, Quiz & End Sem Exam
13	Writing Book reviews; Writing film reviews, In-depth news analysis	Lectu re	BJM20 1.2	Mid Term-1, Quiz & End Sem Exam
14	Gossip, diary, and opinion columns; Profiles Human Interest features, Editorial writing; Travel writing.	Lectu re	BJM20 1.2	Mid Term-1, Quiz & End Sem Exam
15	Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting	Lectu re	BJM20 1.3	Mid Term-1, Quiz & End Sem Exam
16	Environmental reporting, Different types, and formats of news report	Lectu re	BJM20 1.3	Mid Term-1, Quiz & End Sem Exam
17	Inverted Pyramid, Feature and Hourglass Structure of News: Five Ws and One H (plus Sixth W)	Lectu re	BJM20 1.3	Mid Term-1, Quiz & End Sem Exam
18	Introduction to Editing; Editing Tools and Techniques,	Lectu re	BJM20 1.3	Mid Term-1, Quiz & End Sem Exam
19	Editing Process: News selection and Placement	Lectu re	BJM20 1.3	Mid Term-1, Quiz & End Sem Exam
20	Objectives of copy editing	Lectu re	BJM20 1.3	Mid Term-1, Quiz & End Sem Exam
21	Checking facts, language, style, clarity & simplicity, Copy Editing: Ensuring News value and other	Lectu re	BJM20 1.3	Presentation, Quiz & End Sem Exam



	criteria.			
22	Principles of photo editing; Page Layout Planning	Lecture	BJM20 1.3	Presentation, Quiz & End Sem Exam
23	editing symbols, Newsroom terminology	Lecture	BJM20 1.3	Presentation, Quiz & End Sem Exam
24	Dummy- page make-Computer layout, Choosing the right visuals	Lecture	BJM20 1.3	Presentation, Quiz & End Sem Exam

### C. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
<b>BAJMC 201.1</b>	Students will be able to Write various types of features for magazines	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 201.2</b>	Students will be able to illustrate the basics Reporting & Editing of Journalism.	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 201.3</b>	Students will Display editing skills including proofreading and headline writing	1	2	3	2	1	3	2	3	2	1			
<b>BAJMC 201.4:</b>	Student will be able to understand Qualitative and	2	1	3	3	-	2	-	3	1	2			





	quantitative research techniques.													
BAJMC 201.5:	Students will be able to Apply Theories to Real-World Scenarios	2	1	3	3	-	2	-	3	1	2			

**Sample Question Paper**

<b>Amity School of Communication</b> <b>MID-SEMESTER (SEM –II) 2016-17</b>						
<b>Class: BJMC-II Semester</b>						
Subject Name: Specialized Reporting & Editing BAJMC 201		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	
The student will be able to CO1: Write various types of features for magazines CO2: Illustrate the basics Reporting & Editing of Journalism. CO3: Display editing skills including proofreading and headline writing.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is beat reporting, and why is it important in journalism?				3
CO1	Q.2a	What precautions should a journalist take while covering court hearings?				3
	Q.2b	Explain the role of the Press Information Bureau (PIB) in government reporting.				3



CO2	Q.3	What are the key elements of investigative reporting?	6
CO2	Q.4	What are the key components of writing a human interest feature?	3
CO3	Q.5a	What is the inverted pyramid structure in news writing?	3
	Q.5b	What are the main objectives of copy editing?	3
CO3	Q 6	Explain the role of photo editing in enhancing a news story.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Specialized Reporting & Editing** Course code **JMC 201** is level **2** for the academic year 2023-24.



<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name :</b> Reporting Techniques
Course Code : BAJMC 202, Crédits : 01, Session :2023-24(Even Sem.), Class : BJMC. II nd Sem
<b>Faculty Name : Dr. Pranav Mishra</b>

**A. Introduction:** 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.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 202.1: Demonstrate proficiency in news gathering and research techniques.
2. BAJMC 202.2: Students will be able to Conduct interviews effectively and ethically.
3. BAJMC 202.3: Students will Adapt their reporting skills to various media, including print, broadcast, and online platforms.
4. BAJMC 202.4: Students will Craft engaging and informative news stories.
5. BAJMC 202.5: Students will be able to Utilize digital tools and social media for reporting and audience outreach.

### **Program Educational Outcome**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.



**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained, and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester	A	5%



	allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### Course Contents/Syllabus:

<b>Module I: Introduction to reporting</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Structure of news, News Gathering Techniques</li> <li>• Research and information collection.</li> <li>• Newspaper news and Magazine News, Effective note-taking</li> <li>• Parts of a news story and news analysis</li> <li>• Ethical considerations in journalism</li> </ul>	<b>25%</b>
<b>Module II: Reporting Tools and Technology</b>	
<ul style="list-style-type: none"> <li>• Introduction to reporting tools and equipment</li> <li>• Fact-checking and Data Verification</li> <li>• Interviewing skills and techniques.</li> <li>• Mobile devices for on-the-spot reporting</li> <li>• Digital tools for reporting</li> </ul>	<b>30%</b>
<b>Module III: Reporting in Different Mediums</b>	
<ul style="list-style-type: none"> <li>• Headline writing and Feature Writing for print and digital</li> <li>• Exploring visual elements in reporting</li> <li>• Scriptwriting and storytelling for broadcast</li> <li>• Infographics for audience engagement</li> <li>• Utilizing social media platforms for reporting</li> </ul>	<b>45%</b>

### Pedagogy for Course Delivery:

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

### Assessment/ Examination Scheme:

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>0</b>	<b>100</b>	<b>100</b>

### Theory Assessment (L&T):

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination (Viva Voce)</b>
<b>Components (Drop down)</b>	<b>Class Test</b>	<b>Research Assignment</b>	<b>Presentation</b>	<b>Attendance</b>	
<b>Weightage (%)</b>	10	10	5	5	70

### Text & References:

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

### Lecture Plan

<b>Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	Structure of news, News Gathering Techniques	<b>Lecture</b>	<b>BJM202.1</b>	Mid Term-1, Quiz & End Sem Exam
2	Structure of news, News Gathering Techniques	<b>Lecture</b>	<b>BJM202.1</b>	Mid Term-1, Quiz & End Sem Exam
3	Research and information collection.	<b>Lecture</b>	<b>BJM202.1</b>	Mid Term-1, Quiz & End Sem Exam



4	Research and information collection.	<b>Lecture</b>	<b>BJM202.1</b>	Mid Term-1, Quiz & End Sem Exam
5	Research and information collection.	<b>Lecture</b>	<b>BJM202.1</b>	Mid Term-1, Quiz & End Sem Exam
6	Newspaper news and Magazine News, Effective note-taking	<b>Lecture</b>	<b>BJM202.2</b>	Mid Term-1, Quiz & End Sem Exam
7	Newspaper news and Magazine News, Effective note-taking	<b>Lecture</b>	<b>BJM202.2</b>	Mid Term-1, Quiz & End Sem Exam
8	Newspaper news and Magazine News, Effective note-taking	<b>Lecture</b>	<b>BJM202.2</b>	Mid Term-1, Quiz & End Sem Exam
9	Newspaper news and Magazine News, Effective note-taking	<b>Lecture</b>	<b>BJM202.2</b>	Mid Term-1, Quiz & End Sem Exam
10	Parts of a news story and news analysis	<b>Lecture</b>	<b>BJM202.2</b>	Mid Term-1, Quiz & End Sem Exam
11	Parts of a news story and news analysis	<b>Lecture</b>	<b>BJM202.2</b>	Mid Term-1, Quiz & End Sem Exam
12	Parts of a news story and news analysis	<b>Lecture</b>	<b>BJM202.2</b>	Mid Term-1, Quiz & End Sem Exam
13	Ethical considerations in journalism	<b>Lecture</b>	<b>BJM202.2</b>	Mid Term-1, Quiz & End Sem Exam
14	Ethical considerations in journalism	<b>Lecture</b>	<b>BJM202.2</b>	Mid Term-1, Quiz & End Sem Exam
15	Introduction to reporting tools and equipment, Fact-checking and Data Verification	<b>Lecture</b>	<b>BJM202.3</b>	Mid Term-1, Quiz & End Sem Exam
16	Introduction to reporting tools and equipment, Fact-checking and Data Verification	<b>Lecture</b>	<b>BJM202.3</b>	Mid Term-1, Quiz & End Sem Exam





17	Interviewing skills and techniques. , Mobile devices for on-the-spot reporting Digital tools for reporting	Lecture	BJM202.3	Mid Term-1, Quiz & End Sem Exam
18	Headline writing and Feature Writing for print and digital	Lecture	BJM202.3	Mid Term-1, Quiz & End Sem Exam
19	Headline writing and Feature Writing for print and digital	Lecture	BJM202.3	Mid Term-1, Quiz & End Sem Exam
20	Exploring visual elements in reporting	Lecture	BJM202.3	Mid Term-1, Quiz & End Sem Exam
21	Exploring visual elements in reporting	Lecture	BJM202.3	Presentation, Quiz & End Sem Exam
22	Scriptwriting and storytelling for broadcast	Lecture	BJM202.3	Presentation, Quiz & End Sem Exam
23	Infographics for audience engagement	Lecture	BJM202.3	Presentation, Quiz & End Sem Exam
24	Utilizing social media platforms for reporting	Lecture	BJM202.3	Presentation, Quiz & End Sem Exam

### Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PSO 3
<b>BAJMC 202.1</b>	Demonstrate proficiency in news gathering and research techniques.	2	1	3	3	-	2	-	3	1	2			



<b>BAJMC 202.2</b>	Students will be able to Conduct interviews effectively and ethically.	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 202.3</b>	Students will Adapt their reporting skills to various media, including print, broadcast, and online platforms.	1	2	3	2	1	3	2	3	2	1			
BAJMC 202.4:	Craft engaging and informative news stories	2	1	3	3	-	2	-	3	1	2			
BAJMC 202.5:	Students will be able to Utilize digital tools and social media for reporting and audience outreach.	2	1	3	3	-	2	-	3	1	2			

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Reporting Techniques** Course code **JMC 202** is level **2** for the academic year 2023-24.



<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name :</b> Media and Society
Course Code : BAJMC 203, Crédits : 03, Session :2023-24 (Even Sem.), Class : BJMC. II nd Sem
<b>Faculty Name :</b>

**A. Introduction:** 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.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 203.1: Students will be able to Understand role of media towards society
2. BAJMC 203.2: Students will be able to Analyse the specific role of digital media.
3. BAJMC 203.3: Critically Evaluate the relationship between media and society
4. BAJMC 203.4: Students will Synthesize Knowledge Across Theories
5. BAJMC 203.5: Students will be able to Apply Theories to Real-World Scenarios

### **Program Educational Outcome**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.



**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained, and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical	A	5%



	leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**Course Contents/Syllabus:**

<b>Module I: Understanding Media and Society</b>	<b>Weightage</b>
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 & Media and Gender Issues, Media, and Rural Society. Media and Violence, Media and Development of Scientific Temperament, Media, Democracy and Secularism.	<b>30%</b>
<b>Module II: Media Accountability</b>	
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	<b>40%</b>
<b>Module III:</b>	
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.	<b>30%</b>

**Pedagogy for Course Delivery:**

- **Power-point presentation**
- **Relevant research papers as examples for explaining the concept**
- **Practical exercise for research methods and sampling**

Lab/ Practical details, if applicable: NA

**Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>0</b>	<b>100</b>

### Theory Assessment (L&T):

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

### Text & References:

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

### Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Relationship between Media and Society	Lecture	BJM20 3.1	Mid Term-1, Quiz & End Sem Exam
2	Role and Importance of Media in Indian Society	Lecture	BJM20 3.1	Mid Term-1, Quiz & End Sem Exam
3	Media and Societal/Community Development	Lecture	BJM20 3.1	Mid Term-1, Quiz & End Sem Exam
4	Media Literacy	Lecture	BJM20 3.1	Mid Term-1, Quiz & End Sem Exam



5	Impact of Media on Children	Lecture	BJM20 3.1	Mid Term-1, Quiz & End Sem Exam
6	Impact of Media on Youth	Lecture	BJM20 3.2	Mid Term-1, Quiz & End Sem Exam
7	Media and Gender Issues	Lecture	BJM20 3.2	Mid Term-1, Quiz & End Sem Exam
8	Media and Rural Society	Lecture	BJM20 3.2	Mid Term-1, Quiz & End Sem Exam
9	Media and Violence	Lecture	BJM20 3.2	Mid Term-1, Quiz & End Sem Exam
10	Media and Development of Scientific Temperament	Lecture	BJM20 3.2	Mid Term-1, Quiz & End Sem Exam
11	Media, Democracy, and Secularism	Lecture	BJM20 3.2	Mid Term-1, Quiz & End Sem Exam
12	Media Accountability	Lecture	BJM20 3.2	Mid Term-1, Quiz & End Sem Exam
13	Truth and Media	Lecture	BJM20 3.2	Mid Term-1, Quiz & End Sem Exam
14	Ethical Issues in Media	Lecture	BJM20 3.2	Mid Term-1, Quiz & End Sem Exam
15	Media and Civil Society	Lecture	BJM20 3.3	Mid Term-1, Quiz & End Sem Exam
16	Citizen Journalism	Lecture	BJM20 3.3	Mid Term-1, Quiz & End Sem Exam
17	Popular Culture and Media	Lecture	BJM20 3.3	Mid Term-1, Quiz & End Sem Exam
18	Radio and Society	Lecture	BJM20 3.3	Mid Term-1, Quiz & End Sem Exam





19	Television and Society	Lecture	BJM20 3.3	Mid Term-1, Quiz & End Sem Exam
20	Film and Society	Lecture	BJM20 3.3	Mid Term-1, Quiz & End Sem Exam
21	Social Justice and Media	Lecture	BJM20 3.3	Presentation, Quiz & End Sem Exam
22	Social Media and Social Networks	Lecture	BJM20 3.3	Presentation, Quiz & End Sem Exam
23	Online Communities and Identity	Lecture	BJM20 3.3	Presentation, Quiz & End Sem Exam
24	Digital Cultures and Subcultures	Lecture	BJM20 3.3	Presentation, Quiz & End Sem Exam

### C. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
<b>BAJMC 203.1</b>	Students will be able to Understand role of media towards society	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 203.2</b>	Students will be able to Analyse the specific role of digital media.	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 203.3</b>	Students will Critically Evaluate the	1	2	3	2	1	3	2	3	2	1			



	relationship between media and society														
BAJMC 203.4:	Student will be able to Synthesize Knowledge Across Theories	2	1	3	3	-	2	-	3	1	2				
BAJMC 203.5:	Students will be able to Apply Theories to Real-World Scenarios	2	1	3	3	-	2	-	3	1	2				

**Sample Question Paper**

<b>Amity School of Communication</b>						
<b>MID-SEMESTER (SEM –II) 2036-17</b>						
<b>Class: BJMC-II Semester</b>						
Subject Name :Media and Society BAJMC 203		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	
<p>The student will be able to</p> <p>CO1: To Understand key concepts and theories related to digital media and society.</p> <p>CO2: To Develop critical thinking and analytical skills in relation to digital media and society.</p> <p>CO3: To Engage in informed and reflective discussions about the role of digital media in society.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	How does media contribute to societal and community development?				3



CO1	Q.2a	Discuss the impact of media on children and youth.	3
	Q.2b	Explain how media can influence gender issues in rural society.	3
CO2	Q.3	What is media accountability, and why is it crucial for a democratic society?	6
CO2	Q.4	Discuss the role of popular culture in shaping media content.	3
CO3	Q.5	What are the implications of digital media on democracy?	3
CO3	Q.6	How does digital media impact global cultural production?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Media and Society** code **JMC 203** is level **2** for the academic year 2023-24.



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name :</b> Basics of Photography
Course Code : BAJMC 204, Crédits : 01, Session :2023-24(Even Sem.), Class : BJMC. II nd Sem
<b>Faculty Name :</b>

**A. Introduction:** 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.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 204.1: Students will be able to Understand the fundamental concept of photography.
2. BAJMC 204.2: Students will be able to Combine science and art with photography.
3. BAJMC 204.3: Students will be able to Design storytelling through this visual medium.
4. BAJMC 204.4: Students will Understand different genres of photography.
5. BAJMC 204.5: Students will be able to Understand the challenges and solutions of the Photography.

## Program Educational Outcome

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained, and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester	A	5%



	allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**Course Contents/Syllabus:**

<b>Module I: Basics of Photography</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,)</li> <li>• Camera operations: Types of Cameras,</li> <li>• Camera Movements- Pan, Tilt, track etc</li> <li>• Camera angles</li> <li>• Digital S.L.R vs. S.L.R.</li> <li>• Different Type of sensors</li> <li>• Types of Lenses. The art of seeing</li> <li>• Prime lens usage, Telephoto Lens Usage</li> <li>• Camera Equipment you need</li> </ul>	<b>30%</b>
<b>Module II: Rules of Photography</b>	
<ul style="list-style-type: none"> <li>• Rule of Third</li> <li>• Golden Spiral</li> <li>• Understanding the concept of Flash</li> <li>• Understanding pattern</li> <li>• Texture</li> <li>• Balancing, Leading line</li> <li>• Three Point Light</li> <li>• Four Point Light</li> <li>• Importance of color</li> <li>• Using lights/reflectors in Outdoor shoots</li> <li>• Understanding Lighting- Indoor/Outdoor</li> <li>• Camera techniques: Smack Zoom, Action Shot, Long Exposure etc</li> </ul>	<b>40%</b>
<b>Module III: Genre of Photography and Operations</b>	
<ul style="list-style-type: none"> <li>• Focal length; Lenses and its relation to subjects</li> <li>• Macro Photography</li> <li>• Lenses and practical's</li> <li>• Street Photography</li> <li>• Portrait Photography</li> <li>• Photojournalism</li> <li>• Photo feature</li> </ul>	<b>30%</b>



**Pedagogy for Course Delivery:**

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

**Lab/ Practical details, if applicable: NA****Assessment/ Examination Scheme:**

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

**Theory Assessment (L&T):**

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

**Text & References:**

- 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

**Lecture Plan**

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO





1	Basics of Aperture Shutter Speed Focal Length	Lecture	BJM204.1	Mid Term-1, Quiz & End Sem Exam
2	Basics of Aperture Shutter Speed Focal Length	Lecture	BJM204.1	Mid Term-1, Quiz & End Sem Exam
3	Depth of Field	Lecture	BJM204.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Cameras	Lecture	BJM204.1	Mid Term-1, Quiz & End Sem Exam
5	Camera Movements: Pan, Tilt, Track	Lecture	BJM204.1	Mid Term-1, Quiz & End Sem Exam
6	Camera Angles	Lecture	BJM204.2	Mid Term-1, Quiz & End Sem Exam
7	Digital SLR vs. SLR	Lecture	BJM204.2	Mid Term-1, Quiz & End Sem Exam
8	Different Types of Sensors	Lecture	BJM204.2	Mid Term-1, Quiz & End Sem Exam
9	Types of Lenses	Lecture	BJM204.2	Mid Term-1, Quiz & End Sem Exam
10	Prime Lens Usage	Lecture	BJM204.2	Mid Term-1, Quiz & End Sem Exam
11	Telephoto Lens Usage Camera Equipment Essentials	Lecture	BJM204.2	Mid Term-1, Quiz & End Sem Exam
12	Telephoto Lens Usage Camera Equipment Essentials	Lecture	BJM204.2	Mid Term-1, Quiz & End Sem Exam
13	The Art of Seeing	Lecture	BJM204.2	Mid Term-1, Quiz & End Sem Exam
14	The Art of Seeing	Lecture	BJM204.2	Mid Term-1, Quiz & End Sem Exam
15	Rule of Thirds	Lecture	BJM204.3	Mid Term-1,



	Golden Spiral			Quiz & End Sem Exam
16	Rule of Thirds Golden Spiral	Lecture	BJM204.3	Mid Term-1, Quiz & End Sem Exam
17	Understanding the Concept of Flash Understanding Pattern and Texture	Lecture	BJM204.3	Mid Term-1, Quiz & End Sem Exam
18	Three-Point Lighting Four-Point Lighting	Lecture	BJM204.3	Mid Term-1, Quiz & End Sem Exam
19	Three-Point Lighting Four-Point Lighting	Lecture	BJM204.3	Mid Term-1, Quiz & End Sem Exam
20	Indoor and Outdoor Lighting Techniques Camera Techniques: Smack Zoom, Action Shot, Long Exposure	Lecture	BJM204.3	Mid Term-1, Quiz & End Sem Exam
21	Focal Length and its Relation to Subjects Macro Photography	Lecture	BJM204.3	Presentation, Quiz & End Sem Exam
22	Practical Application of Lenses Street Photography	Lecture	BJM204.3	Presentation, Quiz & End Sem Exam
23	Practical Application of Lenses Street Photography	Lecture	BJM204.3	Presentation, Quiz & End Sem Exam
24	Portrait Photography Photojournalism Photo Features and Photo Essays	Lecture	BJM204.3	Presentation, Quiz & End Sem Exam

### Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PSO 3



<b>BAJMC 204.1</b>	Students will be able to Understand the fundamental concept of photography.	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 204.2</b>	Students will be able to Combine science and art with photography.	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 204.3</b>	Students will Design storytelling through this visual medium.	1	2	3	2	1	3	2	3	2	1			
BAJMC 204.4:	Student will be able to Understand different genres of photography.	2	1	3	3	-	2	-	3	1	2			
BAJMC 204.5:	Students will be able to Understand the challenges and solutions of the Photography	2	1	3	3	-	2	-	3	1	2			

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Basics of Photography** Course code **JMC 204** is level **2** for the academic year 2023-24.



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Introduction to Cinema</b>
Course Code : BAJMC 205, Crédits : 03, Session :2023-24 (Even Sem.), Class : BJMC. II nd Sem
<b>Faculty Name : Dr. Pranav Mishra</b>

**A. Introduction:** 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.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 205.1: Students will understand the Language of Cinema and fundamentals of film form and content.
2. BAJMC 205.2: Students will understand the relationship between theory and practice.
3. BAJMC 205.3: Students will be able to define the crucial fine points that make Cinema.
4. BAJMC 205.4: Students will be capable of creating a simple script and implement a shoot based on the same.
5. BAJMC 205.5: Students will be able to Apply cinema Theories to practical work.

## Program Educational Outcome

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained, and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### **Program Specific Outcomes**

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### **Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to	A	5%

	be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**Course Contents/Syllabus:**

<b>Module I: Language of Cinema</b>	<b>Weightage</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• World space and screen space</li> <li>• Continuity: space &amp; time</li> <li>• Mise-en-scene</li> <li>• Dimensions of sound: onscreen &amp; off-screen,</li> <li>• Di-getic &amp; non-digetic,</li> <li>• sound effects, and silence, dialogues, ambient sound, background score &amp; musical tracks.</li> </ul>	<b>40%</b>
<b>Module II: Stages of Film Production</b>	
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• Development stage- casting, scheduling &amp; Reece</li> <li>• Pre-production stage</li> <li>• Production</li> <li>• Postproduction; Distribution, promotion, and release; Exhibition and film festival</li> <li>• Different Genre of Films, Thriller, Drama, War, Sci-fi etc</li> <li>• CBFC</li> <li>• Box Office</li> <li>• Foley</li> <li>• Different work of Producers</li> </ul>	<b>40%</b>
<b>Module III: Introduction to Cinema</b>	
<ul style="list-style-type: none"> <li>• Indian Cinema in 50's</li> <li>• History of films</li> <li>• Types of films</li> <li>• Golden Age of India Cinema</li> <li>• Cultural Significance, Film Screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, ...)</li> </ul>	<b>20%</b>



<ul style="list-style-type: none"> <li>• Importance to film and film review writing.</li> <li>• Film Screening, scene analysis, interpretation and discussion</li> </ul> <p>Introduction to World Cinema</p>	
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**Pedagogy for Course Delivery:**

- Power-point presentation
- Relevant research papers as examples for explaining the concept
- Practical exercise for research methods and sampling

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

**Assessment/ Examination Scheme:**

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

**Theory Assessment (L&T):**

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

**Text & References:**

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



## Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to World Space and Screen Space	Lecture	BJM20 5.1	Mid Term-1, Quiz & End Sem Exam
2	Exploring Continuity: Space and Time in Cinema	Lecture	BJM20 5.1	Mid Term-1, Quiz & End Sem Exam
3	Mise-en-scène: Elements and Importance	Lecture	BJM20 5.1	Mid Term-1, Quiz & End Sem Exam
4	Dimensions of Sound in Cinema: Onscreen & Offscreen	Lecture	BJM20 5.1	Mid Term-1, Quiz & End Sem Exam
5	Diagetic & Non-Diagetic Sounds in Films	Lecture	BJM20 5.1	Mid Term-1, Quiz & End Sem Exam
6	Sound Effects and Their Impact on Narrative	Lecture	BJM20 5.2	Mid Term-1, Quiz & End Sem Exam
7	The Role of Silence in Cinema Understanding Dialogues and Their Delivery	Lecture	BJM20 5.2	Mid Term-1, Quiz & End Sem Exam
8	Ambient Sound and Its Cinematic Role The Art of Background Score	Lecture	BJM20 5.2	Mid Term-1, Quiz & End Sem Exam
9	Ambient Sound and Its Cinematic Role The Art of Background Score	Lecture	BJM20 5.2	Mid Term-1, Quiz & End Sem Exam
10	Use of Musical Tracks in Cinema Recap and Case Study Analysis on Sound and Space in Film	Lecture	BJM20 5.2	Mid Term-1, Quiz & End Sem Exam
11	Use of Musical Tracks in Cinema	Lecture	BJM20 5.2	Mid Term-1, Quiz & End



	Recap and Case Study Analysis on Sound and Space in Film			Sem Exam
12	Development Stage: Casting, Scheduling, and Recce Pre-Production: Planning and Preparation	Lecture	BJM20 5.2	Mid Term-1, Quiz & End Sem Exam
13	Development Stage: Casting, Scheduling, and Recce Pre-Production: Planning and Preparation	Lecture	BJM20 5.2	Mid Term-1, Quiz & End Sem Exam
14	Production: Filming and Directing Post-Production: Editing and Final Touches	Lecture	BJM20 5.2	Mid Term-1, Quiz & End Sem Exam
15	Production: Filming and Directing Post-Production: Editing and Final Touches	Lecture	BJM20 5.3	Mid Term-1, Quiz & End Sem Exam
16	Distribution, Promotion, and Release Strategies Exhibition and Film Festivals: Path to Audience	Lecture	BJM20 5.3	Mid Term-1, Quiz & End Sem Exam
17	Genres of Films: Thriller, Drama, War, Sci-Fi	Lecture	BJM20 5.3	Mid Term-1, Quiz & End Sem Exam
18	Evolution and History of Films Types of Films and Their Classifications	Lecture	BJM20 5.3	Mid Term-1, Quiz & End Sem Exam
19	Editing Process: News selection and Placement	Lecture	BJM20 5.3	Mid Term-1, Quiz & End Sem Exam
20	Cultural Significance of Cinema: A Societal	Lecture	BJM20 5.3	Mid Term-1, Quiz & End



	Impact			Sem Exam
21	Film Screening, Scene Analysis, and Interpretation Introduction to World Cinema: Key Movements and Trends	Lecture	BJM20 5.3	Presentation, Quiz & End Sem Exam
22	Film Screening, Scene Analysis, and Interpretation Introduction to World Cinema: Key Movements and Trends	Lecture	BJM20 5.3	Presentation, Quiz & End Sem Exam
23	Film Review Writing: Structure and Best Practices	Lecture	BJM20 5.3	Presentation, Quiz & End Sem Exam
24	Film Review Writing: Structure and Best Practices	Lecture	BJM20 5.3	Presentation, Quiz & End Sem Exam

### C. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
<b>BAJMC 205.1</b>	Students will understand the Language of Cinema and fundamentals of film form and content.	2	1	3	3	-	2	-	3	1	2			



<b>BAJMC 205.2</b>	Students will understand the relationship between theory and practice.	3	1	1	2	3	3	2	1	2	1			
<b>BAJMC 205.3</b>	Students will be able to define the crucial fine points that make Cinema.	1	2	3	2	1	3	2	3	2	1			
BAJMC 205.4:	Students will be capable of creating a simple script and implement a shoot based on the same.	2	1	3	3	-	2	-	3	1	2			
BAJMC 205.5:	Students will be able to Apply cinema Theories to practical work.	2	1	3	3	-	2	-	3	1	2			

### Sample Question Paper

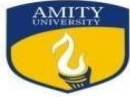
<b>Amity School of Communication</b>						
<b>MID-SEMESTER (SEM –II) 2056-17</b>						
<b>Class: BJMC-II Semester</b>						
Subject Name: Introduction to Cinema BAJMC 205		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	
The student will be able to CO1: To trace the history and development of cinema						



CO2: To comprehend the role and impact of cinema in society and vice-versa			
CO3: To develop an understanding of the political, cultural, and aesthetic nuances of film making			
CO Map	Question No.	Question	Marks
CO1	Q.1	What is the difference between world space and screen space in cinema?	3
CO1	Q.2a	What is the distinction between diegetic and non-diegetic sound in films?	3
	Q.2b	Explain the role of foley artists in film production.	3
CO2	Q.3	What are the key stages involved in film production, from development to post-production?	6
CO2	Q.4	How does the CBFC (Central Board of Film Certification) impact Indian cinema?	3
CO3	Q.5	What was the significance of Indian cinema in the 1950s?	6
CO3	Q.6	What elements should be considered when writing a film review?story.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Introduction to Cinema** Course code **JMC 205** is level **2** for the academic year 2023-24.



<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name :</b> Photo Editing
Course Code : BAJMC 206, Crédits : 01, Session :2023-24 (Even Sem.), Class : BJMC. II nd Sem
<b>Faculty Name :</b>

**A. Introduction:** 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.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 206.1: Effectively use Adobe Photoshop for various photo editing tasks.
2. BAJMC 206.2: Students will be able to Enhance, manipulate, and retouch images with confidence.
3. BAJMC 206.3: Students will Create graphics and optimize images for different platforms.
4. BAJMC 206.4: Students will Understand and apply best practices for resolution and color profiles in image preparation.
5. BAJMC 206.5: Students will be able to Develop the skills needed to pursue a career in graphic design, photography, or related fields.

### **Program Educational Outcome**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.



**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained, and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

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**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester	A	5%



	allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**Course Contents/Syllabus:**

<b>Module I: Basics of Photo Editing</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Introduction to photo editing software</li> <li>• Image resolution, Understanding different file formats - RAW, TIFF, JPEG</li> <li>• Navigating the software interface.</li> <li>• Color modes, Basic image adjustments (brightness, contrast, saturation).</li> <li>• Exposure Control, filters</li> </ul>	<b>25%</b>
<b>Module II: Selections and Layers</b>	
<ul style="list-style-type: none"> <li>• Making selections in images</li> <li>• Understanding aspect ratio of the images</li> <li>• Pen Tool, magic Wand Tool</li> <li>• Understanding Layers in Photo editing</li> <li>• Skin retouching techniques and repairing images</li> </ul>	<b>35%</b>
<b>Module III: Specialized Photo Editing and Projects</b>	
<ul style="list-style-type: none"> <li>• Preparing images for print (resolution, color profiles).</li> <li>• Grading Techniques,</li> <li>• Change Background - Apply many digital effects, Creating Photo Montages</li> <li>• Optimizing images for web and social media.</li> <li>• Creating graphics for various platforms.</li> </ul>	<b>40%</b>

**Pedagogy for Course Delivery:**

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

- Interactive discussions and peer review of editing work.

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

**Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>0</b>	<b>100</b>	<b>100</b>

**Theory Assessment (L&T):**

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination (Viva Voce)</b>
<b>Components (Drop down)</b>	<b>Class Test</b>	<b>Research Assignment</b>	<b>Presentation</b>	<b>Attendance</b>	
<b>Weightage (%)</b>	10	10	5	5	70

**Text & References:**

- "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

**Lecture Plan**

<b>Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	Introduction to Photo Editing Software	Lecture	BJM20 6.1	Mid Term-1, Quiz & End Sem Exam



2	Understanding Image Resolution and File Formats (RAW, TIFF, JPEG)	Lecture	BJM20 6.1	Mid Term-1, Quiz & End Sem Exam
3	Navigating the Software Interface (Tools, Panels, and Workflow)	Lecture	BJM20 6.1	Mid Term-1, Quiz & End Sem Exam
4	Exploring Color Modes (RGB, CMYK) and Their Applications	Lecture	BJM20 6.1	Mid Term-1, Quiz & End Sem Exam
5	Basic Image Adjustments: Brightness, Contrast, and Saturation Exposure Control: Highlights, Shadows, and Midtones	Lecture	BJM20 6.1	Mid Term-1, Quiz & End Sem Exam
6	Introduction to Filters and Their Effects Managing Workflow: Saving and Exporting Files	Lecture	BJM20 6.2	Mid Term-1, Quiz & End Sem Exam
7	Common Mistakes in Photo Editing and How to Avoid Them	Lecture	BJM20 6.2	Mid Term-1, Quiz & End Sem Exam
8	Practical Session: Editing Basic Images Using Tools	Lecture	BJM20 6.2	Mid Term-1, Quiz & End Sem Exam
9	Making Selections in Images: Lasso Tool, Quick Selection	Lecture	BJM20 6.2	Mid Term-1, Quiz & End Sem Exam
10	Aspect Ratio: Understanding Image Dimensions and Cropping	Lecture	BJM20 6.2	Mid Term-1, Quiz & End Sem Exam
11	Pen Tool: Precision Selections and Paths Magic Wand Tool: Automated Selections and Quick Adjustments	Lecture	BJM20 6.2	Mid Term-1, Quiz & End Sem Exam
12	Introduction to	Lecture	BJM20	Mid Term-1,



	Layers: Creating and Organizing Layers Blending Modes in Layers: Understanding Layer Interactions	re	6.2	Quiz & End Sem Exam
13	Introduction to Layers: Creating and Organizing Layers Blending Modes in Layers: Understanding Layer Interactions	Lecture	BJM20 6.2	Mid Term-1, Quiz & End Sem Exam
14	Ethical considerations in journalism	Lecture	BJM20 6.2	Mid Term-1, Quiz & End Sem Exam
15	Masking: Non-Destructive Editing Techniques	Lecture	BJM20 6.3	Mid Term-1, Quiz & End Sem Exam
16	Introduction to Skin Retouching Techniques	Lecture	BJM20 6.3	Mid Term-1, Quiz & End Sem Exam
17	Advanced Retouching: Blemish Removal, Smoothing, and Sharpening	Lecture	BJM20 6.3	Mid Term-1, Quiz & End Sem Exam
18	Repairing Old or Damaged Images Using Advanced Tools	Lecture	BJM20 6.3	Mid Term-1, Quiz & End Sem Exam
19	Creating Layer Groups and Managing Complex Edits	Lecture	BJM20 6.3	Mid Term-1, Quiz & End Sem Exam
20	Practical Session: Applying Selections and Layers in a Photo Edit	Lecture	BJM20 6.3	Mid Term-1, Quiz & End Sem Exam
21	Preparing Images for Print: Resolution, DPI, and Color Profiles Advanced Color Grading Techniques:	Lecture	BJM20 6.3	Presentation, Quiz & End Sem Exam



	Creating Mood and Style			
22	Changing Backgrounds: Masking and Compositing Techniques Applying Digital Effects: Filters, Lens Flares, and Light Leaks	Lecture	BJM20 6.3	Presentation, Quiz & End Sem Exam
23	Creating Photo Montages: Combining Multiple Images Optimizing Images for the Web: Resizing, Compression, and Color	Lecture	BJM20 6.3	Presentation, Quiz & End Sem Exam
24	Preparing Graphics for Social Media: Dimensions and Design Creating Graphics for Different Platforms: Ads, Thumbnails, Posts	Lecture	BJM20 6.3	Presentation, Quiz & End Sem Exam

### C. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
<b>BAJMC 206.1</b>	Effectively use Adobe Photoshop for various photo editing tasks.	2	1	3	3	-	2	-	3	1	2			



BAJMC 206.2	Students will be able to Enhance, manipulate, and retouch images with confidence.	3	1	1	2	3	3	2	1	2	1			
BAJMC 206.3	Students will Create graphics and optimize images for different platforms.	1	2	3	2	1	3	2	3	2	1			
BAJMC 206.4:	Understand and apply best practices for resolution and color profiles in image preparation.	2	1	3	3	-	2	-	3	1	2			
BAJMC 206.5:	Students will be able to Develop the skills needed to pursue a career in graphic design, photography, or related fields.	2	1	3	3	-	2	-	3	1	2			

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Photo Editing** Course code **JMC 206** is level **2** for the academic year 2023-24.



<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name :</b> Indian Political System
Course Code : BAJMC 207, Crédits : 03, Session :2023-24(Even Sem.), Class : BJMC. II nd Sem
<b>Faculty Name :</b>

**Introduction:** 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.

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

1. BAJMC 207.1: Students will be able to Gain insights into the workings of the Indian political system.
2. BAJMC 207.2: Students will be able to Evaluate the operations of various political bodies within India.
3. BAJMC 207.3: Students will Develop a clear understanding of how specific concepts apply and are relevant within the Indian context.
4. BAJMC 207.4: Students will be able to understand the Indian political scenario.
5. BAJMC 207.5: Students will be able to understand the role and functions of the President, Prime Minister, and Council of Ministers.

### **Program Educational Outcome**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.



**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained, and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.



**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### **Program Specific Outcomes**

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### **Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to	A	5%

	be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**Course Contents/Syllabus:**

<b>Module I: Introduction to Indian Political System</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Basic understanding of the Indian political system.</li> <li>• Political parties in India.</li> <li>• Coalition politics, Major alliances –UPA, NDA, Left, Third Front.</li> <li>• Party System in India: Multiparty and two-party systems.</li> <li>• Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism</li> </ul>	<b>30%</b>
<b>Module II: Indian Constitutional Philosophy</b>	
<ul style="list-style-type: none"> <li>• Features of the Constitution and Preamble</li> <li>• Fundamental Rights and Fundamental Duties</li> <li>• Directive Principles of State</li> <li>• Federalism and Principles.</li> <li>• Parliamentary versus presidential form of government, federal and unitary government.</li> <li>• Parliamentary Democracy: Union-State Relations.</li> <li>• Election Commission, Powers and Structure, Model Code of Conduct, Election Process; General elections, Midterm Election, Constituencies; Electoral reforms</li> </ul>	<b>30%</b>
<b>Module III: Executive, Legislative and Judiciary Bodies in India</b>	
<ul style="list-style-type: none"> <li>• President: Election &amp; Powers.</li> <li>• Prime Minister: Elections &amp; Powers.</li> <li>• Council of Ministers.</li> <li>• Lok Sabha and Rajya Sabha.</li> <li>• State legislative assemblies and Legislative Council.</li> <li>• Governor: Powers, Functions, Responsibilities.</li> <li>• Chief Minister: Powers, Functions, Responsibilities.</li> <li>• Supreme Court, appointment &amp; power of Chief Justice of India.</li> <li>• Public Interest Litigation; Writ petitions</li> </ul>	<b>40%</b>



- Judicial Review and Judicial Activism

**Pedagogy for Course Delivery:**

- Power-point presentation
- Relevant research papers as examples for explaining the concept
- Practical exercise for research methods and sampling

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

**Assessment/ Examination Scheme:**

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

**Theory Assessment (L&T):**

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

**Text & References:**

- 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.

### Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Overview of the Indian Political System: Structure and Key Concepts Evolution and History of Political Parties in India	Lecture	BJM20 7.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding Coalition Politics in India: UPA, NDA, Left, Third Front Party Systems in India: Multiparty and Two-Party System Explained	Lecture	BJM20 7.1	Mid Term-1, Quiz & End Sem Exam
3	The Role of Regional Parties in the Indian Political Landscape Political Problems in India: Corruption and Criminalization	Lecture	BJM20 7.1	Mid Term-1, Quiz & End Sem Exam
4	The Legislative Process: Issues and Misconduct in Legislative Sessions Political Extremism: Understanding Maoism and Naxalism	Lecture	BJM20 7.1	Mid Term-1, Quiz & End Sem Exam
5	Challenges Facing Indian Democracy in the 21st Century Case Study: Analysis of Recent Elections and Coalition	Lecture	BJM20 7.1	Mid Term-1, Quiz & End Sem Exam



	Formations			
6	Challenges Facing Indian Democracy in the 21st Century Case Study: Analysis of Recent Elections and Coalition Formations	Lecture	BJM20 7.2	Mid Term-1, Quiz & End Sem Exam
7	Practical Session: Group Discussions on Major Political Alliances Recap and Q&A: Indian Political System	Lecture	BJM20 7.2	Mid Term-1, Quiz & End Sem Exam
8	The Features of the Indian Constitution and Its Preamble Fundamental Rights: Definition, Scope, and Applications	Lecture	BJM20 7.2	Mid Term-1, Quiz & End Sem Exam
9	Fundamental Duties: Citizen Responsibilities in a Democracy Directive Principles of State Policy: Interpretation and Importance	Lecture	BJM20 7.2	Mid Term-1, Quiz & End Sem Exam
10	Federalism in India: Principles and State-Central Relations	Lecture	BJM20 7.2	Mid Term-1, Quiz & End Sem Exam
11	Parliamentary vs Presidential System: A Comparative Analysis Federal vs Unitary Government: Features and Differences	Lecture	BJM20 7.2	Mid Term-1, Quiz & End Sem Exam
12	Parliamentary Democracy: Union-	Lecture	BJM20 7.2	Mid Term-1, Quiz & End



	State Relations and Conflicts			Sem Exam
13	Election Commission of India: Structure, Powers, and Responsibilities Electoral Reforms in India: Issues and Recent Changes	Lecture	BJM20 7.2	Mid Term-1, Quiz & End Sem Exam
14	The President of India: Election Process, Powers, and Functions	Lecture	BJM20 7.2	Mid Term-1, Quiz & End Sem Exam
15	The Prime Minister: Elections, Powers, and Responsibilities	Lecture	BJM20 7.3	Mid Term-1, Quiz & End Sem Exam
16	Council of Ministers: Composition and Role in Governance	Lecture	BJM20 7.3	Mid Term-1, Quiz & End Sem Exam
17	Lok Sabha: Structure, Functions, and Legislative Process	Lecture	BJM20 7.3	Mid Term-1, Quiz & End Sem Exam
18	Rajya Sabha: Structure, Functions, and Legislative Process	Lecture	BJM20 7.3	Mid Term-1, Quiz & End Sem Exam
19	State Legislative Assemblies: Composition and Functions	Lecture	BJM20 7.3	Mid Term-1, Quiz & End Sem Exam
20	Legislative Councils: Structure and Role in State Governance The Governor: Powers, Functions, and Responsibilities	Lecture	BJM20 7.3	Mid Term-1, Quiz & End Sem Exam
21	Checking facts, language, style, clarity & simplicity, Copy Editing: Ensuring News value and other criteria.	Lecture	BJM20 7.3	Presentation, Quiz & End Sem Exam
22	The Chief Minister	Lecture	BJM20	Presentation,



	Role and Responsibilities in State Administration The Supreme Court: Structure, Role, and Appointment of Chief Justice	re	7.3	Quiz & End Sem Exam
23	Judicial Review and Judicial Activism in India: Key Case Studies Public Interest Litigation (PIL) and Writ Petitions: Process and Impact	Lecture	BJM20 7.3	Presentation, Quiz & End Sem Exam
24	Recap and Review: Indian Political System and Constitutional Philosophy	Lecture	BJM20 7.3	Presentation, Quiz & End Sem Exam

### Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
<b>BAJMC 207.1</b>	Students will be able to Gain insights into the workings of the Indian political system.	2	1	3	3	-	2	-	3	1	2			
<b>BAJMC 207.2</b>	Students will Develop a clear understanding of how specific concepts apply and are relevant within the Indian context	3	1	1	2	3	3	2	1	2	1			



<b>BAJMC 207.3</b>	Students will be able to Evaluate the operations of various political bodies within India	1	2	3	2	1	3	2	3	2	1			
BAJMC 207.4:	Students will be able to understand the Indian political scenario.	2	1	3	3	-	2	-	3	1	2			
BAJMC 207.5:	Students will be able to understand the role and functions of the President, Prime Minister, and Council of Ministers.	2	1	3	3	-	2	-	3	1	2			

**Sample Question Paper**

<b>Amity School of Communication MID-SEMESTER (SEM –II) 2023-24</b>						
<b>Class: BJMC-II Semester</b>						
Subject Name: Indian Political System BAJMC 207		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	
The student will be able to CO1: To gain a fundamental grasp of the Indian political landscape.						





CO2: To explore the core features of the Indian Constitution and its preamble.			
CO3: To understand the roles and powers of key executive figures.			
CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key features of the Indian political system?	3
CO1	Q.2a	Name two major political alliances in India and explain their significance.	3
	Q.2b	What is the difference between a multiparty and a two-party system in India?	3
CO2	Q.3	What are some major political issues facing India today?	6
CO2	Q.4	Differentiate between Fundamental Rights and Fundamental Duties.	3
CO3	Q.5a	What are Directive Principles of State Policy, and why are they important?	3
	Q.5b	What is the role of the Election Commission in India?	3
CO3	Q.6	What is the significance of judicial review in India?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Indian Political System** Course code **JMC 207** is level **2** for the academic year 2023-24.



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Basics of Media Research</b>
Course Code : BAJMC301, Crédits : 03, Session :2023-24 (Odd Sem.), Class : BAJMC. III Sem
Faculty Name : Dr. Manish Dubey

**A. Introduction:** The objective of this course is to introduce basic concepts of research and to establish the relationship between mass communication, journalism & research.

**B. Course Outcomes:** *At the end of the course, students will be able to:*

1. BAJMC 301.1: Students will be able to outline the fundamentals of research.
2. BAJMC 301.2: Students will describe the relationship between mass communication, journalism & research.
3. BAJMC 301.3: Students will explain the process, concepts, and techniques of research & infer the impact of research in mass communication.\
4. BAJMC 301.4: Student will be able to understand Qualitative and quantitative research techniques.
5. BAJMC 301.5: Student will be able to understand the process of writing a research report.

## Program Educational Outcome

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester	A	5%



	allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### Course Contents/Syllabus:

	Weightage
<b>Module I – Introduction to Media Research</b>	<b>35%</b>
<ul style="list-style-type: none"> <li>• Meaning, definitions and types of research</li> <li>• Media research: Concept and Scope</li> <li>• Challenges and Prospect of Media Research in India</li> <li>• Research designs: Exploratory, Descriptive and Experimental</li> <li>• Approaches to research: Qualitative, Quantitative and Mixed</li> <li>• Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.</li> <li>• Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview</li> <li>• Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool</li> </ul>	
<b>Module II – Media Research Process and Sampling</b>	<b>35%</b>
<ul style="list-style-type: none"> <li>• Steps of Media Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Outcome of Research</li> <li>• Sampling: selecting a suitable sample using sampling methods</li> <li>• Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size</li> </ul>	
<b>Module III – Media Research Report Writing and Ethical Issues</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• Types of Media Research reports: Research Articles / Paper, Project Report, Dissertation</li> <li>• Significance of Reference and Bibliography in Research</li> <li>• Ethical Issues in Research: Plagiarism and interviewers’ guidelines</li> </ul>	

### Pedagogy for Course Delivery:

- Power-point presentation
- Relevant research papers as examples for explaining the concept
- Practical exercise for research methods and sampling
- Preparation of research article/paper

### Lab/ Practical details, if applicable: NA Assessment/ Examination Scheme:

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>0</b>	<b>100</b>

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination</b>
<b>Components (Drop down)</b>	<b>Class Test</b>	<b>Research Assignment</b>	<b>Presentation</b>	<b>Attendance</b>	
<b>Weightage (%)</b>	10	10	5	5	70

### Text & References:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

### Lecture Plan

<b>Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	Meaning of research	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
2	Definitions and types of research	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
3	Media research: Concept and Scope	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
4	Challenges and Prospect of Media Research in India	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
5	Research designs: Exploratory, Descriptive and Experimental	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam



6	Approaches to research: Qualitative, Quantitative and Mixed	Lecture	BJM301.2	Mid Term-1, Quiz & End Sem Exam
7	Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.	Lecture	BJM301.2	Mid Term-1, Quiz & End Sem Exam
8	Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group	Lecture	BJM301.2	Mid Term-1, Quiz & End Sem Exam
9	Discussion, Observation, Interview	Lecture	BJM301.2	Mid Term-1, Quiz & End Sem Exam
10	Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	Lecture	BJM301.2	Mid Term-1, Quiz & End Sem Exam
11	Media Research Process and Sampling	Lecture	BJM301.2	Mid Term-1, Quiz & End Sem Exam
12	Steps of Media Research Process	Lecture	BJM301.2	Mid Term-1, Quiz & End Sem Exam
13	Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature	Lecture	BJM301.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the Research Design	Lecture	BJM301.2	Mid Term-1, Quiz & End Sem Exam
15	Collection of Data, Data Analysis, Finding the Results, Outcome of Research	Lecture	BJM301.3	Mid Term-1, Quiz & End Sem Exam
16	Sampling: selecting a suitable sample using sampling methods	Lecture	BJM301.3	Mid Term-1, Quiz & End Sem Exam
17	Basic terms of sampling	Lecture	BJM301.3	Mid Term-1, Quiz & End Sem Exam
18	sample plan, sample design, sample unit	Lecture	BJM301.3	Mid Term-1, Quiz & End Sem Exam
19	sample frame and sample size	Lecture	BJM301.3	Mid Term-1, Quiz & End Sem Exam
20	Media Research Report Writing and Ethical Issues	Lecture	BJM301.3	Mid Term-1, Quiz & End Sem Exam
21	Types of Media Research reports	Lecture	BJM301.3	Presentation, Quiz & End Sem Exam
22	Research Articles / Paper,	Lecture	BJM301.3	Presentation, Quiz & End Sem Exam
23	Significance of Reference and Bibliography in Research Project Report	Lecture	BJM301.3	Presentation, Quiz & End Sem Exam





24	Ethical Issues in Research: Plagiarism and interviewers guidelines	Lecture	BJM301.3	Presentation, Quiz & End Sem Exam
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### Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											PSO 1	PSO 2	PSO 3
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10				
BAJMC 301.1	Students will be able to outline the fundamentals of research.	2	1	3	3	-	2	-	3	1	2				
BAJMC 301.2	Students will describe the relationship between mass communication, journalism & research.	3	1	1	2	3	3	2	1	2	1				
BAJMC 301.3	Students will explain the process, concepts and techniques of research & infer the impact of research in mass communication.	1	2	3	2	1	3	2	3	2	1				
BAJMC 301.4:	Student will be able to understand Qualitative and quantitative research techniques.	2	1	3	3	-	2	-	3	1	2				
BAJMC 301.5:	Student will be able to understand the process of writing a research report.	2	1	3	3	-	2	-	3	1	2				



**Sample Question Paper**

<p align="center"><b>Amity School of Communication</b> <b>MID-SEMESTER (SEM –III) 2023-24</b></p>						
<p align="center"><b>Class: BJMC-III Semester</b></p>						
Subject Name: Basics of Media Research BAJMC 301		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	
<p>The student will be able to</p> <p>CO1: Understanding of basic concepts of research</p> <p>CO2: Establish relationship between mass communication, journalism &amp; research</p> <p>CO3: Explain the process, concepts and techniques of research.</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	What do you mean by research?				3
CO1	Q.2a	Explain the scope of media research?				3
	Q.2b	Explain the ‘Research designs.’				3
CO2	Q.3	Enumerate the Challenges and Prospect of Media Research in India				6
CO2	Q.4	What do you mean by Hypothesis?				3
CO3	Q.5a	Write a short note on Sampling.				3
	Q.5b	State the importance of Review of literature?				3
CO3	Q.6	Enlist the Ethical Issues in Research, Plagiarism and interviewers guidelines.				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Basics of Media Research** Course code **JMC 301** is level **2** for the academic year 2023-24.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name: Television Journalism
Course Code: JMC 302. Credits : 3, Session: 2023-24 (ODD), Class BAJMC III Semester
<b>Faculty Name : Dr. Manish Dubey</b>

**Introduction:** This course immerses students in applying Communication in television journalism. Covering camera operation, scriptwriting, voice modulation, presentation skills, and news reporting, it fosters experiential learning. Participants develop television broadcasting skills, applying theoretical frameworks to real-world scenarios.

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

- JMC-302.1- To enable students, understand the concepts of Television journalism system and functioning of News channels.
- JMC-302.2- To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society
- JMC-302.3 To define and introduce the editorial concepts of the TV industry
- JMC-302.4- To make the students recognize the working culture of the industry
- JMC-302.5- To become well aware of the inside picture of the industry.

### **Program Educational Objectives**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.



**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%	A	5%



	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**Syllabus:**

<b>Course Content</b>	<b>Weightage %</b>
<b>Module I – Writing for TV (Pre-Production)</b>	
TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome; Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	30%
<b>Module II: Sound Camera &amp; Lighting</b>	
What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	25%
<b>Module III: Shooting (Production)</b>	
Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	25%
<b>Module IV: Editing (Post Production)</b>	



concept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	20%
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### Teaching Pedagogy:

Lectures and hands on experience; Watching TV shows, explaining through TV shows. Writing, shooting and editing, Giving the class a feel of the news room.

### Examination Scheme

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>-</b>	<b>100</b>

### Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	
<b>Weightage (%)</b>	0	05	10	10	70

### Suggested Text/Reference Books:

- Dictionary Of Media And Journalism: Tv, Radio, Print And Internet 2004/345Pp/Paperback (Paperback)
- by Chandrakant P. Singh
- Making News, Breaking News, Her Own Way
- by Latika Padgaonkar, Shubha Singh
- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

### Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing Reporting for	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam



	TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
2	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
3	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam





	international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
4	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
5	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
6	TV genres		BAJMC	Mid Term-



	<p>nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;</p>		302.1	1, Quiz & End Sem Exam
7	<p>TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;</p>	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
8	<p>TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing. Challenges</p>	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam



	of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
9	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
10	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifestyle; Writing for interview: concept, kinds, types, impact, outcome, questioning;	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam



	Writing for a news story: concept, kinds, types, impact, outcome;			
11	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
12	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
13	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines selection	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam



	of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
14	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Practical	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
15	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups impact-	Practical	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam



	Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
16	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
17	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for a current affair	Lecture	BAJMC	Mid Term-



	report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment		302.2	1, Quiz & End Sem Exam
19	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
20	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam



	segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
21	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
22	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
23	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording &	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam





	editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors			
24	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
25	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
26	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video	Practical	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam



	camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors			
27	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
28	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
29	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video	Practical	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam



	camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors			
30	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	Practical	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
31	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	Practical	BAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
32	Presentation; How to decide on the final product; Accompaniments of the	Practical	BAJMC 302.4	Mid Term-2, Quiz & End Sem



	product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction			Exam
33	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Practical	BAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
34	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Practical	BAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
35	Concept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non-fiction; Editing interviews, Travels shows, cooking shows	Practical	BAJMC 302.4	Mid Term-2, Quiz & End Sem Exam



	Reality shows			
36	Concept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non-fiction; Editing interviews, Travels shows, cookery shows, Reality shows	Theory	BAJMC 302.4	Mid Term-2, Quiz & End Sem Exam

#### A. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 302	To enable students, understand the concepts of Television journalism system and functioning of News channels	3	3	1	3	1	3	2	2	2		2	2	3	2	1
BAJMC 302	To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society	3	2	2	2	2	3	3	2	2	1	3	2	2	3	3



BAJMC 302	To define and introduce the editorial concepts of the TV industry	3	2	2	2	2	3	3	2	3	2	3	3	3	3
BAJMC 302	To make the students recognize the working culture of the industry	3	3	2	3	2	2	3	3	1	2	3	3	2	1
BAJMC 302	To become well aware of the inside picture of the industry.	3	3	2	3	2	3	2	3	1	1	3	2	3	3

### Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2023-24						
Class: BAJMC III Semester						
Subject Name: BAJMC-302 Television Journalism			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	How does camera operation contribute to effective storytelling in television journalism?				3



CO1	Q.2a	What role does scriptwriting play in enhancing clarity and impact in television news reporting?	3
	Q.2b	Discuss the significance of voice modulation in influencing audience perception in television journalism.	3
CO1	Q.3	How do presentation skills contribute to a television journalist's credibility and viewer engagement?	6
CO2	Q.4	What considerations are crucial in the program development process for television news programs?.	3
CO2	Q.5a	How does television journalism uniquely handle news reporting, considering its visual nature?	3
	Q.5b	In television journalism, how do journalists navigate ethical considerations when reporting on sensitive topics?	3
CO2	Q.6	How does camera operation enhance visual storytelling in television journalism?.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Television Journalism /Course code JMC-302** is level 2 for the academic year 2023-24.





# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>DEPARTMENT OF JOURNALISM &amp; COMMUNICATION</b>
<b>Course Handout</b>
<b>Course : WRITING FOR ADVERTISING AND PUBLIC RELATIONS</b>
<b>Course Code: JMC 303, Credits: 02, Session:2023-24 (Odd Sem), Class: BA(J&amp;MC). III SEM</b>
<b>Faculty Name: Gaurav Chhabra</b>

**A. Introduction:** To initiate the students into Advertising and Public Relations. Explore the dynamic interplay of creativity and strategy as we unravel the art of crafting compelling messages. From impactful headlines to strategic storytelling, this course equips you with the skills to shape perceptions, build brands, and thrive in the ever-evolving communication landscape.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC303.1.** To acquainted with contents and basic of planning and organizing public relations programmes.

**JMC303.2.** To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.

**JMC303.3.** To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.

**JMC303.4.** To demonstrate an understanding of the roles of media planning in effective ad campaign.

**JMC303.5.** To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of fields. Their technical and



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Amity University Madhya Pradesh, Gwalior



creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **C. Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

#### **D. Programme Specific Outcomes:**

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyse data, and proficiently

visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

#### E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

#### F. Syllabus:

Modules	Weightage (%)
<b>Module I – Copywriting For Advertisement</b>	

Attributes Of Good Copywriter; Principles Of Copy Writing, Writing For Print Media: Headlines, Base Lines, Sub Headlines, Body Copy, Slogan, Caption And Structuring The Copy. Writing For Radio: Characteristics Of Radio Environment, Message Strategy, Writing The Radio Script, Radio Production Process, Writing For Television: Writing Scripts, Developing Story Boards, Briefing The Producer, Pre-Production, Shooting And Post Production. Writing For Outdoor; Writing For Internet, Use Of Non-Verbal Communication: Colors, Shapes, Gestures. Types Of Copy: Advertorial, Infomercial.	<b>35%</b>
<b>Module II: Writing In Advertising</b>	
Corporate Advertising; Financial Advertising; Recruitment Ads; Retail Advertising; Local Advertising; Classified Ads; Fashion And Lifestyle Ads; Trade Advertising; PR Advertising; Public Service Ads; Awareness Ads; Rural Advertising, Social Media In Advertising, Web And Mobile Advertising; Creative Briefs And Audience, The Big Idea & Champion Theme, The Rhetoric Of The Image, The Basics Of Ad Design, Compiling The Ad Campaign Advertising Law, Client Pitches And Presentations, Content Marketing: Proposals And Communication Plans, Mobile Message, E-Blasts, Sales Letters, Fund Raising Letters.	<b>30%</b>
<b>Module III: Writing In Public Relations</b>	
Three Forms Of Public Relations Writing Press Releases To “Run As-Is”, Crisis Relations, Media Relations, Media Ethics And Dark Spin, Writing For Digital/Social Media Dialogic Communication, Microblogs And Social Updates, Blogs, Podcast, Website; News Release: Pre Release, Features Of News Release, Hybrid News Release, Social Media News Release, Media Advisories, Pitches, Video News Release And Organizational Storytelling, Media Kit, Digital News Room, Backgrounders, Fact Sheet, Photo Opportunity Advisories, News Letter, Magazine Stories, Annual Reports, Speeches; Business Correspondence: Good News And Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports.	<b>35%</b>

**Pedagogy for Course Delivery:**

Lectures, Copywriting exercises, Presentations, Visual aids, Analysis of copy in different ads, Assignments, Question-discussion.

**G. Assessment/ Examination Scheme:**

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

Theory Assessment (L&T):

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination</b>
<b>Components (Drop down)</b>	<b>Class Test</b>	<b>Project 1</b>	<b>Project2</b>	<b>Attendance</b>	<b>70</b>

<b>Weightage (%)</b>	15	5	10	5	70

#### H. Text and References:

- Drewniany, Bonnie and Jewler, Jerome. Creative Strategy in Advertising, 10th Edition. Wadsworth Publishing. ISBN 13: 9781439082706
- L'Etang, Jacque. Public Relations: Concepts, Practice and Critique. SAGE Publications. ISBN:9781412930482
- Chandler, R. C. (2008). *Media relations: Concepts and principles for effective public relations practice*. Denver, CO: Outskirts Press.
- Fitch, B. F. (2012). *Media relations handbook for government, associations, nonprofits, and elected officials (2nd edition)*. The Capitol Net: Alexandria, VA.
- Howard, C. M. & Mathews, W. K. (2013). *On deadline: Managing media relations*. Long Grove, IL: Waveland Press.
- Diggs-Brown, Barbara. (2013). *The PR Style Guide: Formats for Public Relations Practice (3rd ed.)*. Wadsworth, CA.
- Kessler, Lauren and McDonald, Duncan. (2012). *When Words Collide. (8th ed.)* Wadsworth, CA:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Attributes of Good Copywriter, Principles of Copy Writing,	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
2	Writing For Print Media: Headlines, Base Lines, Sub Headlines, Body Copy, Slogan, Caption and Structuring	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
3	Writing For Radio: Characteristics of Radio Environment, Message Strategy, Writing The Radio Script, Radio Production Process.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
4	Writing For Television: Writing Scripts, Developing Story Boards, Briefing the Producer, Pre-Production, Shooting and Post Production.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
5	Writing For Outdoor	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
6	Writing For Internet	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
7	Use Of Non-Verbal Communication: Colours, Shapes, Gestures.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
8	Types Of Copy: Advertorial, Infomercial	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
9	Corporate Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
10	Financial Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
11	Recruitment Ads	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
12	Retail Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
13	Local Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
14	Classified Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam



15	Fashion And Lifestyle Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
16	Trade Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
17	PR Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
18	Public Service Ads; Awareness Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
19	Rural Advertising, Social Media In Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
20	Web And Mobile Advertising; Creative Briefs and Audience	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
21	The Big Idea & Champion Theme,	Lecture	JMC 303.2	Mid Term-2, Quiz & End Sem Exam
22	The Rhetoric of The Image, The Basics Of Ad Design	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
23	Compiling The Ad Campaign Advertising Law, Client Pitches and Presentations	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
24	Content Marketing: Proposals And Communication Plans, Mobile Message	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
25	E-Blasts, Sales Letters, Fund Raising Letters	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
26	Three Forms of Public Relations Writing Press Releases To “Run As-Is”	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
27	Crisis Relations, Media Relations, Media Ethics and Dark Spin, Writing For Digital/Social Media Dialogic Communication, Microblogs And Social Updates, Blogs, Podcast, Website	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam



28	News Release: Pre-Release, Features Of News Release, Hybrid News Release, Social Media News Release	Lecture	JMC 303.5	Mid Term-2, Quiz & End Sem Exam
29	Media Advisories, Pitches, Video News Release and Organizational Storytelling, Media Kit, Digital Newsroom, Backgrounders, Fact Sheet	Lecture	JMC 303.5	Quiz & End Sem Exam
30	Photo Opportunity Advisories, Newsletter, Magazine Stories, Annual Reports, Speeches	Lecture	JMC 303.3	Quiz & End Sem Exam
31	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.3	Quiz & End Sem Exam
32	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.3	Quiz & End Sem Exam
33	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
34	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
35	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence,	Lecture	JMC 303.4	Quiz & End Sem Exam





	Resume, Memoranda, Business Reports			
36	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam



### J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PSO 1	PSO2	PSO 3
<b>JM C30 3.1</b>	To acquainted with contents and basic of planning and organizing public relations programmes.	3	2	2	2	2	2	2	3	3	3	2	3	1	2	1
<b>JM C30 3.2</b>	To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.	3	2	2	2	2	1	2	3	2	3	3	1	2	3	2
<b>JM C30 3.3</b>	To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1



<b>JM C30 3.4</b>	To demonstrate an understanding of the roles of media planning in effective ad campaign.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
<b>JM C30 3.5</b>	To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1



# Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III)2023-24

Class: MA(J&MC) III Semester

Subject Name: JMC303 WRITING FOR ADVERTISING AND PUBLIC RELATIONS	Time: 2 Hrs	Max. Marks: 30
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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. To acquainted with contents and basic of planning and organizing public relations programmes.

CO2. To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.

CO3. To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.

CO4. To demonstrate an understanding of the roles of media planning in effective ad campaign.

CO5. To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key attributes that define a good copywriter, and how do these attributes contribute to successful advertising campaigns?	3
CO1	Q.2a	What are the characteristics of the radio environment, and how does the message strategy differ when writing a radio script? Explain the radio production process.	3
	Q.2b	How does writing for outdoor advertisements differ from other mediums, and what considerations are important when crafting copy for the internet, including the use of non-verbal communication elements?	3



CO5	Q.3	Discuss the role of social media in advertising and its impact on modern communication. Explore the use of web and mobile advertising in reaching diverse audiences.	6
CO2	Q.4	What is the significance of a creative brief in advertising, and how does it contribute to the development of the "big idea" and champion theme in an advertising campaign?	3
CO4	Q.5a	In television advertising, elaborate on the process of writing scripts, developing storyboards, and the collaboration between the writer and the producer during pre-production.	3
	Q.5b	Explore the various types of copy, such as advertorial and infomercial, and discuss their unique characteristics and purposes in advertising.	3
CO3	Q 6	In the realm of public relations writing, discuss the different forms of press releases and their purposes. How do media relations, crisis relations, and ethical considerations play a role in effective PR writing?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course WRITING FOR ADVERTISING AND PUBLIC RELATIONS /JMC 303 is level 2 for the academic year 2023-24.



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Media Laws &amp; Ethics</b>
<b>Course Code : JMC 304 Crédits : 03, Session : 2023-24 (Odd Sem.), Class : BA (J&amp;MC). III SEM</b>
<b>Faculty Name :</b>

**Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

**A. Course Outcomes:** : At the end of the course, students will be able to:

**JMC304.1.** To introduce students to ethical issues and legal restraints placed upon media.

**JMC304.2.** To discuss the conflicting traditions of a free but regulated mass media.

**JMC304.3.** To describe the various media laws.

**JMC304.4.** To understand the context and framework of media regulation in India.

**JMC304.5.** To discuss the issues arising from regulation of the media.

**JMC304.6.** To locate the role of various stakeholders in content regulation of the media.

## Program Educational Outcome

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of e 5e, and pollution, effective

waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### B Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>





Course Contents/Syllabus:	Weightage
<b>Module I : Constitution and Media</b>	<b>20%</b>
Fundamental Rights; Article 19 (1) (a) and 19 (2) : Freedom of Expression; Freedom of Press & Reasonable Restrictions; Emergency and its effects upon media; Restrictions on Media, Legislature and Media; Breach of privilege of legislature, Judiciary and Media; Contempt of Court Act 1952; Defense of Media persons	
<b>Module II: Press Laws in India-I</b>	<b>25 %</b>
Brief history of Press Laws in India before Independence, First Press Regulation 1799, Gagging Act 1857. Press and Regulation Act 1867, Vernacular Press Act 1878, Indian Press Act 1910, Sea Custom act 1878, Official Secrets Act 1923, Working Journalist Act 1955 and Wage Board.1953 (IT Act, 2000), Article 66 A	
<b>Module III : Press Laws in India-</b>	<b>25 %</b>
Copyright Act, Intellectual Property Right, Press Council of India Act, 1965, Cinematograph Act 1952 , Telegraph Act.etc), Prasar Bharati Act 1990, Broadcast Bill 2000,Right to Information Act 2005, Young Persons' Act, 1956 (Harmful Publication), Cable TV Network (Regulation) Act 2002, IT Act & Cyber Crime; Hacking, Cyber Bullying & Morphing.	
<b>Module IV : Media Ethics and Social Responsibility</b>	<b>25 %</b>
Defamation and Media; Defense of Media persons in respect to torts and Indian Penal Code 1860, Whistle Blowers Act, Responsibilities and Accountability of journalists and publishers, Different types Of Media Organizations, RNI, ABC, Press Commissions, Press Council, Editors Guild and other regulatory bodies	

### C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

### E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Ethics	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
8	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
23	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam



24	Right to Privacy, Intellectual Property Rights (Copyright)	Lecture	JMC 317.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam

## F. Course Articulation Matrix

### Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P O 1	P O 2	P O 3
JMC317.1	To introduce students to ethical	3	2	3	3	2	2	2	2	3	3	3	3	-	-	-



	issues and legal restraints placed upon media																
<b>JMC317.2</b>	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	1 3	3	3	3	3	3	3	-	-	-
<b>JMC317.3</b>	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	3	3	3	-	-	-
<b>JMC317.4.</b>	To understand the context and framework of media regulation in India																
<b>JMC317.5.</b>	To discuss the issues arising from regulation of the media																
<b>JMC317.6.</b>	To locate the role of various stakeholders in content regulation of the media																



<p style="text-align: center;">Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2023-24</p>						
<p style="text-align: center;">Class: BA(J&amp;MC) III Semester</p>						
Subject Name: JMC304 MEDIA LAW & ETHICS		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5.a	Q.5.b
<p>Student will be able to CO1: Understanding the basics of Design. CO2: Learn about the Typography</p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Describe Press as The Fourth Estate.				3
CO1	Q.2a	Write the difference between Paid News & Advertorials				3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?				3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.				6
CO2	Q.4	Write about Intellectual Property Rights.				3
CO2	Q.5a	Explain the role of Censor Board in media regulation.				3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.				3
CO2	Q.6	Write a note on (a) Obscenity and (b) Censorship.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **MEDIA LAW & ETHICS** /Course code **JMC304** is level **2** for the academic year 2023-24.



# AMITY UNIVERSITY

MADHYA PRADESH

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

## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### Course Handout

Course : Film Theories and Practices

Course Code : JMC 305, Crédits : 03, Session : 2023-24 (Odd Sem.), Class : BA (J&MC)  
3rd Year

Faculty Name : Siddharth Sharma

- A. Introduction:** The objective of this course is to familiarize the students with the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. An understanding of New Media will enable the student to find the synergies, challenges and opportunities in the emerging media landscape
- B. Course Outcomes:** At the end of the course, students will be able to:
- JMC305.1.** In this course students will understand the language of film making
  - JMC305.2.** They will come to know about different stages of filmmaking
  - JMC305.3.** The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.
  - JMC305.4.** They will be introduced to the concepts of lighting and editing for films.
  - **JMC305.5.** To establish distinction between technique and content

### Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continuous learning, adaptability and creative skills.



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Amity University Madhya Pradesh, Gwalior

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

**Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics i

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves	A	5%





End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus

Course Contents/Syllabus:	Weightage
<b>Module I : Language of Cinema</b>	<b>25%</b>
World space and screen space; Continuity: space & time, Camera movements, angles & shots; Mise-en-scene; Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
<b>Module II: Stages of Film Production</b>	<b>25%</b>
Development stage- casting, scheduling & Reece Pre-production stage- key members of film production unit and their roles and responsibilities; Production –Different types of shots and angels – implications. Post production; Distribution, promotion and release; Exhibition and film festival	
<b>Module III : Scriptwriting</b>	<b>25%</b>
Narrative Composition: 3 plot structure, Linear and Non-linear and Circular Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen Play, storyboarding & shooting script; Script selection; Writing proposal	
<b>Module IV : Lighting and Editing for Films</b>	<b>25%</b>
Study of Lighting-Mood, Feel, Form, Content; Single point and two-point lighting in Films Understanding Natural lighting in Films, Concepts of editing Types of editing and editing practice on applications	

#### E. Examination Scheme:

Components	A	MT	IE	EE
<b>Weightage (%)</b>	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Understand the growth and development of Indian Cinema
- Get familiar with the techniques used in filmmaking, film art movements

- Understand Cinema as a mass communication medium, working with agencies and film boards, censor mechanism and overall objective of filmmaking
- Learn concepts such as proposing a film script, budgeting a production, working with crew

#### G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	World space and screen space	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
2	Continuity: space & time	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
3	Camera movements, angles & shots	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
4	Mise-en-scene; <i>Dimensions of sound:</i>	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
5	onscreen & off-screen, di-getic & non-digetic	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
6	sync amd non-sync, sound effects	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
7	silence, dialogues, ambient sound, background score & musical tracks.	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
8	silence, dialogues, ambient sound,.	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
9	background score & musical tracks.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
10	Development stage- casting	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam



11	scheduling & Reece	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
12	Pre-production stage- key members of film production unit	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
13	roles and responsibilities; Production –Different types of shots and angels – implications.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
14	roles and responsibilities; Production –Different types of shots and angels – implications.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
15	Postproduction; Distribution	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
16	promotion and release.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
17	Exhibition and film festival	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
18	Exhibition and film festival	Lecture	JMC305.3	Mid Term-1, Quiz & End Sem Exam
19	Narrative Composition: 3 plot structure	Lecture	JMC305.3	Mid Term-1, Quiz & End Sem Exam
20	Narrative Composition: 3 plot structure	Lecture	JMC305.3	Mid Term-1, Quiz & End Sem Exam
21	Linear and Non-linear and Circular Characterization & Dramatic Structure	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam
22	Linear and Non-linear and Circular Characterization & Dram	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam



23	Scriptwriting formats	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam
24	step outline & shot break down Screen Play	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam
25	step outline & shot break down Screen Play	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam
26	storyboarding & shooting script	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam
27	Script selection; Writing proposal	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam
28	Study of Lighting-Mood	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam
29	Feel, Form, Content	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam
30	Single point and two-point lighting in Films	Lecture	JMC305.3	Presentati on, Quiz & End Sem Exam
31	Single point and two-point lighting in Films	Lecture	JMC305.4	Presentati on, Quiz & End Sem Exam
32	Understanding Natural lighting in Films	Lecture	JMC305.4	Presentati on, Quiz & End Sem Exam
33	Understanding Natural lighting in Films	Lecture	JMC305.4	Presentati on, Quiz & End Sem Exam
34	Concepts of editing	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam
35	Types of editing and editing practi	Lecture	JMC305.5	Presentati on, Quiz



				& End Sem Exam
36	Types of editing and editing practice on applications	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam
37	Narrative Composition: 3 plot structure	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam
38	Linear and Non-linear and Circular Characterization	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam
39	Dramatic Structure	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam
40	Scriptwriting formats	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam
41	step outline & shot break down Screen Play	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam
42	storyboarding & shooting script	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam
43	Script selection	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam
44	Writing proposal	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam
45	Study of Lighting-Mood	Lecture	JMC305.5	Presentati on, Quiz & End Sem Exam

**Pedagogy for Course Delivery:** The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in



the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

### H. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATI ON WITH PROGRAM ME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3	
<b>JMC 305.1</b>	In this course students will understand the language of film making	-	1	2	1	-	2	3	-	-	-	-	-	-	-	-	<b>2</b>
<b>JMC 305.2</b>	They will come to know about different stages of filmmaking	-	-	2	2	-	2	3	-	-	-	-	-	<b>1</b>	-	-	<b>2</b>
<b>JMC 305.3</b>	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.	-	1	2	1	-	2	3	-	-	-	-	-	-	-	-	<b>2</b>
<b>JMC 305.4</b>	They will be introduced to the concepts of lighting and editing for films.	-	-	2	2	-	2	3	-	-	-	-	-	<b>1</b>	-	-	<b>2</b>
<b>JMC 305.5</b>	To establish distinction between technique and content	-	1	2	1	-	2	3	-	-	-	-	-	-	-	-	<b>2</b>

### Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-III)2023-24		
Class: JMC Semester		
Subject Name: JMC305 Film Theories	Time:2 Hrs	Max.Marks: 30



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Practices						
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to  
CO1: In this course students will understand the emergence of the new In this course students will understand the language of film making

CO2: They will come to know about different stages of filmmaking

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course *Film Theories and Practices*/Course code **JMC 305** is level **2** for the academic year 2023-24



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Development Communication
Course Code : JMC 306, Crédits: 3 Session : 2023-2024 Class : BA J&MC III
Faculty Name :

**A. Introduction:** "Development Communication" explores the strategic use of communication to drive positive social change. This course delves into effective methods of conveying information, fostering community engagement, and catalysing development initiatives.

**B. Course Outcomes:** At the end of the course, students will be able to:

JMC 306.1 To develop understanding in the concept of development

JMC 306.2 To understand the concept of development communication

JMC 306.3 To understand role and use of media in development communication

JMC 306.4 Learn to strategically disseminate information to catalyze positive social change and development.

JMC306.5 Develop skills in fostering community engagement through effective communication strategies for sustainable development initiatives.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste

management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### **Program Specific Outcomes**

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### **C Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### **D. Course Contents/Sylla\***

Course Contents/Syllabus:	Weightage
<b>Module I: Concept of Development</b>	<b>30%</b>
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	
<b>Module II: Development Communication</b>	<b>35%</b>
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
<b>Module III: Use of Mass Media in Social Sensitization</b>	<b>35%</b>
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

#### E. 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

#### F. Text Reading:

- Uma Narula, Anand Har. Development Communication – Theory and Practice
- Gupta V.S. Communication and Development Concept, New Delhi
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi

#### References:

- R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur. Communication and Changes in Developing Countries, East West Communication Centre. Honolulu

- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Longman., Economic Development in the Third World, New York

## **G. Lecture Plan**



<b>Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	Meaning and definitions of development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
2	Process of development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
3	Models and theories of development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
4	Models and theories of development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
5	Approaches to development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
6	Problems and issues in development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
7	Problems and issues in development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
8	Characteristics of developing societies	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
9	Characteristics of developing societies	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
10	Difference between developed and developing nations and societies	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
11	Difference between developed and developing nations and societies	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
12	Developmental issues	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
13	The concept of development communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
14	Definitions of development communication	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
15	Roles of development communication,	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
16	Goals of development communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam



				Exam
17	Difference between communication for development and development communication	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
18	Difference between communication for development and development communication	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
19	Development Support Communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
20	Flow of information	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
21	McBride Commission	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
22	Role of communicator in the process of social change	Lecture	JMC 306.3	Mid Term-2, Quiz & End Sem Exam
23	Mass media as a tool for development	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
24	Problems with the use of media for development	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
25	Problems with the use of media for development	Lecture	JMC 306.3	Mid Term-2, Quiz & End Sem Exam
26	Role of community radio and local media in social sensitization	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
27	Role of community radio and local media in social sensitization,	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
28	CRS	Lecture	JMC 306.5	Mid Term-2, Quiz & End Sem Exam
29	CRS	Lecture	JMC 306.5	Quiz & End Sem Exam
30	local media role in development	Lecture	JMC 306.2	Quiz & End Sem Exam
31	local media role in development	Lecture	JMC 306.1	Quiz & End Sem Exam
32	Panchayati Raj	Lecture	JMC	Quiz & End Sem



			306.4	Exam
33	Panchayati Raj	Lecture	JMC 306.4	Quiz & End Sem Exam
34	Development Support Communication	Lecture	JMC 306.3	Quiz & End Sem Exam
35	Approaches to development	Lecture	JMC 306.2	Quiz & End Sem Exam
36	CRS and local media role in development	Lecture	JMC 306.5	Quiz & End Sem Exam
37	Flow of information	Lecture	JMC 306.5	Quiz & End Sem Exam
38	McBride Commission	Lecture	JMC 306.5	Quiz & End Sem Exam
39	Role of communicator in the process of social change	Lecture	JMC 306.5	Quiz & End Sem Exam
40	Mass media as a tool for development	Lecture	JMC 306.5	Quiz & End Sem Exam
41	Problems with the use of media for development	Lecture	JMC 306.5	Quiz & End Sem Exam
42	Role of community radio and local media in social sensitization	Lecture	JMC 306.5	Quiz & End Sem Exam
43	CRS and local media role in development	Lecture	JMC 306.5	Quiz & End Sem Exam
44	CRS and local media role in development	Lecture	JMC 306.5	Quiz & End Sem Exam
45	Panchayati Raj	Lecture	JMC 306.5	Quiz & End Sem Exam

### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>JMC 306.1.</b>	Enable students to understand the basics of the computer based graphic design, which mainly using in	3	3	1	3	1				2		2	1			



	advertising.														
<b>JMC 306.2.</b>	Help students to practice meaning and artistic qualities of graphic design, how to work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				2		1	1		
<b>JMC 306.3.</b>	Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				3		3	1		
<b>JMC 306.4.</b>	Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.	3	3	2	3	2				1		2	1		
<b>JMC 306.5</b>	Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.	2	2	1	2	3				2		2	1		





## Sample Question Paper

Sample Amity School of Communication 2023-24						
Class: BA J&MC <b>Development Communication</b> III Semester						
Subject Name: <b>Development Communication</b>		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						
CO Map	Question No.	Question				Marks
CO1	Q.1	Define development and highlight its essential features.				6
CO1	Q.2	Briefly explain one model or theory of development.				6
	Q.3	List two characteristics that distinguish developing societies from developed ones.				6
CO1	Q.4	Explore the key differences between developed and developing nations, citing examples.				6
CO2	Q.5	Name and briefly explain two approaches to development.				6
CO2	Q.6	Outline the roles that development communication plays in societal progress.				6
	Q.7	Explore the key differences between developed and developing nations, citing examples.				10
CO2	Q.8	Discuss one prevalent developmental issue and suggest possible solutions.				10
CO3	Q.9	Differentiate between Communication for Development and Development Communication, highlighting their unique aspects.				10
CO3	Q.10	Explain the McBride Commission's significance in social change and its impact on mass media.				20



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course *Development Communication* /Course code *JMC 306* is level **III** for the academic year 2023-24.



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# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Digital skills for Media III
Course Code : JMC 307 Crédits : 2 Session :2023-2024 , Class : BAJMC III SEM
Faculty Name :Sanjay Singh Sikarwar

**A. Introduction:** Video editing ensures continuity between shots, creates pacing through cuts and creates meaning by juxtaposing images. Video Editors will use digital editing applications such as Premiere Pro and Final Cut Pro to add and remove elements of a video file, add sound, speed up or slow down footage, and add digital effects. Acquiring graphic design and video editing skills can significantly boost student professional growth. These skills are highly sought after by various industries, including marketing, advertising, media, and entertainment

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC 307.1.** understand the concepts of Video editing & graphic design..

**JMC 307.2.** Analyze various Video editing techniques.

**JMC 307.3.** Identify, implement and evolve conceptual understanding of the graphics design.

**JMC 307.4.** Evaluate the different technologies such as linear editing & non linear editing.

**JMC 307.5.** Enable students to understand format of graphics & structure..

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

  
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**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



#### D. Syllabus:

<b>Module I: Adobe After Effects</b> Adobe After effects Interface, Tools and Menus, Working with Adobe After effects, Video Editing, Uses of Adobe After effects as Video editing software, The functioning of Adobe After effects and its significance in various media. After effects, Video Editing, Uses of	<b>35%</b>
<b>Module II: Adobe Premiere-Pro</b> Adobe Premiere-Pro Interface, Tools and Menus, Working with Adobe Premiere-Pro, , Video Editing., Uses of Adobe Premiere-Pro as Video editing software, The functioning of Adobe Premiere-Pro and its significance in various media.	<b>30%</b>
<b>Module III: FCP (Fine Cut Pro)</b> FCP (Fine Cut Pro) Interface, Tools and Menus, Working with FCP (Fine Cut Pro), Video Editing with the help of FCP (Fine Cut Pro), The functioning of (Fine Cut Pro) and its significance in	<b>35%</b>

#### E. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

##### Text & References

- Dancyger, K. (2014). The technique of film and video editing: history, theory, and practice. CRC Press.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Worth, S., & Adair, J. (1972). Through navajo eyes. Bloomington: Indiana UP.
- Reisz, K., & Millar, G. (1971). The technique of film editing.
- Goodman, R. M., & McGrath, P. (2002). Editing digital video: the complete creative and technical guide. McGraw-Hill, Inc..

##### Suggested Readings

- Help Commend of All Softwares.

#### G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Adobe After effects	Lecture	JMC307.1	Mid Term-1,



	Interface, Tools and Menus			Quiz & End Sem Exam
2	Working with Adobe After effects	Practical	JMC307.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Principles Involved In Video Editing	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
4	Adobe After effects as Video editing software	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
5	functioning of Adobe After effects	Practical	JMC307.1	Mid Term-1, Quiz & End Sem Exam
6	Type of Video editing	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
7	Basic Principles Involved In Developing a story and project .	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
8	Types of affects,	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
9	Transitions,	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
10	Color Correction	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
11	Time line & audio effects	practical	JMC307.3	Mid Term-1, Quiz & End Sem Exam
12	Keyframing & effects	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
13	Export & rendering	Practical	JMC307.3	Mid Term-1, Quiz & End Sem Exam
14	Adobe premier pro	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
15	Premier pro panel	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
16	Learning Various formats	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
17	Rendering	Lecture	JMC307.4	Mid Term-1, Quiz & End



				Sem Exam
18	Video editing formats	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
19	Text animation	Practical	JMC307.4	Mid Term-1, Quiz & End Sem Exam
20	Concept of editing & Designs	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
21	Exporting of projects.	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
22	Master editing of Projects	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
23	Comparison of type of graphics & editing	Lecture	JMC307.5	Presentation, Quiz & End Sem Exam
24	After effect & design,	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
25	Submission of project	Lecture	JMC307.5	Presentation, Quiz & End Sem Exam
26	Rendering	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
27	Video editing formats	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
28	Text animation	Practical	JMC307.4	Mid Term-1, Quiz & End Sem Exam
29	Concept of editing & Designs	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
30	Submission of project	Lecture	JMC307.5	Presentation, Quiz & End Sem Exam

#### H. Course Articulation Matrix (Mapping of COs with POs)





CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>JMC 307.1</b>	Understand the concepts of Video editing & graphic design..	3	3	1	3	1				2		2	1			
<b>JMC 307.2</b>	Analyze various Video editing techniques	3	2	2	2	2				2		1	1			
<b>JMC 307.3</b>	Identify, implement and evolve conceptual understanding of the graphics design.	3	2	2	2	2				3		3	1			
<b>JMC 307.4</b>	Evaluate the different technologies such as linear editing & non linear editing.	3	3	2	3	2				1		2	1			
<b>JMC 307.5</b>	Enable students to understand format of graphics & structure..	2	2	1	2	3				2		2	1			



## Sample Question Paper

Sample Amity School of communication						
2023-24						
Class: BAJMC Digital skills for Media III Sem						
Subject Name: Digital skills for media III			Time: 3 Hrs		Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
The student will be able to CO1: Define the Video editing & graphics.CO2: Define the basics in Animation & design						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is Video editing? Why it is important in graphics?				3
CO1	Q.2a	What is animation? What is the difference between 2d animation & 3d animation?				3
	Q.2b	What do you understand Transitions? Explain any 2 video transitions				3
CO2	Q.3	Explain the role of design for graphics & animation				6
CO2	Q.4	What is graphics? What are the various types of graphics?				3
CO2	Q.5a	What is aspect ratio?				3
	Q.5b	What do you understand by image optimization & image manipulation?				3
CO2	Q6	What is cinema 4D? Name 5 graphics formats.				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course *Digital Skills for Media III*/Course code *JMC 307* is level **3** for the academic year 2023-24.





# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Applied Research in Media Studies
Course Code : JMC 401, Crédits: 3 Session : 2023-2024 Class : BA J&MC IV
Faculty Name : Dr. Manish Dubey

**A. Introduction:** : The objective of this course is to familiarize the prospective engineers with techniques in calculus, multivariate analysis, and linear algebra. It aims to equip the students with standard concepts and tools at an intermediate to advanced level that will serve them well towards tackling more advanced level of mathematics and applications that they would find useful in their disciplines.

**B. Course Outcomes:** At the end of the course, students will be able to:

401.1: To introduce students to the application of research in mass communication

401.2: To explore the various forms of research in different media

401.3: To introduce students to the variety of tools used in different forms of media research

401.4: To introduce them to the concept of research paper/articles and their execution

401.5: To understand the scientific methods and analysis in research.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste

management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

#### **C Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### **D. Course Contents/Syllabus:**

<b>Contents/Syllabus:</b>	<b>Weightage</b>
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<b>Module I - Areas of Media Research</b>	20%
Source Analysis; Message Analysis; Channel Analysis; Audience Analysis; Process, Effect and Impact Research	
<b>Module II - Application of Media Research</b>	60%
<b>Research in Newspaper and Magazine</b>	
Circulation Research; Readership Research; Readability Research <b>Research in Television and Radio Rating Method; Non - rating Method</b>	
<b>Research in Public Relation</b> Industry research; News tracking research; Competitive analysis <b>Research in New Media: Social Media Research; Research on Online usage</b>	
<b>Module III - Statistical application in Media Research</b>	20%
Statistics applied in Research: Frequencies and Percentages; Measures of Central tendency: Mean, median and mode; Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	

#### E. 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

#### F. Text Reading:

- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.

#### References:

Any other Study Material: Research reports of Neilson, India, 9th Edition, Pearson, Reprint, 2002.V. Krishnamurthy, V.P. Mainra and J.L. Arora, An introduction to Linear Algebra, Affiliated East–West press, Reprint 2005.

#### G. Lecture Plan

<b>Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	Source Analysis; Message Analysis	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
2	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
3	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
4	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
5	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
6	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
7	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
8	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
9	Research in Television and radio Rating Method; Non – rating Method	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
10	Research in Television and radio Rating Method; Non – rating Method	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
11	<u>Pre testing Methods:</u> Direct ratings, Portfolio tests, Physiological tests: The eye camera test, The Pupillometer test, The	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam





	Tachisto scope test Consumer jury test, GSR test.			
12	<u>Post testing Methods:</u> Enquiry test Recall test Recognition test, DAR testing	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
13	Television Audience Measurement; Market Research	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
14	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
15	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
16	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
17	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
18	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
19	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics applied in Research	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
21	Statistics applied in Research	Lecture	JMC 401.2	Mid Term-2, Quiz & End Sem Exam
22	Statistics applied in Research	Lecture	JMC 401.2	Mid Term-2, Quiz & End Sem Exam
23	Statistics applied in	Lecture	JMC	Mid Term-2,



	Research		401.3	Quiz & End Sem Exam
24	Frequencies and Percentages	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
25	Frequencies and Percentages	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
26	Frequencies and Percentages	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
27	Frequencies and Percentages	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
28	Measures of Central tendency	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
29	Measures of Central tendency	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
30	Mean, Median, Mode	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
31	Mean, Median, Mode	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
32	Mean, Median, Mode	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
33	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
34	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
35	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
36	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam



37	Circulation Research	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
38	Readership Research	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
39	Readability Research	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
40	Rating Method	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
41	Non - rating Method	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
42	Industry research	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
43	News tracking research	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
44	Competitive analysis	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
45	Research in New Media	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam

#### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATI ON WITH PROGRAMM E SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>JMC 401.1.</b>	<b>Describe</b> the media research analysis for source, message, channel and audience	3	3	1	3	1				2		2	1			



<b>JMC 402.2.</b>	<i>Classify</i> the applications of media research in print, electronic and PR industry.	3	2	2	2	2				2		1	1			
<b>JMC 403.3.</b>	<i>Prepare</i> media research plans for the above-mentioned industries	3	2	2	2	2				3		3	1			
<b>JMC 404.4.</b>	<i>Apply</i> the basic statistical processes in various media research studies	3	3	2	3	2				1		2	1			
<b>JMC 405.5</b>	To understand the scientific methods and analysis in research.	2	2	1	2	3				2		2	1			

### Sample Question Paper

Sample Amity School of Communication 2023-24						
Class: BA J&MC Applied Research in Media Studies IV Semester						
Subject Name: Applied Research in Media Studies		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						
CO Map	Question No.	Question				Marks
CO1	Q.1	What helps to agree timing. agree resource allocation				6



		and draws boundaries?	
CO1	Q.2	What is the comparative method?	6
	Q.3	Define Research?	6
CO1	Q.4	What do you mean by probability sampling?	6
CO2	Q.5	What is hypotheses?	6
CO2	Q.6	What do you mean by secondary data?	6
	Q.7	Explain the significance of source analysis in media research and provide an example.	10
CO2	Q.8	Describe the key components of channel analysis in media research.	10
CO3	Q.9	Discuss the importance of circulation research in the context of newspapers and magazines.	10
CO3	Q.10	Explain the concept and methodologies of television audience measurement.	20

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course *Applied Research in Media Studies* /Course code *JMC 401* is level 3 for the academic year 2023-24.





# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course : News Room Practices & Anchoring Skills
Course Code : JMC 402 Crédits :03 Session :2023-24(Odd Sem.) , Class : BAJMC IV Sem
Faculty Name : Sanjay Singh Sikarwar

**A. Introduction:** Television journalism plays a fundamental role in keeping the public informed about local, national, and international events. Through news broadcasts, documentaries, and investigative reports, it brings significant issues, critical stories, and human experiences to the attention of millions of viewers.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BAJMC 402 .1.** Understand the concepts of TV & News room Practices

**BAJMC 402.2.** Analyze various format of TV Shows

**BAJMC 402.3.** Identify, implement and evolve conceptual understanding of the subject.

**BAJMC 402.4.** Evaluate the different ideologies in the field of TV & News industries

**BAJMC 402.5.** Enable students to understand various formats of programme.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves	A	5%



End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus:

<b>Contents/Syllabus:</b>	<b>Weightage</b>
<b>Module I : TV News Room</b> TV newsroom structure; Process of broadcast of a news report Reporting: types of reporting (beats)-political, social, business, entertainment, crime, educational I, health, sports; INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan. Desk output: ticker, planning, prep, graphics; PCR: switcher,Teleprompter; MCR: scheduling of programmes, scheduling of advertisements, time management, content crisis management; TV AT HOMES:TV centre, teleport, downlinking to MSO,DTH platform, home.; Archive/library-tagging, description, archiving; Monitoring: keeping watch on other channel	<b>20%</b>
<b>Module II: News Management</b> News collection from field: Reporter, Stringer, sources, other channels, newspapers, news agency, citizen journalists/active viewers, Thought process of working on a report: Research, data collection, expert advice, byte, shots Collecting information, shots and bytes/ counter bytes, on location shoot, PTC's: Definition, concept, types, requirement; LIVE: deferred, on location, actual, impact on viewers, team involved; Coordination with output and ingest: role of input	<b>20%</b>
<b>Module III: Output Desk</b> Role of output, Role of each personnel at the desk, Script writing and making of a package. Rundown and its contents. Requirements of a story update and deciding on the contents of a bulletin Programming according to time requirement, Aesthetics of screen presentation Montage, Sting Promos, Coordination with the PCR, Studio: Connection with PCR , PANEL DISCUSSION, talk shows, debates, Multi cam , single cam, technical requirement, multi location, live broadcast, HOW BROADCAST TAKES PLACE	<b>20%</b>
<b>Module IV: News Bulletin Management</b>	

<p>Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes, Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor, Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin;</p>	<p><b>20%</b></p>
<p><b>Module V: Anchoring Skills for TV</b></p>	<p><b>20 %</b></p>
<p>Qualities of an anchor; Voice Modulation; Dressing Styles and formats, Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats Anchoring interviews: people from different fields; Reality shows; Hosting a match; Anchoring of documentary style ; Art of using spoken Language, Some prominent Anchors: Shireen Bhan; Arnab Gowswami; Barkha Datt; Rajdeep Sardesai, Raveesh Kumar, Rahul Kanwal.Nidhi Kulpati.</p>	

### E. Examination Scheme for Theory+Practical (T+P) Subject

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>70%</b>	<b>30%</b>	<b>100%</b>

### Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Component s(Drop down)	Mid Term Exam	Assignment/Cla ss Test	Attendance	
Weightage (%)	15	10	5	70

### F. Text & References:

1. The ABC of News Anchoring By Richa Jain Kalra
2. The Broadcast Journalism Handbook: A Television News Survival Guide
3. By Robert Thompson, Cindy Malone
4. News casting in electronic media, by mohansundararajan
5. On Camera : how to report anchor and interview by Nancy Reardon
6. Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia, Terry Anzur
7. Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard
8. Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
9. Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

### F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
2	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
3	World space and screen space; Continuity: space & time, Concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
4	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam



5	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
6	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
7	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
8	Dimensions of sound: onscreen & off-screen, di-getic & non-di-getic, sync and non-sync,	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
9	Dimensions of sound: onscreen & off-screen, di-getic & non-di-getic, sync and non-sync,	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
10	Dimensions of sound: onscreen & off-screen, di-getic & non-di-getic, sync and non-sync,	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
11	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
12	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
13	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
14	silence, dialogues, ambient sound, background score & musical tracks	Practical	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
15	Development stage- casting, scheduling & reece	Practical	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
16	Development stage- casting, scheduling & reece	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
17	Development stage- casting, scheduling & reece	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
18	Pre production stage- key members of film production unit a	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam



	roles and responsibilities			
19	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
20	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
21	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem Exam
22	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem Exam
23	Production; Post production; Distribution, promotion and release; Exhibition and film festival	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem Exam
24	Production; Post production; Distribution, promotion and release; Exhibition and film festival	Lecture	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
25	Narrative Composition: 3 plot structure, Linear and Non linear and Circular	Lecture	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
26	Narrative Composition: 3 plot structure, Linear and Non linear and Circular	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
27	Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
28	Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
29	Play, storyboarding & shooting script; Script selection; Writing proposal	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
30	Study of Lightin			Mid Term-2,

	Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films; Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror		402.5	Quiz & End Sem Exam
31	Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films; Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
32	Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
33	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
34	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
35	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
36	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam



	of Indian cinema; Golden era of Indian Cinema			
37	Qualities of an anchor	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
38	Voice Modulation	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
39	Dressing Styles and formats	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
40	Anchoring cookery shows	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
41	Anchoring travel shows	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
42	Anchoring for various formats	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
43	Reality shows	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
44	Anchoring of documentary style	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
45	Arnab Gowswami; Barkha Datt	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam



### G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>JMC 402.1.</b>	Understand the concepts of TV & News room Practices	3	3	1	3	1				2		2	1			
<b>JMC402.2</b>	Analyze various format of TV Shows	3	2	2	2	2				2		1	1			
<b>JMC 402.3</b>	Identify, implement and evolve conceptual understanding of the subject.	3	2	2	2	2				3		3	1			
<b>JMC 402.4</b>	Evaluate the different ideologies in the field of TV & News industries	3	3	2	3	2				1		2	1			
<b>JMC402.5</b>	Enable students to understand various formats of programme.	2	2	1	2	3				2		2	1			





## Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2023-24						
Class: BAJMC.IV Semester						
Subject Name: BAJMC-402 News Room Practices & Anchoring Skills			Time: 2 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.				3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.				3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?				3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples				6
CO2	Q.4	Define news Discuss the main elements of news				3
CO2	Q.5a	Explain the important features of column writing.				3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples				3
CO2	Q.6	Describe the duties and functions of parliamentary correspondent.				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course News Room Practices & Anchoring Skills /Course code **JMC 402** is level **3** for the academic year 2023-24.



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<b>DEPARTMENT OF JOURNALISM &amp; COMMUNICATION</b>
<b>Course Handout</b>
<b>Course: MEDIA PLANNING &amp; EVENT MANAGEMENT</b>
<b>Course Code: JMC 403, Credits: 02, Session: 2023-24 (Even Sem), Class: BA(J&amp;MC). IV</b>
<b>SEM</b>
<b>Faculty Name: Gaurav Chhabra</b>

**A. Introduction:** This course provides a thorough understanding of media planning, covering its definition, objectives, and contemporary relevance. Students explore strategies, including internet dynamics. The curriculum extends to event management, encompassing types, interrelationships, and planning skills. It ensures students are adept in media planning processes, event dynamics, and evaluation methodologies for a well-rounded professional readiness.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC403.1.** Understanding that EM companies function as independent organizations.

**JMC403.2.** Develop the understanding of the events as prevalent tools of marketing.

**JMC403.3.** Analyzing the role of events in building/developing corporate image.

**JMC403.4.** Provide an insight into the important aspects of crisis/risk management in events.

**JMC403.5.** Creating a combination of PR, advertising and promotions that help a corporate organization.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive



**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **C. Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, following research ethics in the field of Mass Communication

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

**D. Programme Specific Outcomes:**

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

**E. Assessment Plan:**

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including	A	5%
End Semester Examination	End Sem		70%

Total			100%
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**F. Syllabus:**

Modules	Weightage (%)
<b>Module I: Media Planning</b>	25%
Introduction To Media Planning(MP); Defining Media Planning; Objectives Of MP; Importance Of MP In The Current Scenario; Developing Media Strategy-The Media Mix; Factors Influencing Media Strategy Decisions; Media Types Characteristic Of Major Media Forms; Internet –The Big Medium; ATL & BTL Media; Electronic Media; Outdoor Advertising; Transit Advertising.	
<b>Module II: Media Planning Process</b>	25%
Matching Media & Market- Geographical Selectivity, Reach & Frequency; Media Briefing; Media Scheduling; Media Plan & Strategy Development Process; Media Budgeting (Traditional & Modern Methods); Media Buying Functions; New Trends In Media Buying.	
<b>Module III: Introduction to Event &amp; Its Elements</b>	25%
Defining Events And Event Management; Scope And Importance Of Events; Types And Sizes Of Events Relationship Between-Events, Advertising, And PR; 5 C's Of An Event, Departments In An Event Management Company; Designing Of An Event; Event Logistics Event Production- Theme, Décor, Stage Set-Up, Lighting, Sound, Camera.	
<b>Module IV: Event Planning</b>	25%
Event Research – Importance; Event Proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study, Importance And Process Of Event Evaluation; Establishing Tangible Objectives And Sensitivity In Evaluation; Evaluation From The Point Of View Of: Client, Organizer, Target Audience.	

**Pedagogy for Course Delivery:**

Lectures, Copywriting exercises, Presentations, Visual aids, Analysis of copy in different ads, Assignments, Question-discussion.

**G. Assessment/ Examination Scheme:**

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

Theory Assessment (L&T):

Continuous Assessment/Inter



End Term

					<b>Examination</b>
<b>Components (Drop down)</b>	<b>Class Test</b>	<b>Project 1</b>	<b>Project2</b>	<b>Attendance</b>	<b>70</b>

<b>Weightage (%)</b>	15	5	10	5	70

#### **H. Text and References:**

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.
- Savita Bhan-Managing Presentations; Wakhlu,
- Palmer's- Stage Management, Lighting and Sound
- Walters, Graham -Stage Lighting step-by-step;
- W.Oren& Wolf, R.Craig -Scene Design and Stage Lighting; Parker,
- Gaur, Sanjaya S &Saggere,S.V.-Event Marketing & Management;
- Hoyle Jr., Leonaed H.- Event Marketing
- Lynn Van Der Wagem -Event Management
- Angus, Robert B.-Planning, Performing & Controlling

#### **I. Lecture Plan:**



Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction To Media Planning (MP)	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
2	Defining Media Planning	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
3	Objectives Of MP	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
4	Importance Of MP In the Current Scenario	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
5	Developing Media Strategy-The Media Mix	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
6	Factors Influencing Media Strategy Decisions; Media Types Characteristic of Major Media Forms	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
7	Internet –The Big Medium; ATL & BTL Media; Electronic Media; Outdoor Advertising; Transit Advertising	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
8	Matching Media & Market-Geographical Selectivity, Reach & Frequency.	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
9	Media Briefing; Media Scheduling; Media Plan & Strategy Development Process.	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
10	Media Budgeting (Traditional & Modern Methods)	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
11	Media Buying Functions; New Trends in Media Buying	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
12	Defining Events Management; Ty		3.2	Mid Term-1, Quiz & End Sem Exam

  
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13	Scope And Importance of Events	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
14	Types And Sizes of Events, Relationship Between-Events, Advertising and PR	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
15	5 C's of An Event	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
16	Departments In an Event Management Company; Designing of An Event; Event Logistics	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
17	Event Production- Theme, Decor, Stage Set-Up, Lighting, Sound, Camera	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
18	Event Research – Importance; Event Proposal; Pitching Process.	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
19	Event Scheduling; Event Marketing & Crisis Management	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
20	Case Study, Importance and Process of Event Evaluation	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
21	Establishing Tangible Objectives and Sensitivity in Evaluation	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
22	Evaluation From the Point of View of: Client.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
23	Evaluation From the Point of View of: Organizer.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
24	Evaluation From the Point of View of: Target Audience.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
25	Event Research – Importance	Lecture	JMC403.5	Presentation, Quiz & End Sem Exam
26	Event Research – Importance	Lecture	JMC403.5	Presentation, Quiz & End Sem Exam
27	Event proposal		3.5	Presentation, Quiz & End Sem Exam

  
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28	Pitching Process	Lecture	JMC403.5	Presentation, Quiz & End Sem Exam
29	Event Scheduling	Lecture	JMC403.5	Presentation, Quiz & End Sem Exam
30	Event Marketing Crisis Management	Lecture	JMC403.5	Presentation, Quiz & End Sem Exam



**J. Course Articulation Matrix (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PSO 1	PSO2	PSO 3
<b>JM C40 3.1</b>	Understanding that EM companies function as independent organizations.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
<b>JM C40 3.2</b>	Develop the understanding of the events as prevalent tools of marketing.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
<b>JM C40 3.3</b>	Analyzing the role of events in building/developing corporate image.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
<b>JM C40 3.4</b>	Provide an insight into the important aspects of crisis/risk management in events.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
<b>JM C40 3.5</b>	Creating a combination of PR, advertising and promotions that help a corporate organization.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

# Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –IV)2023-24

Class: BA(J&MC) IV Semester

Subject Name: JMC403 MEDIA PLANNING AND EVENT MANAGEMENT	Time: 2 Hrs	Max. Marks: 30				
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Understanding that EM companies function as independent organizations.

CO2. Develop the understanding of the events as prevalent tools of marketing.

CO3. Analyzing the role of events in building/developing corporate image.

CO4. Provide an insight into the important aspects of crisis/risk management in events.

CO5. Creating a combination of PR, advertising and promotions that help a corporate organization.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of media planning in the current scenario, and how does it contribute to developing effective media strategies?	3
CO2	Q.2a	In media planning, how is the matching of media with market achieved, considering geographical selectivity, reach, and frequency?	3
	Q.2b	Explain the media planning process, covering media briefing, scheduling, and the development of media plans and strategies. How is media budgeting approached using traditional and modern methods?	3
CO4	Q.3	What functions does media buying serve in the media planning process, and what are the new trends in media buying?	6
CO3	Q.4	Explore the 5 C's of an event and the departments within an event management company. Discuss the design, logistics, and production aspects of organizing an event.	3



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CO5	Q.5a	Why is event research important, and what does the event proposal and pitching process entail?	3
	Q.5b	How do you establish tangible objectives and sensitivity in event evaluation? Explain the evaluation perspectives from the client, organizer, and target audience.	3
CO3	Q.6	Discuss the functions of media buying within the media planning process. How have new trends influenced the way media buying is approached?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **MEDIA PLANNING AND EVENT MANAGEMENT /JMC 403** is **level II** for the academic year **2023-24**.





# AMITY UNIVERSITY

MADHYA PRADESH

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

## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### Course Handout

Course : Introduction to New Media

Course Code : JMC 404, Crédits : 03, Session : 2023-24 (Even Sem.), Class : BA  
(J&MC) 2rd Year

Faculty Name : Dr Pranav Mishra

- A. Introduction:** The objective of this course is to familiarize the prospective engineers with techniques in calculus, multivariate analysis, and linear algebra. It aims to equip the students with standard concepts and tools at an intermediate to advanced level that will serve them well towards tackling more advanced level of mathematics and applications that they would find useful in their disciplines.
- B. Course Outcomes:** At the end of the course, students will be able to:
- JMC404.1.** In this course students will understand the emergence of the new 'reader'.
  - JMC404.2.** They will come to know about convergence of media and technology.
  - JMC404.3.** The course is designed to enable the student to understand the changing role of media professionals.
  - JMC404.4.** They will be introduced to the concepts of web journalism.
  - JMC404.5.** Understand the New Media production process

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.



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**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

#### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination	A	5%





	The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus

	Weightage (%)
<b>Module I: Introduction to New Media</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• New Media Vs Cyber Media, Characteristics of New Media,</li> <li>• Principles of New Media Mapping,</li> <li>• Interface, Analogue Vs Digital technology,</li> <li>• Digitization of media- media</li> <li>• convergence, Information Superhighway, Social media</li> </ul>	
<b>Module II Web Journalism</b>	<b>40%</b>
<ul style="list-style-type: none"> <li>• Overview of Web Journalism , News is a conversation now – participative newsrooms structure,</li> <li>• Trends in web/online Journalism &amp; Communication, Qualities New Media journalist ,</li> <li>• Mobile Journalism (MOJOs),</li> <li>• Content management, Trends in Online Reporting &amp; Editing</li> </ul>	
<b>Module III Understanding New Media Technologies &amp; Applications</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy,</li> <li>• Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives,</li> <li>• SEO, Digital Marketing</li> </ul>	

#### E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction

- Dewdney Andrew & Ride Peter. The New Media Handbook

### G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.1	Mid Term-1, Quiz & End Sem Exam
2	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.1	Mid Term-1, Quiz & End Sem Exam
3	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.1	Mid Term-1, Quiz & End Sem Exam
4	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.1	Mid Term-1, Quiz & End Sem Exam
5	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media	Lecture	BAJMC40 4.1	Mid Term-1, Quiz & End Sem Exam



	Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media			
6	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.1	Mid Term-1, Quiz & End Sem Exam
7	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.1	Mid Term-1, Quiz & End Sem Exam
8	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.1	Mid Term-1, Quiz & End Sem Exam
9	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.2	Mid Term-1, Quiz & End Sem Exam
10	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media	Lecture	BAJMC40 4.2	Mid Term-1, Quiz & End Sem Exam



	Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media			Exam
11	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.2	Mid Term-1, Quiz & End Sem Exam
12	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	BAJMC40 4.2	Mid Term-1, Quiz & End Sem Exam
13	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.2	Mid Term-1, Quiz & End Sem Exam
14	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in	Lecture	BAJMC40 4.2	Mid Term-1, Quiz & End Sem Exam



	Online Reporting & Editing			
15	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.2	Mid Term-1, Quiz & End Sem Exam
16	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.2	Mid Term-1, Quiz & End Sem Exam
17	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.2	Mid Term-1, Quiz & End Sem Exam
18	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.3	Mid Term-1, Quiz & End Sem Exam

19	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.3	Mid Term-1, Quiz & End Sem Exam
20	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.3	Mid Term-1, Quiz & End Sem Exam
21	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.3	Presentati on, Quiz & End Sem Exam
22	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.3	Presentati on, Quiz & End Sem Exam
23	Overview of Web	Lecture	BAJMC40	Presentati



	Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing		4.3	on, Quiz & End Sem Exam
24	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	BAJMC40 4.3	Presentati on, Quiz & End Sem Exam
25	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	BAJMC40 4.3	Presentati on, Quiz & End Sem Exam
26	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	BAJMC40 4.3	Presentati on, Quiz & End Sem Exam
27	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging	Lecture	BAJMC40 4.3	Presentati on, Quiz & End Sem Exam



	derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			
28	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	BAJMC40 4.3	Presentati on, Quiz & End Sem Exam
29	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	BAJMC40 4.3	Presentati on, Quiz & End Sem Exam
30	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	BAJMC40 4.3	Presentati on, Quiz & End Sem Exam
31	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	BAJMC40 4.4	Presentati on, Quiz & End Sem Exam
32	Blogging Vs Microblogging	Lecture	BAJMC40 4.4	Presentati on, Quiz





	Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			& End Sem Exam
33	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	BAJMC40 4.4	Presentati on, Quiz & End Sem Exam
34	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	BAJMC40 4.5	Presentation, Quiz & End Sem Exam
35	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	BAJMC40 4.5	Presentati on, Quiz & End Sem Exam
36	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like	Lecture	BAJMC40 4.5	Presentati on, Quiz & End Sem Exam



	database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			
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### H. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES														CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P O 13	P O 14	P O 15	P O 16	P O 17	
<b>JMC 404.1</b>	In this course students will understand the emergence of the new 'reader'.	3	3	1	3	1	2	2	1	2	2	3	2	1	3	2	1	3	2
<b>JMC 404.2</b>	They will come to know about convergence of media and technology.	3	2	2	2	-	1	2	3	2	3	2	1	2	1	3	2	1	3
<b>JMC 404.3</b>	The course is designed to enable the student to understand the changing role of media professionals.	3	2	2	2	2	2	2	3	3	3	1	3	3	2	3	2	1	1
<b>JMC 404.4</b>	They will be introduced to the concepts of web journalism	1	2	2	1	3	3	1	2	2	1	1	2	3	2	3	1	1	1
<b>JMC 404.5</b>	<i>Understand the New Media production process</i>	3	1	3	3	1	1	2	2	2	2	3	2	2	3	2	1	3	3

### Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-IV)2023-24		
Class: JMC IV Semester		
SubjectName: JMC404 INTRODUCT	Time:2 Hrs	Max.Marks:30

NEW MEDIA						
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to  
CO1: In this course students will understand the emergence of the new 'reader'.  
CO2: They will come to know about convergence of media and technology.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Buzz Mining? Explain with example.	3
CO1	Q.2a	What are the tools of digital Story telling for Journalists?	3
	Q.2b	What is meaning of fair use with respect to new media writing? Explain.	3
CO2	Q.3	What is tagging? Write down the use of tag clouds in new media writing.	6
CO2	Q.4	What are the difficulties of hypertext writing? Explain.	3
CO2	Q.5a	What is TweetDeck? Discuss its usage with twitter.	3
	Q.5b	What are the Chat apps? Are chat apps changing the social interaction landscape? Discuss.	3
CO2	Q6	What is Citizen Journalism? How Does it Influence News? Discuss.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2



<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3
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**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course *WRITING SKILLS FOR NEW MEDIA* /Course code *404* is **level II** for the academic year **2023-24**.



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# AMITY UNIVERSITY

MADHYA PRADESH

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

## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### Course Handout

Course : Fake News and Media Literacy

Course Code : JMC 405, Crédits : 03, Session : 2023-24 (Even Sem.), Class : BA  
(J&MC) 2rd Year

Faculty Name : Siddharth Sharma

**A. Introduction:** Today Media business is one of the most challenging and competitive. It is important for the student of mass communication to know about Indian media industry and how the ownership has changed. Media has to operate given within the framework of ethics and laws.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC405.1.** Define fake news and discuss its history

**JMC405.2.** Describe the modern phenomenon of fake news and discuss its significance

**JMC405.3.** Identify sources of false or misleading information on a variety of media platforms

**JMC405.4.** Evaluate news and other information outlets for bias

**JMC405.5.** Describe how news items are created and disseminated across different types of media and social networks

### Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.



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**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skill

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

#### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%



Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus

<b>Course Contents/Syllabus:</b>	<b>Weightage</b>
<b>Module I : History of Fake News</b>	<b>35%</b>
History of fake news, Definition and Characteristics of fake news, Variations of fake news, Information cycle of fake news, Identifying and dealing with fake news, Credible sources and organizations. Distinguish among different kinds of information and media: news, commentary/opinion, advertising, publicity, entertainment, propaganda, persuasion, raw information.	
<b>Module-II Media literacy and Real news</b>	<b>35 %</b>
Concept of Dis-information, Mis-information& Mal-information, Narratives in disinformation and misinformation, Elements of Information disorder, Phases of Information disorder. Identify key characteristics of Real News: Verification, accountability, independence, multiple perspectives.	
<b>Module III: Basic tools and techniques to combat fake news</b>	<b>30 %</b>
Identification of fake accounts or bots, Concept of Red Flag, Types of common false or misleading visual content: Wrong time/wrong place content, manipulated content, Staged content. Tools: - Reverse Image Search, YouTube Data Viewer, EXIF Viewer, Geolocation, Weather corroboration, Metadata Analysis, Shadow analysis, Image forensics. Fact-checking organisations around the world	

#### E. Examination Scheme:

<b>Components</b>	<b>A</b>	<b>MT</b>	<b>IE</b>	<b>EE</b>
<b>Weightage (%)</b>	5	15	10	70





MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

**F. Suggested Text/Reference Books:**

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

**G. Lecture Plan**

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Indian Media Industry Overview	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
2	Print, TV, Radio, Cinema, Music & Digital Media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
3	Print, TV, Radio, Cinema, Music & Digital Media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Industry In India: Current Status</i>	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
5	Industry In India: Current Status	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
6	Growth and Future Prospects	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
7	Growth and Future Prospects	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
8	Pressures on media – internal,	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
9	governmental, advertising, PR, Changing equations in media business	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam



10	governmental, advertising, PR, Changing equations in media business	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
11	mergers & acquisitions, cross media holdings, new trends	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
12	mergers & acquisitions, cross media holdings, new trends	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
13	Media as an industry and profession	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
14	Journalists becoming managers, Ownership patterns of mass media: Print and Broadcast Media,	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
15	Journalists becoming managers, Ownership patterns of mass media: Print and Broadcast Media,	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
16	Organizational structure of Newspaper, TV and Radio: Different Departments	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
17	Organizational structure of Newspaper, TV and Radio: Different Departments	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
18	General Management, Control and co-ordination	Lecture	JMC404.3	Mid Term-1, Quiz & End Sem Exam
19	Hierarchy Problems, and prospects of Indian Media Business	Lecture	JMC404.3	Mid Term-1, Quiz & End Sem Exam
20	Hierarchy Problems, and prospects of Indian Media Business	Lecture	JMC404.3	Mid Term-1, Quiz & End Sem Exam
21	Media Industry: Changing commercial equations vis-à-vis market and audience	Lecture	JMC404.3	Presentati on, Quiz & End Sem Exam
22	Medi:		JMC404.3	Presentati



				on, Quiz & End Sem Exam
23	Changing commercial equations vis-à-vis market and audience	Lecture	JMC404.3	Presentati on, Quiz & End Sem Exam
24	Changing commercial equations vis-à-vis market and audience	Lecture	JMC404.3	Presentati on, Quiz & End Sem Exam
25	Foreign equity in Indian media	Lecture	JMC404.3	Presentati on, Quiz & End Sem Exam
26	Foreign equity in Indian media	Lecture	JMC404.3	Presentati on, Quiz & End Sem Exam
27	Foreign equity in Indian media	Lecture	JMC404.3	Presentati on, Quiz & End Sem Exam
28	The concept of Global media	Lecture	JMC404.3	Presentati on, Quiz & End Sem Exam
29	The concept of Global media	Lecture	JMC404.3	Presentati on, Quiz & End Sem Exam
30	Global Media Giants and their selected	Lecture	JMC404.3	Presentati on, Quiz & End Sem Exam
31	Global Media Giants and their selected	Lecture	JMC404.4	Presentati on, Quiz & End Sem Exam
32	Globalization of media and its impact	Lecture	JMC404.4	Presentati on, Quiz & End Sem Exam
33	Globalization of media and its impact	Lecture	JMC404.4	Presentati on, Quiz & End Sem Exam
34	Fake News Management	Lecture	JMC404.5	Presentation, Quiz & End



				Sem Exam
35	Fake News Management	Lecture	JMC404.5	Presentati on, Quiz & End Sem Exam
36	Fake News Management	Lecture	JMC404.5	Presentati on, Quiz & End Sem Exam

### H. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATI ON WITH PROGRAM ME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P O 13	P O 14	P O 15
<b>JMC 405.1</b>	Explain about the current status of Indian Media industry.	1 -	1	-	-	2	-	1	-	-	2	-	1	-	-	1
<b>JMC 405.2</b>	Understand the Ownership pattern in Indian Media Business	1 -	1	-	-	2	-	1	-	-	2	-	1	-	-	1
<b>JMC 405.3</b>	Understand the Global Media Scenario	1 -	1	-	-	2	-	1	-	-	2	-	1	-	-	1
<b>JMC 405.4</b>	explain the functioning of media as industry.	1 -	1	-	-	2	-	1	-	-	2	-	1	-	-	1
<b>JMC 405.5</b>	understand about global media giants and management.	1 -	1	-	-	2	-	1	-	-	2	-	1	-	-	1



### Sample Question Paper

AMITY SCHOOL OF COMMUNICATION I MID-SEMESTER (SEM –VII) 2020-21						
Class: BAJMC.IV Semester						
Subject Name: BAJMC 405 Fake News and Media Literacy		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to <ul style="list-style-type: none"> <li>Define fake news and discuss its history</li> <li>Describe the modern phenomenon of fake news and discuss its significance</li> <li>Identify sources of false or misleading information on a variety of media platforms</li> <li>Evaluate news and other information outlets for bias</li> <li>Describe how news items are created and disseminated across different types of media and social networks</li> </ul>						
CO Map	Question No.	Question				Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.				3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments				3
	Q.2b	Journalists are gatekeepers of information”. Do you agree? Does this gatekeeping obstruct free flow of information?				3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples				6
CO2	Q.4	Define news Discuss the main elements of news				3
	Q.5a	Explain the important features of column writing.				3



CO2	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	What do you understand by news values? Do they play significant role in selecting news for the newspaper? Explain	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course *Fake News and Media Literacy* /Course code *405* is level 2 for the academic year 2023-24.



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# AMITY UNIVERSITY

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course : Digital Skills for Media IV
Course Code : JMC 406 Crédits :02 Session :2023-24(Odd Sem.) , Class : BAJMC IV Sem
Faculty Name : Sanjay Singh Sikarwar

A. **Introduction:** Television journalism plays a fundamental role in keeping the public informed about local, national, and international events. Through news broadcasts, documentaries, and investigative reports, it brings significant issues, critical stories, and human experiences to the attention of millions of viewers.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BAJMC 406 .1.** Understand the concepts of Graphics & design.

**BAJMC 406.2.** Various digital media formats

**BAJMC 406.3.** Multimedia & its interactive style of working

**BAJMC 406.4.** Evaluate the different ideologies in the field of graphics & editing

**BAJMC 406.5.** prepare a project based on graphics & design.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

#### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves	A	5%

End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus:

Course Contents/Syllabus:	Weightage
<b>Module I : Graphics</b>	<b>25%</b>
Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	
<b>Module II: Introduction Of Image</b>	<b>35 %</b>
Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	
<b>Module Iii: Animation</b>	<b>40 %</b>
Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	

#### E. Examination Scheme

**Lab/ Practicals:** Training of Graphics and Animation Software

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
<b>70 %</b>	<b>30 %</b>	<b>100</b>

#### Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Assignment/Viva	Attendance	Midterm	
<b>Weightage (%)</b>	10	5	15	70

Viva: The Viva of this practical will be conduct by the Industry Expert. Text & References

F. Suggested Text/Reference Books:

- Corrigan, J: Computer Graphics: Secrets & Solutions, BPB Publications, New Delhi, 1994.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Taylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Wesley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
2	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam



3	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
4	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
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6	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam



7	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
8	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
9	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
10	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam



	Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size			Exam
11	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
12	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam



13	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
14	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
15	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam



	And Dithering, Image Size			
16	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
17	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
18	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam





	Palette And Colour Lookup Table, Indexing And Dithering, Image Size			
19	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
20	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
21	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam



	Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size			
22	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
23	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
24	Meaning & Importance, Animation Techniques, Paper Animation, Cell	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam



	Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
25	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
26	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam



	3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
27	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
28	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
29	Meaning & Importance	Lecture	JMC	Mid Term-2,



	Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering		406.3	Quiz & End Sem Exam
30	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam
31	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam



	Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
32	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.4	Mid Term-2, Quiz & End Sem Exam
34	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And	Lecture	JMC 406.4	Mid Term-2, Quiz & End Sem Exam



	Rendering			
35	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.5	Mid Term-2, Quiz & End Sem Exam
36	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.5	Mid Term-2, Quiz & End Sem Exam



**G. Course Articulation Matrix (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>JMC 406.1.</b>	Understand the concepts of Graphics & design.	3	3	1	3	1				2		2	1			
<b>JMC402.2</b>	Various digital media formats	3	2	2	2	2				2		1	1			
<b>JMC 406.3</b>	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1			
<b>JMC 406.4</b>	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1			
<b>JMC406.5</b>	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1			

**Sample Question Paper**





AMITY SCHOOL OF COMMUNICATION  
I MID-SEMESTER (SEM –IV) 2019-20

Class: BA(J&MC) IV Semester

Subject Name: BAJMC-406 Digital Skills for Media-IV		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the Different designing software and concept. CO2: Apply different application as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What are the latest software and application in studying audiences through digital media?				3
CO1	Q.2a	What are the various platforms of graphics?				3
	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?				3
CO1	Q.3	What is vector graphics? Is it losing importance now-a- days?				6
CO2	Q.4	Explain the significance of pixel & resolution?				3
CO2	Q.5a	What do you understand by visual aspect of design in media? How do the visuals help in communication process				3
	Q.5b	Briefly discuss the history and development of graphics.				3
CO2	Q.6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2



<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3
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**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Digital skills for media IV /Course code **JMC 406** is level **3** for the academic year 2023-24.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Television Production
Course Code : JMC 407 Credit : 2 Session :2023-24 (Odd Sem.), Class : BAJMC. 4th Sem
Faculty Name :

**A. Introduction:** This course is meant to Equip students with comprehensive skills in television production, covering technical proficiency, creative storytelling, effective pre-production planning, collaborative teamwork, and critical analysis of production choices to prepare them for diverse roles in the industry.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC 407.1.** Demonstrate proficiency in operating television production equipment and technology.

**JMC 407.2.** Apply principles of visual storytelling to create compelling narratives for television.

**JMC 407.3.** Execute effective pre-production planning, including scriptwriting, budgeting, and scheduling for television projects..

**JMC 407.4.** Collaborate with a production team to successfully execute live television broadcasts and recorded programs.

**JMC 407.5.** Evaluate and analyze the impact of television production choices on audience engagement and viewer experience.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.



**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

## **Program Outcomes**

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**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

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**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

#### C. Assessment Plan:

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Continuous Internal Evaluation	Internal Assignment Midterm	IE	25%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%



	leaves including medical leaves.		
End Semester Examination	Viva	EE	70%
<b>Total</b>			<b>100%</b>

**D. Syllabus: Paste Syllabus of your course**

**E. Examination Scheme**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>00%</b>	<b>100%</b>	<b>00%</b>

<b>Components</b>	<b>Internal Assignment Midterm</b>	<b>Attendance</b>	<b>Viva</b>
<b>Weightage (%)</b>	<b>25</b>	<b>5</b>	<b>70</b>

**F. Suggested Text/Reference Books:**

- "Television Production Handbook" by Herbert Zettl
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
- "Producing and Directing the Short Film and Video" by Peter W. Rea and David K. Irving
- "Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know" by Jeremy Vineyard
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Television Production: A Classroom Approach" by Steve R. Owens and Dale R. Cripps
- "The Complete Film Production Handbook" by Eve Light Honthaner

**G. Lecture Plan:**

**H. Course Articulation Matrix**

**Sample**

**I. Course Articulation Matrix (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>JMC 407.1</b>	Demonstrate proficiency in operating television production equipment and technology.	3	3	1	3	1				2		2	1			
<b>JMC 407.2</b>	Apply principles of visual storytelling to create compelling narratives for television.	3	2	2	2	2				2		1	1			
<b>JMC 407.3</b>	Execute effective pre-production planning, including scriptwriting, budgeting, and scheduling for television projects.	3	2	2	2	2				3		3	1			
<b>JMC 407.4</b>	Collaborate with a production team to successfully execute live television broadcasts and recorded	3	3	2	3	2				1		2	1			



	programs														
<b>JMC 407.5</b>	Evaluate and analyze the impact of television production choices on audience engagement and viewer experience	2	2	1	2	3				2		2	1		

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **TELEVISION PRODUCTION** /Course code **JMC 407** is level **3** for the academic year 2023-24.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior





# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course: BAJMC , ( Advanced Research in Media Studies )
Course Code : JMC 501, Credits : 03, Session :2023-24 (Odd Sem.), Class : BAJMC. 5th Sem
Faculty Name : Dr. Manish Dubey

**A. Introduction:** This course is intended to provide students with an introduction to statistics as research tool. The emphasis in this course will be upon understanding statistical concepts and applying and interpreting tests of statistical inference. Content will include but not be limited to: scaling, visual representations of data, descriptive statistics, correlation and simple regression, sampling distributions, and the assumptions associated with and the application of selected inferential statistical procedures (including t-tests, chi-square, and one-way ANOVA). Computer software (SPSS) will be employed to assist in the analysis of data for this course.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC 501.1 :** To introduce students to statistical applications in communication research

**JMC 501.2:** To comprehend how and why statistics has developed as a tool of the scientific process

**JMC 501.3:** To understand the appropriate application and interpretation of various inferential statistical procedures, including

**JMC501.4 :** To discuss research report writing methods and ethical issues in communication research

**JMC501.5 :** TO understand the statistical tools in research.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

## **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

#### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%



	leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus:

Modules	Weightage (%)
<b>Module I – Correlation &amp; Regression Analysis</b>	<b>25%</b>
<b>Descriptors/Topics</b> Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear, Partial Correlation: Pearson's Product Moment Correlation and Spearman's Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-collinearity and Multiple Correlation Regression- Meaning, Application and Interpretation of Regression and its Terms-R, R <sup>2</sup> : Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Paper	
<b>Module II – Test of Significance</b>	<b>25%</b>
<b>Descriptors/Topics</b> Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	
<b>Module III – Analysis of Variance (ANOVA) and Time</b>	<b>25%</b>
<b>Descriptors/Topics</b> Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	
<b>Module IV – Factor Analysis Methods</b>	<b>25%</b>
<b>Descriptors/Topics</b> Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett's Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	

#### E. Examination Scheme

<b>Components</b>	<b>A</b>	<b>CT</b>	<b>S/V/Q/HA</b>	<b>EE</b>
<b>Weightage (%)</b>	5	15	10	70



CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.
- K. Kalyanaraman, Hareesh N. Ramanathan, P.N. Harikumar: Statistical Methods for Research: A Step by Step Approach Using IBM SPSS, Atlantic Publishers and Distributors (P) Ltd; Edition (2016).

#### G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Defining Corporate Communication. Why Corporate Communication Is Important?,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
2	Defining And Segmenting Stakeholders In Corporate Communication,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
3	Various Kinds Of Organizational Communications, Elements Of A Corporate Communication Plan,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
4	Trade Media And Its Relevance In CC, Media (Press Kits,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
5	Developing Media Linkages,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
6	Press Releases- Announcements,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
7	Trend Press Releases,	Lecture	BAJMC5	Mid Term-1, Quiz & End



				Sem Exam
8	Feature Study Releases,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
9	Major Announcements,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
10	Corporate Communication Strategies And Tools & Applications:	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
11	Crisis Communication, Corporate Image Management, Corporate Identity,	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
12	Events, Sponsorships, Trade Shows, Corporate Advertising,	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
13	CC/PR In Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets And Communication,	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
14	Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics In CC	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
15	Public Affairs/Government Relations	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
16	/Advocacy/ Lobbying/,	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
17	Case Studies, Laws & Ethics In CC	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
18	Laws & Ethics In CC	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
19	Brand Management: The Concept Of A Brand,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
20	Characteristics Of Brands (Generic, Expected, Augmented, Pot	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam



21	The Importance Of Brand Planning, Issues Influencing Brand Potential,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
22	Understanding The Branding Process And Advertising Perspective,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
23	Brand Positioning, Brand Benefits,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
24	Consumer Benefits, Brand Matrix And Media Matrix, The Evolution Of Branding In Today's World,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
25	Understanding Brand Management, Digital Brand Building: The FLIRT Model,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
26	What Is A Global Brand?	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
27	How Can Indian Brands Become Global?	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
28	Product Research—Important Tools And Analysis, Brand Anatomy,	Lecture	BAJMC5 01.4	Mid Term-1, Quiz & End Sem Exam
29	Strategy And Structure, Brand- Positioning, Personality, Image,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
30	Brand Extensions- Advantages & Pitfalls, Brand Architecture,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
31	How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem And	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
32	The Integration Of Digital Channels, Brand Audit – Inventory And Exploratory And Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam





33	The Making Of Indian & Global Brands,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
34	Leveraging Secondary Brand Associations	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
35	To Build Brand Equity,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
36	Various Case Studies	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam

## H. Course Articulation Matrix

### I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P O 13	P O 14	P O 15	





										0	1	2	1	2	3
<b>BAJMC5 01.1</b>	To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management	3	3	1	3	1				2	2	1			
<b>BAJMC5 01.2</b>	To enable the students to integrate various functions with organizational goals and strategies.	3	2	2	2	2				2	1	1			
<b>BAJMC5 01.3</b>	To provide hands-on training on planning and production of brand and social campaigns.	3	2	2	2	2				3	3	1			
<b>BAJMC5 01.4</b>	To provide skills on various relevant software especially in media planning and production of campaigns.	3	3	2	3	2				1	2	1			
<b>BAJMC5 01.5</b>	Enable students to understand brand management strategies in the surrounding area.	2	2	1	2	3				2	2	1			

### Sample Question Paper

Amity School of Communication  
MID-SEMESTER(SEM-5) 2023-24x



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

Class:BAJMC-5th Semester						
Subject Name: Corporate Communication & Brand Management BAJMC 501		Time:2 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p>The student will be able to</p> <p>CO1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management</p> <p>CO2: To enable the students to integrate various functions with organizational goals and strategies.</p>						
COMap	QuestionNo.	Question				Marks
CO1	Q.1	What are different types of sampling in research?				3
CO1	Q.2a	What is Research? Write down the steps of research?				3
	Q.2b	Differentiate between Population and Universe.				3
CO2	Q.3	Explain the term 'Variable'.				6
CO2	Q.4	Write down the tools that are used for market research ?				3
CO3	Q.5a	"What do you understand by hypothesis. Explain.				3
	Q.5b	What the different types of variables?				3
CO3	Q6	Elaborate the content analysis and its steps.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment

**Media Studies /Course**

code **BAJMC501** is level **3** for the academic year 2023-24.



Director  
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Amity University Madhya Pradesh, Gwalior



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Introduction to Data Journalism
Course Code : JMC 502. Crédits : 2, Session : 2023-24 (Odd), Class BAJMC 5th Semester
Faculty Name : Mr. Siddharth Sharma

**A. Introduction:** The course aims to introduce basic concepts of news and the news process. It will also illustrate the history of the press in India and the role of pioneers during the independence struggle. In addition, it will describe the growth of the press post-independence.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC502.1 To understand basic knowledge of the emerging concepts of Data Journalism.
- JMC502.2 To understand the knowledge of working with spreadsheet.
- JMC502.3: To understand the basic knowledge about the data driven stories.
- JMC 502.4: To understand the basic knowledge of software's used to visualize data
- JMC 502.5: To understand the use of AI in computing data

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.



**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves Including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%



<b>Total</b>			<b>100%</b>
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#### D. Syllabus:

Module I: Data Journalism	<b>Weightage</b>
What Is Data Journalism, Why Journalists Should Use Data, Importance Of Data, Some Examples, Data Journalism In Different Perspectives, Data Journalism In The Newsroom, Inside A Data Team, How To Turn Numbers Into Stories, The Business Case For Data Journalism, Finding Data To Support Stories, Setting Up ‘Data Newswire’s, Strategic Searching - Tips And Tricks, Introduction To Scraping, Data Laws And Sources	<b>35%</b>
Module II: Finding Story Ideas With Data Analysis	<b>30%</b>
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	
Module III: Telling Stories With Visualization & Spreadsheets	<b>35%</b>
The Main Principles Of Data Visualization, Choosing The Best Graphic Forms, The Art Of Insight, Introduction To Spreadsheet, Basics: Inputting Numbers And Text, Simple Calculations, Simple Formulae, Ordering And Filtering, Simple Graphics, Advanced Pivot Tables, Working With Spreadsheets, Working With Tableau And Google Fusion Tables For More Advanced Graphics And Maps, Making Graphics With Web Tools	

#### Teaching Pedagogy:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience. Data journalism is a hands-on field, so focus on practical application. Include real-world projects, case studies, and simulations to provide students with hands-on experience in collecting, analyzing, and visualizing data.

#### E. Examination Scheme

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>-</b>	<b>100</b>

#### Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examin
Components (Drop down)	Class Test	Attendance	Project	Assignments	70
<b>Weightage (%)</b>	05	05	10	10	



### A. Suggested Text/Reference Books:

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 unified field theory.  
[www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-andNarrative-Journalism-Toward-a-Unified-Field-Theory.aspx](http://www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-andNarrative-Journalism-Toward-a-Unified-Field-Theory.aspx)
3. Wikipedia. What is CAR? [http://en.wikipedia.org/wiki/Computer-assisted\\_reporting](http://en.wikipedia.org/wiki/Computer-assisted_reporting)
4. Wikipedia. What is data driven journalism?  
[http://en.wikipedia.org/wiki/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/](http://www.ire.org/tag/philip-meyer-journalism-awards/)
7. Data journalism handbook.org. Data Journalism Handbook.  
<http://datajournalismhandbook.org/1.0/en/>
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### B. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What Is Data Journalism, Importance Of Data, Some Examples,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
2	Data Journalism In Different Perspectives, Data Journalism In The Newsroom, Inside A Data Team,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
3	How To Turn Numbers Into Stories, The Business Case For Data Journalism, ,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
4	Setting Up 'Data Newswire's, Strategic Searching - Tips And Tricks,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam





5	Introduction To Scraping,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
6	Data Laws And Sources	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
7	Why Journalists Should Use Data,	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
8	Finding Data To Support Stories	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
9	Newsroom Math And Statistics,	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
10	Sorting And Filtering Data In Excel, Making New Variables With Functions,	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
11	Summarizing Data With Pivot Tables, Correct Bad Formatting,	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
12	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
13	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
14	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
15	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
16	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam



17	The Main Principles Of Data Visualization, Choosing The Best Graphic Forms,	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
18	The Art Of Insight, Introduction	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
19	To Spreadsheet, Basics:	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
20	Inputting Numbers And Text, Simple Calculations,	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
21	Simple Formulae, Ordering And Filtering, Simple Graphics,	Lecture	JMC502.5	Presentatio n, Quiz & End Sem Exam
22	T Advanced Pivot Tables, Working With Spreadsheets, Working With Tableau And	Lecture	JMC502.5	Presentatio n, Quiz & End Sem Exam
23	Google Fusion Tables For More Advanced Graphics And Maps,	Lecture	JMC502.5	Presentatio n, Quiz & End Sem Exam
24	Making Graphics With Web Tools	Lecture	JMC502.5	Presentatio n, Quiz & End Sem Exam

### C. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES					
		P1	P2	P3	P4	P5	P6	P7	P8	PO9	P10	P11	P12	PS1	PSO2	PSO3
		0	0	0	0	0	0	0	0		0	0	0	0	2	
		1	2	3	4	5	6	7	8		1	1	1	1		
											0	1	2			



<b>CO1</b>	To understand basic knowledge of the emerging concepts of Data Journalism	0	1	2	1	1	3	2	-	-	-	-	1	2	1
<b>CO2</b>	To understand the knowledge of working with spreadsheet	0	2	1	2	2	2	1	-	-	-	-	2	1	2
<b>CO3</b>	To understand the basic knowledge about the data driven stories.	0	0	1	2	1	2	1	-	-	-	-	0	1	2
<b>CO4</b>	To understand the basic knowledge of software's used to visualize data	0	1	2	1	1	3	2	-	-	-	-	1	2	1
<b>CO5</b>	To Understand the use of AI in Computing Data	0	2	2	1	1	3	2	-	-	-	-	1	2	1

**Sample Question Paper**

Amity School of Communication						
MID-SEMESTER(SEM-V) 2023-24						
Class: BAJMC- 5th semester						
Subject Name: JMC502: Data Journalism.			Time: 1.5 Hrs		Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		



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The student will be able to CO1: To understand basic knowledge of the emerging concepts of Data Journalism. model.CO2: To understand the knowledge of working with spreadsheet			
COMap	QuestionNo.	Question	Marks
CO1	Q.1	What is data Journalism? Explain with example.	3
CO2	Q.2a	What are the sources for Data Journalism? Discuss. Discuss the advance cleaning techniques of data.	3
	Q.2b	What are the main principles of data visualization? Explain.	3
CO3	Q.3	Which tools are used for data visualization? Discuss.	6
CO4	Q.4	Discuss the steps of filtering and shorting the data in MS Excel.	3
CO4	Q.5a	How to get started with finding public data sources on the web? Explain.	3
	Q.5b	How Data Journalism keeping an eye of Government? Discuss with some recent examples.	3
CO4	Q6	What is the inverted pyramid of data journalism? Discuss each and every step with example.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course *Introduction to Data Journalism*/Course code *JMC 502* is level 2 for the academic year 2023-24.



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course: BA(J&MC), Film Appreciation, Direction and Stylization
Course Code : JMC 503, Crédits : 03, Session : 2023-24 (Odd Sem.), Class : JMC. 5th Semester
Faculty Name : Dr. Pranav Mishara

- A. Introduction:** 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. 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 enjoyment; or for the student, hoping to become familiar with the 'lay of-the-land' for film-criticism
- B. Course Outcomes:** At the end of the course, students will be able to:
- JMC503.1 Describe the value of film viewing and Summarize early film history.
  - JMC503.2 Define film psychology and Describe general ideas on art theory as a consumer habit
  - JMC503.3 The student will be able Summarize the filmmaking process and Define 100 years of film styles and movements.
  - JMC503.4: Define film psychology and Describe general ideas on art theory as a consumer habit
  - JMC503.5: The students will be able to appraise and interpret the legal, ethical and social aspect of film

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuou s Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva- Voce/Quiz/Home Assignment	S/V/Q/H A	10%



Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus

Content	Weightage
<b>Module I: Film Appreciation-I</b> History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	25%
<b>Module II: Film Appreciation-II</b> Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	25%
<b>Module III: Direction &amp; Stylization-I</b> International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways to Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	25%
<b>Module IV Direction &amp; Stylization-II</b> Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors	25%

#### E. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
<b>Weightage (%)</b>	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance



#### F. Suggested Text/Reference Books:

- J 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

#### G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
2	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
3	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
4	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
5	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
6	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
7	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam



	Psychology			
8	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
9	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
10	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
11	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
12	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
13	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
14	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam



15	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
16	Marketing and Communication	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
17	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
18	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
19	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Mid Term-1, Quiz & End Sem Exam
20	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Mid Term-1, Quiz & End Sem Exam
21	International Film Directors To Know; How To Get Your Money's Worth At The Movies;	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam



	New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.			
22	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
23	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
24	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
25	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
26	International Film Directors To Know; How To Get Your Money's Worth At The Movies;	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam



	New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.			
27	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
28	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
29	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
30	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
31	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
32	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; (	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam



	Indian Cinema. Case Studies Of Different Cinema And Directors.			
33	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
34	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
35	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
36	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
37	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.			
38	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions			



39	Italian Neo Realism	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
40	Italian Neo Realism	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
41	Italian Neo Realism	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
42	French New Wave	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
43	French New Wave	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
44	French New Wave	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
45	Birth of Indian Cinema	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam

#### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12
<b>JMC502.1</b>	Describe the value of film viewing and Summarize early film history.	-	<b>2</b>	<b>3</b>	<b>2</b>	-	-	-	<b>2</b>	<b>3</b>	-	<b>2</b>	<b>3</b>
<b>JMC502.2</b>	Define film psychology and Describe general ideas on art theory as a consumer habit	-	<b>1</b>	<b>3</b>	<b>2</b>	-	-	-	<b>2</b>	<b>3</b>	-	<b>2</b>	<b>3</b>
<b>JMC503.3</b>	The student will be able Summariz	-	-	<b>3</b>	<b>1</b>	-	-	-	<b>1</b>	<b>2</b>	-	<b>1</b>	<b>2</b>



	filmmaking process and Define 100 years of film styles and movements.												
<b>JMC503.4</b>	The students will be able to appraise and interpret the legal, ethical and social aspect of film	-	<b>2</b>	<b>2</b>	<b>2</b>	-	-	-	-	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>
JMC503.5	The students will be able to appraise and interpret the legal, ethical and social aspect of film	-	2	2	2	-	-	-	-	1	2	2	1

**SampleQuestionPaper**

Amity School of Communication IMID-SEMESTER(SEM-5)2023-24						
Class: BAJMC V Semester						
Subject Name: JMC503 FILM APPRECIATION, DIRECTION AND STYLIZATION		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Co1 Describe the value of film viewing and Summarize early film history. Define film psychology and CO2Describe general ideas on art theory as a consumer habit						
CO Map	Questions.	Question				Marks
CO1	Q.1	Elaborate the difference between narrative and non-narrative cinema.				3
	Q.2~	Explain any two film movements in the world cinema.				3





CO1			
	Q.2b	What do you understand by mise-en-scene?	3
CO2	Q.3	Elucidate the case study of a renowned Indian filmmaker and his filmmaking technique.	6
CO2	Q.4	What is cinema regarded as a combination of several different art forms?	3
CO2	Q.5a	Explain in brief about the history of filmmaking in India.	3
	Q.5b	What are different types of FILMS	3
CO2	Q6	Explain the process of censor board in India?	6

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Film Appreciation, Direction and Stylization /Course code **JMC 503** is level **for** the academic year 2023-24.





## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### Course Handout

Course : Writing Skills for New Media

Course Code : JMC 504, Crédits : 03, Session : 2023-24 (Odd Sem.), Class : BA (J&MC)  
3rd Year

Faculty Name : Dr Pranav Mishra

**A. Introduction:** The objective of this course is to familiarize the students with *the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. An understanding of New Media will enable the student to find the synergies, challenges and opportunities in the emerging media landscape*

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC504.1.** In this course students will understand the emergence of the new 'reader'.

**JMC504.2.** They will come to know about convergence of media and technology.

**JMC504.3.** The course is designed to enable the student to understand the changing role of media professionals.

**JMC504.4.** They will be introduced to the concepts of web journalism.

**JMC504.5.** Understand the New Media production process

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.



**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

**Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

### **Program Specific Outcomes**

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### D. Syllabus

	Weightage (%)
<b>Module I: New Media Writing</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing,</li> <li>Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App,</li> <li>The Lingo Of Social Media Networks</li> </ul>	
<b>Module II Applications Of New Media Writing</b>	<b>40%</b>
<ul style="list-style-type: none"> <li>Blogging And Buzz Mining: Strengths And Weakness, Future Scope,</li> <li>Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds,</li> <li>Citizen Journalism, Hacking,</li> <li>Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use,</li> <li>Creative Commons</li> </ul>	
<b>Module III Liner Writing And Interactive Writing</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>Hyper Text And Hyper Media: A Web Not A Chain,</li> <li>Hyper Text And Hyper Media In Action,</li> <li>The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media,</li> <li>Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing</li> </ul>	



### E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

### F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

### G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504 .1	Mid Term-1, Quiz & End Sem Exam
2	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504 .1	Mid Term-1, Quiz & End Sem Exam
3	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504 .1	Mid Term-1, Quiz & End Sem Exam
4	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, Tr	Lecture	BAJMC504. 1	Mid Term-1, Quiz & End Sem Exam



	Networks			
5	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
6	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
7	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
8	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
9	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
10	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
11	Digital Story Telling, Elements Of A Digi	Lecture	BAJMC504.2	Mid Term-1, Quiz &



	Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks			End Sem Exam
12	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
13	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
14	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
15	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
16	Blogging And Buzz Mining:	Lecture	BAJMC504.	Mid Term-





	Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons		2	1, Quiz & End Sem Exam
17	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
18	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Mid Term-1, Quiz & End Sem Exam
19	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Mid Term-1, Quiz & End Sem Exam
20	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searchi	Lecture	BAJMC504.3	Mid Term-1, Quiz & End Sem Exam



	Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons			
21	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Presentatio n, Quiz & End Sem Exam
22	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Presentatio n, Quiz & End Sem Exam
23	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Presentatio n, Quiz & End Sem Exam
24	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinkin	Lecture	BAJMC504.3	Presentatio n, Quiz & End Sem Exam



	Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
25	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504. 3	Presentatio n, Quiz & End Sem Exam
26	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504. 3	Presentatio n, Quiz & End Sem Exam
27	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504. 3	Presentatio n, Quiz & End Sem Exam
28	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Int	Lecture	BAJMC504. 3	Presentatio n, Quiz & End Sem Exam



	Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
29	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentatio n, Quiz & End Sem Exam
30	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentatio n, Quiz & End Sem Exam
31	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.4	Presentatio n, Quiz & End Sem Exam
32	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing	Lecture	BAJMC504.4	Presentatio n, Quiz & End Sem Exam



	Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
33	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504. 4	Presentatio n, Quiz & End Sem Exam
34	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504. 5	Presentation, Quiz & End Sem Exam
35	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504. 5	Presentatio n, Quiz & End Sem Exam
36	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficul	Lecture	BAJMC504. 5	Presentatio n, Quiz & End Sem Exam



	Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
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### H. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>JMC 504.1</b>	In this course students will understand the emergence of the new 'reader'.	3	3	1	3	1	2	2	1	2	2	3	2	1	3	2
<b>JMC 504.2</b>	They will come to know about convergence of media and technology.	3	2	2	2	-	1	2	3	2	3	2	1	2	1	3
<b>JMC 504.3</b>	The course is designed to enable the student to understand the changing role of media professionals.	3	2	2	2	2	2	2	3	3	3	1	3	3	2	1
<b>JMC 504.4</b>	They will be introduced to the concepts of web journalism	1	2	2	1	3	3	1	2	2	1	1		2	3	1
<b>JMC 504.5</b>	<i>Understand the New Media production process</i>	3	1	3	3	1	1	2	2	2	2	3		2	1	3



## Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-V) 2023-24						
Class: BAJMC V Semester						
Subject Name: JMC504 Basics of Graphic Design		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: In this course, students will understand the emergence of the new 'reader'. CO2: They will come to know about the convergence of media and technology.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is Buzz Mining? Explain with example.				3
CO1	Q.2a	What are the tools of digital Story telling for Journalists?				3
	Q.2b	What is meaning of fair use with respect to new media writing? Explain.				3
CO2	Q.3	What is tagging? Write down the use of tag clouds in new media writing.				6
CO2	Q.4	What are the difficulties of hypertext writing? Explain.				3
CO2	Q.5a	What is TweetDeck? Discuss its usage with twitter.				3
	Q.5b	What are the Chat apps? Are chat apps changing the social interaction landscape? Discuss.				3
CO2	Q6	What is Citizen Journalism? How Does it Influence News? Discuss.				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course ***WRITING SKILLS FOR NEW MEDIA*** /Course code ***JMC 504*** is level 1 for the academic year 2023-24.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior





# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course: BA(J&MC), Media Conflict and Peace Building
Course Code : JMC 505, Crédits : 03, Session : 2023-24 (Odd Sem.), Class : BAJMC. 5th Year
Faculty Name : Dr. Sandeep Kumar

**A. Introduction:** This course is meant to explore the dynamic interplay between media, conflict, and peace building, examining how various forms of media contribute to or mitigate conflicts. Analyse case studies, media strategies, and communication interventions to develop insights into fostering peace through media in diverse socio political contexts.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC 505.1.** To develop an understanding of how this media content influences us and how we can influence others

**JMC 505.2.** Use these media skills to critique the media with the media.

**JMC 505.3.** Identify, implement and evolve conceptual understanding of the subject.

**JMC 505.4.** Students will be able To understand the role of Media during War and Conflict.

**JMC 505.5.** Enable students to understand role of media agencies in the surrounding area.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

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**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

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**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

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	Internal evaluation	IE	10%
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End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



#### D. Syllabus:

	<b>Weightage</b>
<b>Module I: Role of Media and Communication in Conflict</b>	<b>40 %</b>
<b>Descriptors/Topics</b> Peace journalism, War Journalism, Reporting Conflict: Impact of the global/national/Local Press, Conflict and Communication: Journalists in Conflicts and Conflict Resolution, News Media in National and International conflict, Legal conditions and mandates for media interventions, Public information, media, and the mandate	
<b>Module II: Media and Communication in Conflict Prevention and Peace-</b>	<b>40%</b>
<b>Descriptors/Topics</b> Media's Role in the Escalation of Violent Conflicts, Media as a Conflict Generator, Media as Conflict Mitigator, Resolver (Communal riots, terrorism agents), Media and conflict resolution: Phases and Nature of Media for Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring and beyond	
<b>Module III: ICT and Peacebuilding</b>	<b>20 %</b>
<b>Descriptors/Topics</b> ICT for Conflict Transformation and Peace building, Challenges Future for ICT in Peace building, ICT during warfare and Terrorism	

#### E. Examination Scheme

<b>Components</b>	<b>A</b>	<b>CT</b>	<b>S/V/Q/HA</b>	<b>EE</b>
<b>Weightage (%)</b>	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Ahmar, M., 1999. The Media of Conflict. War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Allan, T. and Seaton, J. 1999. The Media of Conflict: War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Arno, A. and Dissanayake, W. 1984. The News Media in National and International Conflict. London: Westview Press.
- Azar, E 1990, The Management of Protracted Social Conflict, Dartmouth, Aldershot. Bromley,
- M. and Sonnenberg, U. 1998. Reporting Ethnic Minorities and Ethnic Conflict. Beyond Good and Evil. Maastricht: European Journalism Center.

### G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem Exam
2	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	AJMC105 .1	Mid Term-1, Quiz & End Sem Exam
3	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions	Lecture	AJMC105 .1	Mid Term-1, Quiz & End Sem Exam



	Information, Media, And The Mandate			
4	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem Exam
5	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem Exam
6	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem Exam
7	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem



	Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate			Exam
8	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem Exam
9	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem Exam
10	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem Exam





	,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate			
11	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem Exam
12	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC50 5.1	Mid Term-1, Quiz & End Sem Exam
13	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For	Lecture	BAJMC50 5.2	Mid Term-1, Quiz & End Sem Exam





	Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond			
14	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC50 5.2	Mid Term-1, Quiz & End Sem Exam
15	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC50 5.2	Mid Term-1, Quiz & End Sem Exam
16	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies:	Lecture	BAJMC50 5.2	Mid Term-1, Quiz & End Sem Exam



	Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond			
17	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC50 5.2	Mid Term-1, Quiz & End Sem Exam
18	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC50 5.2	Mid Term-1, Quiz & End Sem Exam
19	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia	Lecture	BAJMC50 5.2	Mid Term-1, Quiz & End Sem Exam



	Kosovo, Arab Spring And Beyond			
20	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC50 5.2	Mid Term-1, Quiz & End Sem Exam
21	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC50 5.2	Presentat ion, Quiz & End Sem Exam
22	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC50 5.2	Presentat ion, Quiz & End Sem Exam



	Beyond			
23	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC50 5.2	Presentat ion, Quiz & End Sem Exam
24	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
25	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
26	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
27	ICT For Conflict Transformation And Peace Building, Challenges	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End



	Future For ICT In Peace Building, ICT During Warfare And Terrorism			Sem Exam
28	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
29	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
30	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
31	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
32	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
33	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
34	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem



	In Peace Building, ICT During Warfare And Terrorism			Exam
35	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
36	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam

#### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATI ON WITH PROGRAMM E SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>BAJMC5 05.1</b>	To develop an understanding of how this media content influences us and how we can influence others .	3	3	1	3	1				2		2	1	2	2	2
<b>BAJMC5 05.2</b>	Use these media skills to critique the media with the media.	3	2	2	2	2				2		1	1	1	3	1
<b>BAJMC5 05.3</b>	Identify, implement and evolve conceptual understanding	3	2	2	2	2				3		3	1	2	2	2



	of the subject.															
<b>BAJMC5 05.4</b>	Students will be able To understand the role of Media during War and Conflict.	3	3	2	3	2				1		2	1	1	3	1
<b>BAJMC5 05.5</b>	Enable students to understand role of media agencies in the surrounding area.	2	2	1	2	3				2		2	1	1	3	1

**Sample Question Paper**

Amity school of Communication 2023-24						
Class: BA(J&MC)						
Subject Name: Media Conflict and Peace Building		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the role of media in shaping conflict narratives				6
CO1	Q.2	What are the key factors that contribute to media's influence on public understanding of conflicts?				6
	Q.3	Discuss the role of media in promoting social justice and peace.				6
CO1	Q.4	Analyze the relationship between media and historical				6



		conflicts.	
CO2	Q.5	Evaluate the impact of media in framing peace-building initiatives.	6
CO2	Q.6	Enumerate the ethical considerations in media coverage related to conflict and peace.	6
	Q.7	Examine the portrayal of conflict in contemporary media and its effects on public opinion.	10
CO2	Q.8	Compare traditional and modern media approaches in covering conflicts and peace-building efforts.	10
CO3	Q.9	Assess the role of media in amplifying or challenging elitist perspectives in democracy and peace processes.	10
CO3	Q.10	Critically analyze how media narratives shape the concept of sovereignty in the context of peace and conflict.	20

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Media Conflict and Peace Building** /Course code **JMC 505** is level **3** for the academic year 2023-24.





# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course: Corporate Communication & Brand Management
Course Code : JMC 506, Credits : 03, Session : 2023-24 (Odd Sem.), Class : BAJMC. 5th Sem
Faculty Name : Dr. Adhirit Chandra Pati Tripathi

**A. Introduction:** This course is meant to develop strategic communication skills for corporate environments, focusing on brand management. Enhance understanding of brand identity, crisis communication, and stakeholder engagement, fostering effective corporate communication strategies and image building.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC 501.1 :** To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management

**JMC 501.2:** To enable the students to integrate various functions with organizational goals and strategies.

**JMC 501.3:** To provide hands-on training on planning and production of brand and social campaigns.

**JMC501.4 :** To provide skills on various relevant software especially in media planning and production of campaigns.

**JMC501.5 :** Enable students to understand brand management strategies in the surrounding area.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### **Program Specific Outcomes**

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### **C. Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%



End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus:

	Weightage
<b>Module I: Introduction to Corporate Communication</b>	<b>25 %</b>
<b>Descriptors/Topics</b> Defining Corporate Communication. Why Corporate Communication is Important?, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC, Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study ,Releases, Video News Releases, Webcasts).	
<b>Module II: Corporate Communication Strategies and Tools &amp; Applications</b>	<b>25%</b>
<b>Descriptors/Topics</b> Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relations, Corporate Governance, Public Affairs/ Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics in CC.	
<b>Module III: Brand Management</b>	
<b>Descriptors/Topics</b> The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning, Issues Influencing Brand Potential, Understanding the Branding Process and Advertising Perspective, Brand Positioning, Brand Benefits, Consumer Benefits, Brand Matrix and Media Matrix, The Evolution of Branding in Today's World, Understanding Brand Management, Various Theories and Models in Brand Management, Brand Prism Model, Perceptual Mapping, Brand Purchasing under Dissonance Reduction, Brand Name Spectrum. Digital Brand Building: The FLIRT Model, What is a Global Brand? How can Indian Brands become Global?,	<b>25 %</b>
<b>Module IV: Integrated Mass Communication and Planning</b>	<b>25 %</b>
<b>Descriptors/Topics</b> Meaning and Evaluation of IMC, Key elements & Features of IMC , Role of IMC in Marketing, Promotional Tools for IMC, IMC Planning Process, Communication Process, Traditional and Alternative Response Hierarchy Models, Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives. IMC and Communication Planning, IMC and Media Planning, IMC and Message Planning, IMC and Creative Concept, IMC and Message Execution, IMC and Regulation, IMC and Ethical, Social, and L	



### E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### F. Suggested Text/Reference Books:

- ABRAHAMS DVID: Brand Risk: Adding Risk Literacy to Brand Management (Gower, UK, 2008)
- CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
- DAVID AAKER: Brand Portfolio Strategy (Free Press, 2004)
- DAVID AAKER: Building Strong Brands (Free Press, 1995)
- ELLIOTT RICHARD: Strategic Advertising Management (NTC Business Book, USA, 2009)
- GELDER SICCO VAN: Global Brand Strategy (Kogan Page, UK, 2004)
- HAIG, MATT: Brand failures: Ed New New delhi: Kogan Page India, 2008)
- HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers & Distributors, New Delhi, 2011)
- HALVE ANAND: Darwin's Brands, Adapting for Success (Sage Publications India Pvt. Ltd.

### G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Defining Corporate Communication. Why Corporate Communication Is Important?,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
2	Defining And Segmenting Stakeholders In Corporate Communication,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
3	Various Kinds Of Organizational	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem



	Communications, Elements Of A Corporate Communication Plan,			Exam
4	Trade Media And Its Relevance In CC, Media (Press Kits,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
5	Developing Media Linkages,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
6	Press Releases- Announcements,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
7	Trend Press Releases,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
8	Feature Study Releases,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
9	Major Announcements,	Lecture	BAJMC5 01.1	Mid Term-1, Quiz & End Sem Exam
10	Corporate Communication Strategies And Tools & Applications:	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
11	Crisis Communication, Corporate Image Management, Corporate Identity,	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
12	Events, Sponsorships, Trade Shows, Corporate Advertising,	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
13	CC/PR In Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets And Communication,	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
14	Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam



	Lobbying/, Case Studies, Laws & Ethics In CC			
15	Public Affairs/Government Relations	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
16	/Advocacy/ Lobbying/,	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
17	Case Studies, Laws & Ethics In CC	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
18	Laws & Ethics In CC	Lecture	BAJMC5 01.2	Mid Term-1, Quiz & End Sem Exam
19	Brand Management: The Concept Of A Brand,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
20	Characteristics Of Brands (Generic, Expected, Augmented, Potential),	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
21	The Importance Of Brand Planning, Issues Influencing Brand Potential,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
22	Understanding The Branding Process And Advertising Perspective,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
23	Brand Positioning, Brand Benefits,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
24	Consumer Benefits, Brand Matrix And Media Matrix, The Evolution Of Branding In Today's World,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
25	Understanding Brand Management, Digital Brand Building: The FLIRT Model,	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
26	What Is A Global Brand?	Lecture	BAJMC5 01.3	Mid Term-1, Quiz & End Sem Exam
27	How Can Indian Brands	Lecture	BAJMC5	Mid Term-1,





	Become Global?		01.3	Quiz & End Sem Exam
28	Product Research—Important Tools And Analysis, Brand Anatomy,	Lecture	BAJMC501.4	Mid Term-1, Quiz & End Sem Exam
29	Strategy And Structure, Brand- Positioning, Personality, Image,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
30	Brand Extensions- Advantages & Pitfalls, Brand Architecture,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
31	How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem And	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
32	The Integration Of Digital Channels, Brand Audit – Inventory And Exploratory And Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
33	The Making Of Indian & Global Brands,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
34	Leveraging Secondary Brand Associations	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam





35	To Build Brand Equity,	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
36	Various Case Studies	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam

#### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P O 1	P O 2	P O 3
<b>BAJMC5 01.1</b>	To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management	3	3	1	3	1				2		2	1			
<b>BAJMC5 01.2</b>	To enable the students to integrate various functions with organizational goals and strategies.	3	2	2	2	2				2		1	1			
<b>BAJMC5 01.3</b>	To provide hands-on training on planning and production of brand and social campaigns.	3	2	2	2	2				3		3	1			



<b>BAJMC5 01.4</b>	To provide skills on various relevant software especially in media planning and production of campaigns.	3	3	2	3	2				1		2	1			
<b>BAJMC5 01.5</b>	Enable students to understand brand management strategies in the surrounding area.	2	2	1	2	3				2		2	1			

### Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-5) 2021-22						
Class: BAJMC-5th Semester						
Subject Name: Corporate Communication & Brand Management BAJMC 501			Time: 1.5 Hrs			Max.Marks:30
Levels of questions as per Bloom Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management CO2: To enable the students to integrate various functions with organizational goals and strategies.						
COs	Question No.	Question				Marks
CO1	Q.1	What are different types of stakeholder in an organization?				3
CO1	Q.2a	What is corporate identity? Write down the difference between logo, identity and image?				3



	Q.2b	State the rules in India regarding CSR activity in India. Give few examples of Indian brands and state their CSR activity	3
CO2	Q.3	Explain the term perceptual mapping.	6
CO2	Q.4	Write down the tools that are used for market research	3
CO3	Q.5a	“New media technology has made advertisement messages more effective”. Explain	3
	Q.5b	What the different features of crisis.	3
CO3	Q6	Elaborate crisis management? Cite few types of crisis that can emerge in an organization.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the **course Corporate Communication & Brand Management** /Course code **BJM 506** is level **3** for the academic year 2023-24.



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Amity University Madhya Pradesh, Gwalior



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Digital Skills for Media V</b>
Course Code : JMC 507, Crédits : 2 Session : 2023-2024, Class : BAJMC Vth Semester
Faculty Name : Sanjay Singh Sikarwar

**A. Introduction:** Website design today is more visual and streamlined than ever before. It is also more complicated and strategic from a design and optimization standpoint. Essentially, we build websites that are created to look like we didn't design them too much. We work hard to make it look simple. Students learn how to critically evaluate website quality, learn how to create and maintain quality web pages, learn about web design standards and why they're important, and learn to create and manipulate images.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC 507.1.** understand the concepts of Web designing and web portals.

**JMC 507.2.** Analyze various websites and their structure.

**JMC 507.3.** Identify, implement and evolve conceptual understanding of the web designing.

**JMC 507.4.** Evaluate the different technologies such as HTML & CSS..

**JMC 507.5.** Enable students to understand terminologies & algorithm.

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.



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**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



#### D. Syllabus:

	Weightage
<b>Module I: Web Designing Principles</b> Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept, Why create a web site, Web Standards, Audience requirement.	25 %
<b>Module II: Introduction to HTML</b> What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls	25%
<b>Module III: Introduction to Cascading Style Sheets</b> Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working with block elements and objects, Working with Lists and Tables, CSS Id and Class, Box Model (Introduction, Border properties, Padding Properties, Margin properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector), CSS Color, Creating page Layout and Site Designs.	30%
<b>Module IV: Web Publishing or Hosting</b> Creating the Web Site, Saving the site, Working on the web site, Creating web site structure, Creating Titles for web pages, Themes-Publishing web sites	20 %

#### E. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

Kogent Learning Solutions Inc., HTML 5 in simple steps Dreamtech Press

A beginner's guide to HTML NCSA, 14th May, 2003

Murray, Tom/Lynchburg Creating a Web Page and Web Site College, 2002

Murray, Tom/Lynchburg Creating a Web Page and Web Site College, 2002

#### Reference Books

Web Designing & Architecture-Educational Technology Centre University of Buffalo

Steven M. Schafer HTML, XHTML, and CSS Bible, 5ed Wiley India

John Duckett Beginning HTML, XHTML, CSS, and JavaScript Wiley India

Ian Pouncey, Richard York Beginning CSS: Cascading Style Sheets for Web Design Wiley India

Kogent Learning Web Technologies: HTML, Javascript Wiley India

Kogent Learning Solutions Inc. HTML 5 in simple steps Dreamtech Press

#### G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
2	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept,	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam





	Why Create A Web Site, Web Standards, Audience			
4	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
5	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
6	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
7	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
8	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam



	Layout, Design Concept, Why Create A Web Site, Web Standards, Audience			
9	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
10	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
11	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
12	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia,	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam



	Working With Forms And Controls			
13	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
14	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
15	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
16	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Ma	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam



	Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls			
17	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam
18	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Im	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam



	Multimedia, Working With Forms And Controls			
19	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam
20	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Selector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam
21	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align Pseudo	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam



	Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs			
22	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam
23	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam
24	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam



	Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs			
25	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam
26	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam



27	<p>Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout</p> <p>And Site Designs</p>	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
28	<p>Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout</p> <p>And Site Designs</p>	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
29	<p>Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout</p> <p>And Site Designs</p>	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam





	Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs			
30	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
31	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
32	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
33	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
34	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.5	Presentation, Quiz & End Sem Exam



35	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes- Publishing Web Sites	Lecture	JMC507.5	Presentation, Quiz & End Sem Exam
36	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes- Publishing Web Sites	Lecture	JMC507.5	Presentation, Quiz & End Sem Exam

#### H. Course Articulation Matrix

CO	STATE MENT	CORRELATION WITH PROGRAMME OUTCOMES									
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10
<b>JMC507.1</b>	Define the principle of Web page design	<b>1</b>	-	-	-	<b>2</b>	<b>3</b>	<b>2</b>	-	-	<b>2</b>
<b>JMC507.2</b>	Define the basics in web design & Visualize the basic concept of HTML.	<b>1</b>	-	<b>2</b>	-	<b>1</b>	<b>2</b>	<b>3</b>	-	-	<b>2</b>
<b>JMC507.3</b>	Recognize the elements of HTML. Introduce basics	<b>1</b>	-	<b>2</b>	-	<b>1</b>	<b>2</b>	<b>2</b>	-	-	<b>2</b>



	of CSS.														
<b>JMC507.4</b>	Develop the concept of web publishing	<b>1</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>3</b>			

### I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO1	PO2	PO3
<b>JMC 507.1</b>	understand the concepts of Web designing and web portals.	3	3	1	3	1				2		2	1			
<b>JMC 507.2</b>	Analyze various websites and their structure.	3	2	2	2	2				2		1	1			
<b>JMC 507.3</b>	Identify, implement and evolve conceptual understanding of the web designing.	3	2	2	2	2				3		3	1			
<b>JMC 507.4</b>	Evaluate the different technologies such as HTML & CSS..	3	3	2	3	2				1		2	1			



<b>JMC 507.5</b>	Enable students to understand terminologies & algorithm.	2	2	1	2	3				2		2	1			
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### Sample Question Paper

Sample Amity School of communication 2023-24						
Class: BAJMC Digital skills for Media V Vth sem						
Subject Name: Digital skills for media V			Time: 1.5 Hrs		Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	QuestionMapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
The student will be able to CO1: Define the principle of Web page design.CO2: Define the basics in web design & Visualize the basic concept of HTML.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is HTML? Why it is markup language				3
CO1	Q.2a	What is Hyperlink? Also write the complete tag used to give a hyperlink on a HTML Page?				3
	Q.2b	What do you understand web browsers? Explain any 2 web browsers				3
CO2	Q.3	Explain the role of design for any website				6
CO2	Q.4	Why SEO is important for any website?				3
CO2	Q.5a	What is Home page in website? Why it is Important?				3
	Q.5b	What do you understand web browsers? Explain any 2 web browsers				3
CO2	Q6	What are the tags? Name 10 different tags.				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course *Digital Skills for Media V*/Course code *JMC 507* is level **3** for the academic year 2023-24.



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## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### Course Handout

Course : Short Film/Documentary Production

Course Code : JMC 508, Crédits : 02 (P), Session : 2023-24 (Odd Sem.), Class : BA (J&MC) V Semester

Faculty Name : Dr Pranav Mishra

**A. Introduction:** To access the knowledge of student regarding Film Production.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC508.1.** In this course students will understand the Pre Production.

**JMC508.2.** In this course students will understand the Production.

**JMC508.3.** In this course students will understand the Post Production.

**JMC508.4.** They will be introduced to the concepts of Final Production

**JMC508.5.** Understand the Production Process

## Program Educational Objectives

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.



**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

**Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

**[PO.4]. Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Innovative and Entrepreneurship Enhancement:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research-related skills:** Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**[PO.11]. Environmental awareness and action:** Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

**[PO.12]. Multicultural competence and inclusive spirit:** Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

#### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%





<b>Total</b>			<b>100%</b>
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#### D. Syllabus

	<b>Weightage (%)</b>
<b>Module I: Pre Production</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• Script Development</li> <li>• Script writing</li> <li>• Pilot Script</li> </ul>	
<b>Module II Production</b>	
<ul style="list-style-type: none"> <li>• Camera</li> <li>• Lighting</li> <li>• Od shoot</li> <li>• Studio Floor</li> </ul>	<b>40%</b>
<b>Module III Post Production</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• Post Production</li> <li>• Software</li> </ul>	

#### E. Examination Scheme:

<b>Components</b>	<b>A</b>	<b>Project</b>	<b>IE</b>	<b>EE/Viva</b>
<b>Weightage (%)</b>	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

#### G. Practical Plan

<b>Prectic</b>	<b>Topics</b>	<b>Mode of</b>	<b>Correspo</b>	<b>Mode of</b>
			<b>nding CO</b>	<b>Assessing</b>

al				CO
1	Pre Production	Practical	JMC508.1	Project & Viva
2	Pre Production	Practical	JMC508.1	Project & Viva
3	Pre Production	Practical	JMC508.1	Project & Viva
4	Pre Production	Practical	JMC508.1	Project & Viva
5	Pre Production	Practical	JMC508.1	Project & Viva
6	Pre Production	Practical	JMC508.1	Project & Viva
7	Pre Production	Practical	JMC508.1	Project & Viva
8	Pre Production	Practical	JMC508.1	Project & Viva
9	Pre Production	Practical	JMC508.2	Project & Viva
10	Pre Production	Practical	JMC508.2	Project & Viva
11	Pre Production	Practical	JMC508.2	Project & Viva
12	Pre Production	Practical	JMC508.2	Project & Viva
13	Production	Practical	JMC508.2	Project & Viva
14	Production	Practical	JMC508.2	Project & Viva
15	Production	Practical	JMC508.2	Project & Viva
16	Production	Practical	JMC508.2	Project & Viva
17	Production	Practical	JMC508.2	Project & Viva
18	Production	Practical	JMC508.3	Project & Viva
19	Production	Practical	JMC508.3	Project & Viva
20	Production	Practical	JMC508.3	Project & Viva
21	Production	Practical	JMC508.3	Project & Viva
22	Production	Practical	JMC508.3	Project & Viva
23	Production	Practical	JMC508.3	Project & Viva



24	Production	Practical	JMC508.3	Project & Viva
25	Post Production	Practical	JMC508.3	Project & Viva
26	Post Production	Practical	JMC508.3	Project & Viva
27	Post Production	Practical	JMC508.3	Project & Viva
28	Post Production	Practical	JMC508.3	Project & Viva
29	Post Production	Practical	JMC508.3	Project & Viva
30	Post Production	Practical	JMC508.3	Project & Viva
31	Post Production	Practical	JMC508.4	Project & Viva
32	Post Production	Practical	JMC508.4	Project & Viva
33	Post Production	Practical	JMC508.4	Project & Viva
34	Post Production	Practical	JMC508.5	Project & Viva
35	Post Production	Practical	JMC508.5	Project & Viva
36	Post Production	Practical	JMC508.5	Project & Viva
37	Post Production	Practical	JMC508.5	Project & Viva
38	Post Production	Practical	JMC508.5	Project & Viva
39	Post Production	Practical	JMC508.5	Project & Viva
40	Post Production	Practical	JMC508.5	Project & Viva
41	Post Production	Practical	JMC508.5	Project & Viva
42	Post Production	Practical	JMC508.5	Project & Viva
43	Post Production	Practical	JMC508.5	Project & Viva
44	Post Production	Practical	JMC508.5	Project & Viva
45	Post Production	Practical	JMC508.5	Project & Viva
46	Post Production	Practical	JMC508.5	Project & Viva
47	Post Production	Practical	JMC508.5	Project & Viva



48	Post Production	Practical	JMC508.5	Project & Viva
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### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>JMC 404.1</b>	In this course students will understand the Pre Production.	3	3	1	3	1	2	2	1	2	2	3	2	1	3	2
<b>JMC 404.2</b>	In this course students will understand the Production.	3	2	2	2	-	1	2	3	2	3	2	1	2	1	3
<b>JMC 404.3</b>	In this course students will understand the Post Production.	3	2	2	2	2	2	3	3	3	1	3	3	2	1	
<b>JMC 404.4</b>	They will be introduced to the concepts of Final Production	1	2	2	1	3	3	1	2	2	1	1	2	3	1	
<b>JMC 404.5</b>	Understand Production Process	3	1	3	3	1	1	2	2	2	2	3	2	1	3	

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Short Film /Documentary Production** /Course code **JMC 508** is le



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
<b>Course Name : Media &amp; Society</b>
<b>Course Code : JMC 601 Crédits : 03, Session : 2023-24 (Even Sem.), Class : BA (J&amp;MC). 6th Semester</b>
<b>Faculty Name : Dr. Siddharth Sharma</b>

**Introduction:** The course will promote an understanding of the relationship between society and mass media system, through a review of the links between mass media development and social change. Media and Society examines the role of the media in contemporary society and analyses representations of the world found in advertisements, film, television, photographs, and language. The course is focused up on the presentation of theoretical approaches with examples, definitions, issues, questions, and explanations to aid students' understanding.

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

1. JMC 601.1: To explore the functions of mass media on society.
2. JMC 601.2: To explore the functions of mass media on culture.
3. JMC 601.3: To Understand the concept of media in relation to its society.
4. JMC 601.4: To study the interrelationship between media content and media audiences.
5. JMC 601.5: To critically examine the role and influence of different media in society.

### **Program Educational Outcome**

**PEO1-Technical and Creative Adeptness:** The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

**PEO2- Collaboration and Ethical Leadership:** Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

**PEO3- Professionalism and Social Contribution:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**PEO4- Continuous Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

studies in the field that provides for continued development of their technical ability and creative skills.

**PEO5- Industry Impact in Communication:** Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

**PEO6- Media & Entertainment Industry Readiness:** To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

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### Program Specific Outcomes

**[PSO.1]. Proficiency in Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

**[PSO.2]. Data Visualization and Storytelling:** Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

**[PSO.3]. Skilful Creative Expression and Writing:** Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

#### A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including	A	5%



	medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

## Syllabus

### Module I: History And Culture of India

Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.

### Module II: Mass Media & Audience

Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media on Individual, Society and Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature and Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories of Audience-Uses And Gratification Uses And Effects Etc.

### Module III: Mass Media As Text

Media As Text.: Approaches to Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media and Popular Culture-Commodities, Culture and Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation of Popular Culture.

### Module IV: Media As Consciousness Industry

Social Construction of Reality by Media. Rhetoric Of the Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience as Readers, Audience Positioning, Establishing Critical Autonomy

### Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### Suggested Text/Reference Books:

1. Henry Jenkins, Sam Ford & Joshua Green, Spreadable Media: Creating Value and Meaning in a Networked Culture, New York University Press, 2013
2. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.
3. Data, K B, Mass Media and Society: Issues and Challenges, Akansha, 2007



4. R.W. Brislin, Understanding Culture's Influence on Behavior, Harcourt College Publishers. HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers & Distributors, New Delhi, 2011)
5. Kosambi, D.D, The Culture and Civilization of Ancient India in Historical Outline, Vikas Publishing House Pvt Ltd, Delhi, 2001.
6. Gupta, Dipankar (ed.), Social Stratification; Oxford University Press, Delhi, 1993.
7. Srinivas M.N., Dube, Leela, Ed.; Caste: Its Twentieth Century Avataar, Penguin Books
8. Agnes, Flavia, 'Transgressing Boundaries of Gender and Identity', Economic and Political Weekly, September 7, 2002.

#### A. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
2	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
3	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
4	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam



	Cultural Imperialism.			
5	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
6	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
7	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
8	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
9	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
10	Early History Of India, Medieval History Of India, Advent Of European Invasion	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam



	Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.			
11	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
12	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
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	<p>Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.</p>			
14	<p>Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.</p>	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
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	And Effects Etc.			
16	<p>Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.</p>	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
17	<p>Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.</p>	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
18	<p>Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media.</p>	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam



	Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.			
19	Brand Management: The Concept Of A Brand,	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
20	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
21	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
22	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, S	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam



	Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.			
23	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
24	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
25	Media As Text.: Approaches To Media	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam



	Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.			
26	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
27	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam





28	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
29	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
30	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
31	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam



32	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
33	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
34	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
35	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
36	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies App:	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam



	Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy			
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### Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											PSO 1	PSO 2	PSO 3
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10				
JMC601.1	To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management	-	3	2	3	-	1	-	3	-				-	
JMC601.2	To enable the students to integrate various functions with organizational goals and strategies.	-	-	1	2	3	3	2	1	-				-	
JMC 601.3	To Understand the concept of media in relation to its society	-	-	1	2	3	3	2	1	-				-	
JMC 601.4	To study the interrelationship between media content and media audiences.	-	-	1	2	3	3	2	1	-				-	
JMC 601.5	To critically examine the role and influence of different media in society	-	-	1	2	3	3	2	1	-				-	

  
ADITYAKUMAR SHUKLA

Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

Sample Question Paper

<p align="center"><b>Amity School of Communication</b> <b>MID-SEMESTER(SEM-6) 2023-24</b></p>						
<p align="center"><b>Class: JMC-6th Semester</b></p>						
Subject Name: Media & Society JMC 601		Time:2 Hrs			Max.Marks:30	
Levels of the questions as per Blooms-Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
<p><b>The student will be able to</b></p> <p><b>CO1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management</b></p> <p><b>CO2: To enable the students to integrate various functions with organizational goals and strategies.</b></p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	<i>What are different types of stakeholders in an organization?</i>				3
CO1	Q.2a	<i>What is corporate identity? Write down the difference between logo, identity and image?</i>				3
	Q.2b	<i>State the rules in India regarding CSR activity in India. Give few examples of Indian brands and state their CSR activity</i>				3
CO1	Q.3	<i>Explain the term perceptual mapping.</i>				6
CO2	Q.4	<i>Write down the tools that are used for market research</i>				3
CO2	Q.5a	<i>“New media technology has made advertisement messages more effective”. Explain</i>				3
	Q.5b	<i>What the different features of crisis.</i>				3
CO2	Q6	<i>Elaborate crisis management? Cite few types of crisis that can emerge in an organization.</i>				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2



Level	3	IF 80% of students secure more than 60% marks then level 3
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**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Media and Society /Course code JMC 601 is level 3 for the academic year 2023-24.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



<b>DEPARTMENT OF Journalism and Mass Communication</b>
<b>Course Handout</b>
Course: Theories of Communication
Course Code : JMC 111, Crédits : 03, Session: 2023-2024(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Dr Ashish Sharma

**A. Introduction:** The objective of this course is to familiarize the students with the understanding of communication process and different theories of mass communication.

**B. Course Outcomes:** At the end of the course, students will be able to:

- **JMC111.1.** Understand the communication process.
- **JMC111.2:** Understand different school of thoughts for communication
- **JMC111.3.** Learn about the different models of communication.
- **JMC111.4.** Learn about the different theories of communication
- **JMC111.5:** Learn about the importance of communication in today's context

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

## Programme Outcomes:



**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

### **Program Specific Outcomes**

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage medi

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

**C. Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>





	<b>Weightage (%)</b>
<b>Module I Understanding Communication</b>	
<b>Descriptors/Topics</b> Origin, basic concepts, definition, nature, process and functions, Types of communication and their contexts Different schools of communication (Semiotics, Process)	<b>20%</b>
<b>Module II Different Thoughts of Communication</b>	
<b>Descriptors/Topics</b> Indian perspectives - Sadharanikaran and other seminal thoughts. Early European perspectives - Rhetorics, Aristotle and Sophists. Modern perspectives - Technological Determinism  Media system-factors and theories (authoritarian, libertarian, socialistic, social responsibility, development)	<b>20%</b>
<b>Module III Models of Communication</b>	
<b>Descriptors/Topics</b> Linear Models (Laswell, Shannon-Weaver, Berlo's SMCR), Circular Model (Schramm- Osgood, Dance Helical Model)  Triangular Model (Newcomb's ABX Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	<b>20%</b>
<b>Module IV Theories of Mass Communication</b>	
<b>Descriptors/Topics</b> 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	<b>40%</b>

#### D. Syllabus

#### E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 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 to Television., Rinehart & Winston. NY. 1980
- Edger E. Willis & Henry 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.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.

#### G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
2	Origin, Basic Concepts, Definition, Nature, Process and Functions	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
3	Types of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
4	Different Schools of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
5	Semiotics, Process	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
6	Different Thoughts of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
7	Indian Perspectives - Sadharanikaran	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
8	Other Seminal Thoughts	Lecture	JMC 11.1	Mid Term-1, Quiz & End



				Sem Exam
9	Different Thoughts of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
10	Indian Perspectives - Sadharanikaran	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
11	Other Seminal Thoughts	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
12	Early European Perspectives	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
13	Rhetoric	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
14	Aristotle	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
15	Sophists	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
16	Sophists	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
17	Modern Perspectives	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
18	Technological Determinism	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
19	Media System	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
20	Factors and Theories	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
21	Authoritarian	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
22	Libertarian	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
23	Socialistic	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam



24	Social Responsibility	Lecture	JMC 111.3	Mid Term-1, Quiz & End Sem Exam
25	Development Theory	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
26	Models of Communication	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
27	Linear Models- Laswell	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
28	Linear Models- Shannon- Weaver	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
29	Linear Models- Laswell	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
30	Linear Models- Shannon- Weaver	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
31	Linear Models- Barlow's Scar	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
32	Circular Model- Schramm- Osgood	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
33	Circular Model- Dance Helical Model	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
34	Triangular Model- Newcomb's Abx Model	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
35	Gerbner Model	Lecture	JMC 111.4	Quiz & End Sem Exam
36	Westley & Maclean's Model	Lecture	JMC 111.5	Quiz & End Sem Exam
37	Jacobson Model	Lecture	JMC 111.5	Quiz & End Sem Exam
38	Theories of Mass Communication: Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory	Lecture	JMC 111.5	Quiz & End Sem Exam
39	Persuasion Theory, Limited Effects Theory. Plav Theorv.	Lecture	JMC 111.5	Quiz & End Sem Exam



	Uses and Gratifications Approach			
40	Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention)	Lecture	JMC 111.5	Quiz & End Sem Exam
41	, Dependency Theory, Critical Cultural Theory	Lecture	JMC 111.5	Quiz & End Sem Exam
42	Spiral of Silence	Lecture	JMC 111.5	Quiz & End Sem Exam
43	Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention)	Lecture	JMC 111.5	Quiz & End Sem Exam
44	, Dependency Theory, Critical Cultural Theory	Lecture	JMC 111.5	Quiz & End Sem Exam
45	Spiral of Silence	Lecture	JMC 111.5	Quiz & End Sem Exam



### H. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATI ON WITH PROGRAM ME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3
<b>JMC 111.1</b>	Understand the communication process.	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.2</b>	Understand different school of thoughts for communication	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.3</b>	Learn about the different models of communication.	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.4</b>	Learn about the different theories of communication	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.5</b>	Learn about the importance of communication in today's context	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>



## Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2023-2024						
Class: MA(J&MC) I Semester						
Subject Name: JMC111 THEORIES OF COMMUNICATION		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: Understand the communication process CO2: Learn about different Models and Theories of Communication						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain different types of communication.				3
CO1	Q.2a	Write about the origin and nature of communication.				3
	Q.2b	What are the basic functions of communication?				3
CO1	Q.3	Define sadharanikaran with suitable example.				6
CO2	Q.4	Discuss Laswell model of communication.				3
CO2	Q.5a	Explain Newcomb's ABX Model of Communication.				3
	Q.5b	Explain Two Step Flow Theory.				3
CO2	Q.6	Explain Spiral of Silence with suitable example.				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Communication** /Course code **JMC 111** is **level 1** for the academic year 2023-2024.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior





<b>DEPARTMENT OF Journalism and Mass Communication</b>
<b>Course Handout</b>
Course: <b>Fundamentals of Journalism</b>
Course Code : JMC 112, Crédits : 03, Session: 2023-2024(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Dr Pranav Mishra

**A. Introduction:** The objective of this course is to familiarize the students with the understanding of communication process and different theories of mass communication.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC112.1. Demonstrate a comprehensive understanding of the key principles and ethical standards that underpin journalism.
- JMC112.2. Critically assess the news articles for completeness and effectiveness in conveying information to the audience
- JMC112.3. Summarize key historical events and developments in journalism
- JMC112.4. Apply effective techniques for researching and gathering information from sources to produce accurate and reliable news content.
- JMC112.5: Learn about the importance of communication in today's context

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further



studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation



## Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### C. Assessment Plan:

			Weightage (%)
Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



<b>Module I: Overview of Indian Journalism</b>	<b>Weightage</b>
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.	<b>40%</b>
<b>Module II: Introduction to Journalism</b>	
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.	<b>30%</b>
<b>Module III: Introduction to News</b>	
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.	<b>30%</b>

**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	
<b>Weightage (%)</b>	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.

## D. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History and development of Indian Journalism -	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
2	Journalism as A Mission in Freedom Movement of India.	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
3	Role of Journalism in the era of Post-Independence.	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Early contributors - J A Hickey,</i>	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam



5	Raja Ram Mohan Roy, James	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
6	Print and broadcast medium. British Raj and the Indian Press	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
7	Silk Buckingham, M K Gandhi, B G Tilak	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
8	Early contributors - J A Hickey,	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
9	Raja Ram Mohan Roy, James	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
10	Print and broadcast medium. British Raj and the Indian Press	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
11	Silk Buckingham, M K Gandhi, B G Tilak	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
12	Early contributors - J A Hickey,	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
13	Raja Ram Mohan Roy, James	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
14	Print and broadcast medium. British Raj and the Indian Press	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
15	Silk Buckingham, M K Gandhi, B G Tilak	Lecture	JMC 112.1	Mid Term-1, Quiz & End Sem Exam
16	Journalism-Definition, Nature, Scope.	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
17	Principles and significance; Functions of Journalism	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
18	Kinds of journalism Investigative	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
19	MoJo as a Concept.	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
20	Journalism-Definition, Nature, Scope	Lecture	JMC 111.2	Mid Term-1, Quiz & End



				Sem Exam
21	Principles and significance; Functions of Journalism	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
22	Journalism; Alternative Journalism;;	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
23	Advocacy Journalism.	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
24	Advocacy Journalism	Lecture	JMC 111.3	Mid Term-1, Quiz & End Sem Exam
25	Alternative Journalism;	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
26	; Advocacy Journalism; Yellow Journalism and	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
27	Citizen Journalism.	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
28	Journalism-Definition, Nature, Scope.	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
29	Principles and significance; Functions of Journalism	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
30	Yellow Journalism and Citizen Journalism.	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
31	Concept & Definition of NEWS.	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
32	Elements, Hard and Soft news.	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
33	News values and factors affecting selection of news.	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
34	News Sources.	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
35	Journalistic Values.	Lecture	JMC 111.4	Quiz & End Sem Exam



36	Qualities & responsibilities of journalists.	Lecture	JMC 111.5	Quiz & End Sem Exam
37	Editorial writing. Protection of News Sources	Lecture	JMC 111.5	Quiz & End Sem Exam
38	Concept & Definition of NEWS.	Lecture	JMC 111.5	Quiz & End Sem Exam
39	Elements, Hard and Soft news.	Lecture	JMC 111.5	Quiz & End Sem Exam
40	News values and factors affecting selection of news.	Lecture	JMC 111.5	Quiz & End Sem Exam
41	News Sources.	Lecture	JMC 111.5	Quiz & End Sem Exam
42	Journalistic Values.	Lecture	JMC 111.5	Quiz & End Sem Exam
43	Qualities & responsibilities of journalists.	Lecture	JMC 111.5	Quiz & End Sem Exam
44	Editorial writing. Protection of News Sources	Lecture	JMC 111.5	Quiz & End Sem Exam
45	Concept & Definition of NEWS.	Lecture	JMC 111.5	Quiz & End Sem Exam





### E. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATI ON WITH PROGRAM ME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3
<b>JMC 112.</b>	Demonstrate a comprehensive understanding of the key principles and ethical standards that underpin journalism	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.2</b>	Critically assess the news articles for completeness and effectiveness in conveying information to the audience	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.3</b>	Summarize key historical events and developments in journalism.	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.4</b>	Apply effective techniques for researching and gathering information from sources to produce accurate and reliable news content	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.5</b>	Learn about the importance of communication in today's context	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>



## Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2023-2024						
Class: MA(J&MC) I Semester						
Subject Name: JMC112 Fundamentals of Journalism			Time: 1.5 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: Understand the communication process CO2: Learn about different Fundamentals of Journalism						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is the primary purpose of journalism?				3
CO1	Q.2a	Define the term "newsworthiness" in journalism..				3
	Q.2b	What are the five Ws and one H in journalistic reporting?				3
CO1	Q.3	How does objectivity influence journalistic reporting?				6
CO2	Q.4	What is the role of a news editor in journalism?				3
CO2	Q.5a	Explain the concept of "ethics in journalism.".				3
	Q.5b	How is investigative journalism different from other forms of journalism?				3
CO2	Q.6	What is the significance of a headline in a news story?				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Fundamentals of Journalism** /Course code **JMC 112** is **level 1** for the academic year 2023-2024.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



<b>DEPARTMENT OF Journalism and Mass Communication</b>
<b>Course Handout</b>
Course: Digital Photography
Course Code : JMC 113, Crédits : 02, Session: 2023-2024(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Dr Siddharth Sharma

**Introduction:** 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.

**A. Course Outcomes:** At the end of the course, students will be able to:

- JMC113.1. To enable students to understand the different aspects of Fundamentals of Photography.
- JMC113.2: To help students to develop professional capabilities of Photography
- JMC113.3. To enable students to understand Basics of Photo Editing
- JMC113.4. To understand the rules of composition.
- JMC113.5: To understand the importance of lights in photography

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.



## **Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

## **Program Specific Outcomes**

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spæ Print, Digital media, and

films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

**B. Assessment Plan:**

			Weightage (%)
Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



<b>Course Contents/Syllabus:</b>	<b>Weightag</b>
<b>Module I: Basics of Photography</b>	<b>50%</b>
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	
Module: Types of Lenses	<b>20%</b>
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	
<b>Module III: Understanding the Composition</b>	<b>30%</b>
<b>Descriptors/Topics</b> 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:**

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

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

**Suggested Readings:**

- Langford I& 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.



### C. Practical Plan

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic Photography: Meaning and definition of Photography. -	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
2	- Different parts of camera and their basic functions - Camera Accessories, Basics of Camera (aperture, shutter speed, focal	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
3	Camera: Basic Camera - Different parts of camera and their basic functions -Camera	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
4	-Camera Accessories, Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations-Types of Cameras	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
5	Accessories, Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
6	Basic Photography: Meaning and definition of Photography. - Basic principle in film and digital photography.	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
7	-Camera Accessories, Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations-Types of Cameras	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam





8	Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
9	Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
10	Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
11	Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras	Practical	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
12	Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
13	Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
14	Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
15	Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Cameras	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
16	Types of Lenses. Lenses and its relation to subjects, Exposure techniques, Exposure Triangle, Different types of light – Natural & Artificial	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam



	Lighting techniques – Natural (Different times of day), Flash - Studio flashes - Basic Studio lighting techniques – Three-point lighting			
17	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	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
18	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	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
19	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	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam



	- Basic Studio lighting techniques – Three-point lighting			
20	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	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
21	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	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
22	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	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
23	Types of Lenses. Lenses and its relation to subjects. Exposure	Practical	JMC 111.2	Mid Term-1, Quiz & End Sem Exam



	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			
24	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	Practical	JMC 111.3	Mid Term-1, Quiz & End Sem Exam
25	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	Practical	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
26	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	Practical	JMC 111.3	Mid Term-2, Quiz & End Sem Exam



	techniques – Three-point lighting			
27	– Natural (Different times of day), Flash - Studio flashes - Basic Studio lighting techniques – Three-point lighting	Practical	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
28	– Natural (Different times of day), Flash - Studio flashes - Basic Studio lighting techniques – Three-point lighting	Practical	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
29	Flash - Studio flashes - Basic Studio lighting techniques – Three-point lighting	Practical	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
30	- Basic Studio lighting techniques – Three-point lighting	Practical	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
31	Flash - Studio flashes - Basic Studio lighting techniques – Three-point lighting	Practical	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
32	- Studio flashes - Basic Studio lighting techniques – Three-point lighting	Practical	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
33	- Studio flashes - Basic Studio lighting techniques – Three-point lighting	Practical	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
34	Types of Lenses. Lenses and its relation to subjects, Exposure techniques,	Practical	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
35	Types of Lenses. Lenses and its relation to	Practical	JMC 111.4	Quiz & End Sem Exam
36	(Different times of day), Flash - Studio flashes - Basic Studio lighting techniques - Three-point lighting	Practical	JMC 111.5	Quiz & End Sem Exam
37	Types of Lenses. Lenses and its relation to subjects. Exposure	Practical	JMC 111.5	Quiz & End Sem Exam



	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			
38	Artificial, Different Lighting techniques - Natural (Different times of day), Flash	Practical	JMC 111.5	Quiz & End Sem Exam
39	- Studio flashes - Basic Studio lighting techniques - Three- point lighting	Practical	JMC 111.5	Quiz & End Sem Exam
40	Types of Lenses. Lenses and its relation to subjects, Exposure techniques, Exposure Triangle, Different types of	Practical	JMC 111.5	Quiz & End Sem Exam
41	Types of Lenses. Lenses and its relation to subjects, Exposure techniques, Exposure Triangle,	Practical	JMC 111.5	Quiz & End Sem Exam
42	-Studio flashes - Basic Studio lighting techniques - Three- point lighting	Practical	JMC 111.5	Quiz & End Sem Exam
43	Artificial, Different Lighting techniques - Natural (Different times of day), Flash - Studio flashes - Basic Studio lighting techniques - Three- point lighting	Practical	JMC 111.5	Quiz & End Sem Exam
44	Types of Lenses. Lenses and its relation to subjects, Exposure techniques.	Practical	JMC 111.5	Quiz & End Sem Exam



	Exposure Triangle, Different types of light - Natural			
45	Types of Lenses. Lenses and its relation to subjects, Exposure techniques, Exposure Triangle,	Practical	JMC 111.5	Quiz & End Sem Exam
46	Rules of Composition - portraits, optical center and geometric center,.	Practical	JMC 111.5	Quiz & End Sem Exam
47	Photography- Landscape - Portrait- Still Documentary, S rule in Photography. L composition, Color Theory and Color psychology.	Practical	JMC 111.5	Quiz & End Sem Exam
48	Texture, Pattern, Color, Lines Shape, Contrast-Types of Photography- Landscape - Portrait- Still Documentary, S rule in Photography. L composition, Color Theory and Color psychology.	Practical	JMC 111.5	Quiz & End Sem Exam
49	Pattern, Color, Lines Shape, Contrast-Types of Photography- Landscape - Portrait- Still Documentary, S rule in Photography. L composition, Color Theory and Color psychology.	Practical	JMC 111.5	Quiz & End Sem Exam



50	Contrast-Types of Photography- Landscape - Portrait- Still Documentary	Practical	JMC 111.5	Quiz & End Sem Exam
51	Landscape - Portrait- Still Documentary, S rule in Photography. L composition, Color Theory and Color psychology.	Practical	JMC 111.5	Quiz & End Sem Exam
52	Contrast-Types of Photography- Landscape - Portrait- Still Documentary	Practical	JMC 111.5	Quiz & End Sem Exam
53	Landscape - Portrait- Still Documentary, S rule in Photography. L composition, Color Theory and Color psychology.	Practical	JMC 111.5	Quiz & End Sem Exam
54	Contrast-Types of Photography- Landscape - Portrait- Still Documentary	Practical	JMC 111.5	Quiz & End Sem Exam
55	Landscape - Portrait- Still Documentary, S rule in Photography. L composition, Color Theory and Color psychology.	Practical	JMC 111.5	Quiz & End Sem Exam
56	Contrast-Types of Photography- Landscape - Portrait- Still Documentary	Practical	JMC 111.5	Quiz & End Sem Exam
57	Landscape - Portrait- Still Documentary, S rule in	Practical	JMC 111.5	Quiz & End Sem Exam





	Photography. L composition, Color Theory and Color psychology.			
58	Contrast-Types of Photography- Landscape - Portrait- Still Documentary	Practical	JMC 111.5	Quiz & End Sem Exam
59	Landscape - Portrait- Still Documentary, S rule in Photography. L composition, Color Theory and Color psychology.	Practical	JMC 111.5	Quiz & End Sem Exam
60	Contrast-Types of Photography- Landscape - Portrait- Still Documentary	Practical	JMC 111.5	Quiz & End Sem Exam



### D. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATI ON WITH PROGRAM ME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3
<b>JMC 111.1</b>	To enable students to understand the different aspects of Fundamentals of Photography	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.2</b>	To help students to develop professional capabilities of Photography	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.3</b>	To enable students to understand Basics of Photo Editing.	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.4</b>	To understand the rules of composition	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 111.5</b>	To understand the importance of lights in photography	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>



## Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2023-2024						
Class: MA(J&MC) I Semester						
Subject Name: JMC113 Digital Photography		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: To enable students to understand the different aspects of Fundamentals of Photography CO2: To help students to develop professional capabilities of Photography.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is the basic function of a camera in photography?				3
CO1	Q.2a	Define "aperture" in terms of camera settings.				3
	Q.2b	What is the purpose of ISO in photography?				3
CO1	Q.3	How does white balance impact the color tone of an image?				6
CO2	Q.4	How does shutter speed affect a photograph?				3
CO2	Q.5a	What role does lighting play in capturing a photograph?				3
	Q.5b	What is the significance of depth of field in photography?				3
CO2	Q.6	How does white balance impact the color tone of an image?				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Digital Photography** /Course code **JMC 113** is **level 1** for the academic year 2023-2024.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



<b>DEPARTMENT OF Journalism and Mass Communication</b>
<b>Course Handout</b>
Course: Writing for Media
Course Code : JMC 114, Crédits : 01, Session: 2023-2024(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Dr Pranav Mishra

**A. Introduction:** 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.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC114.1. Understanding the various perspectives of writing for various media platforms.
- JMC114.2: Students will master research, interviewing, and storytelling skills, producing accurate news stories and understanding ethical responsibilities in media reporting
- JMC114.3. Understanding and creating audience-centric content, utilizing persuasive writing and multimedia techniques, and enhancing reach and impact.
- JMC114.4. Develop the ability to write effectively for media outlets, producing high-quality content.
- JMC114.5: Master the art of conducting interviews, research, and fact-checking for media writing projects.

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as



professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

### Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

#### C. Assessment Plan:

			Weightage (%)
Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



	Weightage
<b>Module I Introduction to Writing</b>	30%
Understanding the role of writing in media, Qualities of Good Writer , Essentials of Good writing, 7 C's of efficient writing,	
<b>Module II Basics of writing for Media</b>	40%
ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples.	
<b>Module III Writing for Print Media</b>	30%
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.	

#### Pedagogy for Course Delivery:

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.

#### Assessment/Examination Scheme:

Theory L/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.

#### D. Practical Plan

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
2	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
3	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
4	<i>ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples</i>	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
5	ABCD of media writing, differentiating writing styles for various media platforms	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam

	impact of language and tone, Analyzing successful media writing examples			
6	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
7	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
8	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
9	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
10	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
11	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
12	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
13	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing example:	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam



14	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
15	ABCD of media writing, differentiating writing styles for various media platforms, Exploring the impact of language and tone, Analyzing successful media writing examples	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
16	Understanding the role of writing in media, Qualities of Good Writer , Essentials of Good writing, 7 C's of efficient writing,	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
17	Understanding the role of writing in media, Qualities of Good Writer , Essentials of Good writing, 7 C's of efficient writing,	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
18	Understanding the role of writing in media, Qualities of Good Writer , Essentials of Good writing, 7 C's of efficient writing,	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
19	Understanding the role of writing in media, Qualities of Good Writer , Essentials of Good writing, 7 C's of efficient writing,	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
20	Understanding the role of writing in media, Qualities of Good Writer , Essentials of Good writing, 7 C's of efficient writing,	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
21	Understanding the role of writing in media, Qualities of Good Writer , Essentials of Good writing, 7 C's of efficient writing,	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
22	Editing, and proofreading techniques for print, conducting effective interviews, and using quotes,	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
23	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	Practical	JMC 114.2	Mid Term-1, Quiz & End Sem Exam



	leads that capture attention			
24	Editing, and proofreading techniques for print, conducting effective interviews, and using quotes,	Practical	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
25	Writing news articles, features, and op-eds, Understanding the inverted pyramid structure,	Practical	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
26	conducting effective interviews, and using quotes, Crafting headlines, subheads, and captions and leads that capture attention	Practical	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
27	Crafting headlines, subheads, and captions and leads that capture attention	Practical	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
28	subheads, and captions and leads that capture attention	Practical	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
29	subheads, and captions and leads that capture attention	Practical	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
30	conducting effective interviews, and using quotes, Crafting headlines, subheads, and captions and leads that capture attention	Practical	JMC 114.3	Mid Term-2, Quiz & End Sem Exam

### E. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3
<b>JMC 114.1</b>	To enable students to understand the different aspects of Fundamentals of Photography	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>



<b>JMC 114.2</b>	2. Students will master research, interviewing, and storytelling skills, producing accurate news stories and understanding ethical responsibilities in media reporting	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 114.3</b>	3. Understanding and creating audience-centric content, utilizing persuasive writing and multimedia techniques, and enhancing reach and impact..	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 114.4</b>	Develop the ability to write effectively for media outlets, producing high-quality content	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 114.5</b>	Master the art of conducting interviews, research, and fact-checking for media writing projects.	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>

### Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2023-2024						
Class: MA(J&MC) I Semester						
Subject Name: JMC113 Writing for Media		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: Enhance writing skills specific to media contexts, including news articles, features, and scripts CO2: Grasp diverse writing styles used in journalism, advertising, and other media-related genres						



CO Map	Question No.	Question	Marks
CO1	Q.1	What is the ABCD of media writing?	3
CO1	Q.2a	What is the role of a lead in news writing?	3
	Q.2b	What are the 7 C's of effective writing in media?	3
CO1	Q.3	Why is accuracy essential in media writing?	6
CO2	Q.4	What is the difference between hard news and soft news writing?	3
CO2	Q.5a	How does audience analysis affect media writing?	3
	Q.5b	What are the key elements of a news package for television?	3
CO2	Q 6	Define "objectivity" in media writing.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Writing for Media** /Course code **JMC 113** is **level 1** for the academic year 2023-2024.



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name: Advertising Principles and Practices
Course Code : JMC 115. Crédits : 3, Session: 2023-2024 (ODD), Class MAJMC 1st Semester
Faculty Name : Dr Gaurav Chhabra

**Introduction:** The Advertising Principles and Practices explores the visual language and artistic principles behind compelling images. This subject delves into composition, lighting, and the emotional impact of photographs. Students will unravel the artistry within the frame, cultivating a deeper appreciation for the intersection of creativity and technical skill in the realm of photography.

**A. Course Outcomes:** At the end of the course, students will be able to:

- JMC-115.1- Understand the concepts of Advertising.
- JMC-115.2- To Understand the structure of News agency and its role and responsibilities
- JMC-115.3- Enable students to discuss on the Social, Legal and Ethical Aspects of Advertising.
- JMC-115.4- Students will able to understand the ethics of advertising.

### **Program Educational Objectives**

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to interest in further studies,





professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

### **Program Specific Outcomes**

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media,



and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

## B. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

## C. Syllabus:

### Course Contents/Syllabus:

Modules	Weightage (%)
<b>Module I Understanding Advertising</b>	<b>30%</b>
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)	
<b>Module II Agency Structures and its Roles and Responsibilities</b>	



<b>Descriptors/Topics</b> 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	<b>40%</b>
<b>Module III Social, Legal and Ethical Aspects of Advertising</b>	
<b>Descriptors/Topics</b> 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	<b>30%</b>

**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

### D. Lecture Plan:

E. Leture	Topics	Mode of Delivery	Correspo nding CO	Mode of Assessing CO
1	Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, and Significance,	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
2	Factors Determining Advertising Opportunity of a Product/Service/Idea,	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
3	Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
4	Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
5	Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
6	Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
7	Concept, Nature, Definitions, Evolution and, Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
8	Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
9	Types and Classification of Advertising, Factors Determining Advertising Opportunity of a	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam



	Product/Service/Idea, Types of Appeals and Advertising Messages,			
10	Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
11	Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
12	Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
13	Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
14	Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
15	Messages, Concept of Integrated Marketing Communication (IMC	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
16	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
17	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.)	Practical	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
18	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing.	Practical	JMC 115.2	Mid Term-1, Quiz & End Sem Exam



	Creative- Copy & Art, Media, Production, Billing, HR etc.)			
19	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.)	Practical	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
20	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
21	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
22	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
23	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.)	Lecture	JMC 115.3	Mid Term-1, Quiz & End Sem Exam
24	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.)	Lecture	JMC 115.3	Mid Term-1, Quiz & End Sem Exam
25	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
26	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam



27	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
28	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
29	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
30	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
31	Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
32	Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
33	Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
34	ASCI and the Study of Various Codes of Conduct Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths,	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
35	ASCI and the Study of Various Codes of Conduct Introduction to Account Management-Definition,	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam



	Responsibilities and Implementation Paths,			
36	ASCI and the Study of Various Codes of Conduct Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths,	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
37	ASCI and the Study of Various Codes of Conduct Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths,	Lecture	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
38	Client related Issues and the Process: Stages in the Client-Agency Relationship	Lecture	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
39	Client related Issues and the Process: Stages in the Client-Agency Relationship	Lecture	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
40	Client related Issues and the Process: Stages in the Client-Agency Relationship	Lecture	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
41	Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process	Lecture	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
42	Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process	Lecture	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
43	Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process	Lecture	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
44	Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process	Lecture	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
45	Factors Affecting Client-Agency Relationship, The Pitching Mechanism-	Lecture	JMC 115.5	Mid Term-2, Quiz & End Sem



	Simulation, Creative and Media Briefing Process			Exam
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### F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
<b>JMC 115.1</b>	Understand the concepts of Advertising	3	3	1	3	1				2		3	2	1
<b>JMC 115.2</b>	To Understand the structure of News agency and its role and responsibilities	3	2	2	2	2				2		2	3	3
<b>JMC 115.3</b>	Enable students to discuss on the Social, Legal and Ethical Aspects of Advertising	3	2	2	2	2				3		3	3	3
<b>JMC 115.4</b>	Students will be able to understand the ethics of advertising.	3	3	2	3	2				1		3	2	1


  
**ADITYAKUMAR SHUKLA**

Director  
 Amity School of Communication  
 Amity University Madhya Pradesh, Gwalior



Amity School of Communication  
I MID-SEMESTER (SEM –I) 2023-2024

Class: MAJMC.I Semester

Subject Name: JMC-115 Advertising Principles and Practices		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to						
CO1: The course introduces the students to concepts of advertising.						
CO2: The course will provide them with the knowledge of Indian advertising scenario.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is the primary objective of advertising?				3
CO1	Q.2a	Define the term "target audience" in advertising.				3
	Q.2b	What are the 4 Ps of advertising?				3
CO1	Q.3	How does branding influence advertising strategies?				6
CO2	Q.4	What is the difference between persuasive and informative advertising?				3
CO2	Q.5a	How is AIDA (Attention, Interest, Desire, Action) used in advertising?				3
	Q.5b	What role does creativity play in effective advertising?				3
CO2	Q.6	Define "media planning" in the context of advertising.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3



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**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Advertising Principles and Practices /Course code *JMC-115* is level 2 for the academic year 2023-2024.



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Amity University Madhya Pradesh, Gwalior



<b>DEPARTMENT OF Journalism and Mass Communication</b>
<b>Course Handout</b>
Course: INTRODUCTION TO RADIO
Course Code : JMC 116, Crédits : 03, Session: 2023-2024(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Dr Manish Dubey

**Introduction:** 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.

**A. Course Outcomes:** At the end of the course, students will be able to:

- JMC114.1. Enable students to Understanding Fundamental of Radio Principles.
- JMC114.2: Exposure to Radio Equipment and Operations Familiarize students with radio equipment
- JMC114.3. To Study the fundamentals of radio production, including scriptwriting, recording, editing, and broadcasting techniques.
- JMC114.4. Encourage students to critically analyze and evaluate various forms of radio content.

### Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.



**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

**Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. LECTURE, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

## Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### A. Assessment Plan:

			Weightage (%)
Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



<b>Module I: Radio Transmission</b>	<b>Weightage</b>
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.	<b>20%</b>
<b>Module II: Radio Formats</b>	<b>40%</b>
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.	
<b>Module III: Radio Program</b>	<b>40%</b>
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/ LECTURE details, if applicable: NA**

**Theory Assessment(L&T):**

<b>Continuous Assessment/Internal Assessment</b>				<b>End Term Examination</b>
<b>Components (Drop down)</b>	<b>Mid Term Exam</b>	<b>Assignment/Project/Quiz</b>	<b>Attendance</b>	
<b>Weightage (%)</b>	1 5	10	05	7 0

**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 Bharati National Book 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 to Television., 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 Radio The 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

## B. LECTURE Plan

LECTURE	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	structure in India, All India Radio, Prasar Bharti,	LECTURE	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
2	History of Radio, Radio as a mass communication medium, Origin of Radio and its Growth, Broadcasting	LECTURE	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
3	ownership, Radio for social change and development	LECTURE	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Different types of Radio station in India, Different types of Radio Industries</i>	LECTURE	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
5	structure in India, All India Radio, Prasar Bharti,	LECTURE	JMC 116.1	Mid Term-1, Quiz & End Sem Exam



6	History of Radio, Radio as a mass communication medium, Origin of Radio and its Growth, Broadcasting	LECTUR E	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
7	ownership, Radio for social change and development	LECTUR E	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
8	Different types of Radio station in India, Different types of Radio Industries	LECTUR E	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
9	structure in India, All India Radio, Prasar Bharti,	LECTUR E	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
10	History of Radio, Radio as a mass communication medium, Origin of Radio and its Growth, Broadcasting	LECTUR E	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
11	ownership, Radio for social change and development	LECTUR E	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
12	Different types of Radio station in India, Different types of Radio Industries	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
13	structure in India, All India Radio, Prasar Bharti,	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
14	History of Radio, Radio as a mass communication medium, Origin of Radio and its Growth, Broadcasting	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
15	ownership, Radio for social change and development	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
16	Three mode of transmission, Audio Formats, Web radio, Satellite radio, Community radio, Clarity, diction, pronunciation, compiling a bulletin:	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
17	Three mode of transmission, Audio Formats, Web radio, Satellite radio, Commu	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam





	Clarity, diction, pronunciation, compiling a bulletin:			
18	types of bulletins: local to international Editing news for different bulletins;	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
19	types of bulletins: local to international Editing news for different bulletins;	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
20	types of bulletins: local to international Editing news for different bulletins;	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
21	using voice-dispatches and other elements in a bulletin: sequencing, updating news updates, news reports, newsreel etc	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
22	using voice-dispatches and other elements in a bulletin: sequencing, updating news updates, news reports, newsreel etc	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
23	using voice-dispatches and other elements in a bulletin: sequencing, updating news updates, news reports, newsreel etc	LECTUR E	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
24	Radio Formats, talk show, Interview, Documentary, Docudrama, Vox-Pop, Feature, Situational Comedy, Running Commentary.	LECTUR E	JMC 116.3	Mid Term-1, Quiz & End Sem Exam
25	Radio Formats, talk show, Interview, Documentary, Docudrama, Vox-Pop, Feature, Situational Comedy, Running Commentary.	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
26	Radio Formats, talk show, Interview, Documentary, Docudrama, Vox-Pop, Feature, Situational Comedy, Running Commentary.	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
27	Radio Formats, talk show, Interview Documentary	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End



	Docudrama, Vox-Pop, Feature, Situational Comedy, Running Commentary.			Sem Exam
28	Radio Formats, talk show, Interview, Documentary, Docudrama, Vox-Pop, Feature, Situational Comedy, Running Commentary.	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
29	Radio Formats, talk show, Interview, Documentary, Docudrama, Vox-Pop, Feature, Situational Comedy, Running Commentary.	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
30	Radio Formats, talk show, Interview, Documentary, Docudrama, Vox-Pop, Feature, Situational Comedy, Running Commentary.	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
31	Radio production, recording techniques, sound effect-Types and importance, Acoustics, Microphones, Voice formats and announcers'	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
32	Radio production, recording techniques, sound effect-Types and importance, Acoustics, Microphones, Voice formats and announcers'	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
33	qualities, pre-requisites of the radio Hosts, Radio Jockey, Radio Announcers, Radio reporter, Radio Producers	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
34	qualities, pre-requisites of the radio Hosts, Radio Jockey, Radio Announcers, Radio reporter, Radio Producers	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
35	Key elements of Radio, Writing, Steps of the script writing, Cue Sheets and Cue materials. Voice Dubbing-modulation, Audio I	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam



	various types			
36	Key elements of Radio, Writing, Steps of the script writing, Cue Sheets and Cue materials. Voice Dubbing-modulation, Audio Formatting, and its various types	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
37	News reading and Presentation: The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality),	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
38	News reading and Presentation: The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality),	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
39	News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style,	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
40	News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style,	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
41	News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style,	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
42	Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Headphones, Trials and Promos	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
43	Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Headphones, Trials and Promos	LECTUR E	JMC 116.3	Mid Term-2, Quiz & End Sem Exam



44	Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Headphones, Trials and Promos	LECTURE	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
45	Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Headphones, Trials and Promos	LECTURE	JMC 116.3	Mid Term-2, Quiz & End Sem Exam

### C. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3
<b>JMC 114.1</b>	To enable students to understand the different aspects of Fundamentals of Photography	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 114.2</b>	Exposure to Radio Equipment and Operations Familiarize students with radio equipment	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 114.3</b>	To Study the fundamentals of radio production, including scriptwriting, recording, editing, and broadcasting techniques..	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 114.4</b>	Encourage students to critically analyze and evaluate various forms of radio content	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>



Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2023-2024						
Class: MA(J&MC) I Semester						
Subject Name: JMC116 INTRODUCTION TO RADIO		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: Understand the Basics of Radio CO2: Learn about different Fundamentals of Radio						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is the purpose of a radio script?				3
CO1	Q.2a	Define "community radio" and its importance.				3
	Q.2b	What is the role of jingles in radio programming?				3
CO1	Q.3	How has digital technology impacted traditional radio broadcasting?				6
CO2	Q.4	How does radio create a "theatre of the mind" for listeners?				3
CO2	Q.5a	What are the basic elements of radio production?				3
	Q.5b	What is the significance of radio frequency in transmission?				3
CO2	Q.6	How does AM differ from FM in radio broadcasting?				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2



<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3
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**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **INTRODUCTION TO RADIO** /Course code **JMC 116** is **level 1** for the academic year 2023-2024.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



<b>DEPARTMENT OF Journalism and Mass Communication</b>
<b>Course Handout</b>
Course: MASS MEDIA INDUSTRY
Course Code : JMC 117, Crédits : 03, Session: 2023-2024(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Dr Manish Dubey

**A. Introduction:** The objective of this course is to familiarize the students with the understanding of communication process and Understanding Fundamental of mass media industry Principles.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC117.1. To understand the Media Business especially in Industry.
- JMC117.2: Identify, implement and evolve contemporary practices of industry
- JMC117.3. Enable students to understand media and its culture.
- JMC117.4. Apply knowledge of digitization, OTT platforms, and emerging media genres in practical scenarios
- JMC117.5. Interpret shifts in consumer behavior within the digital landscape of media and entertainment.
- 

### Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of creative skills.



## **Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. LECTURE, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation



## Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### 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	<b>30%</b>
<b>Module II: Contemporary Practices</b>	

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	<b>40%</b>
<b>Module III: Media and Culture</b>	
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, Toronto, etc.).	<b>30%</b>

**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
- Magazine

#### **D. LECTURE Plan**

LECTURE	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Four pillars of M&E, Key development: Demone	LECTURE	JMC 117.1	Mid Term-1, Quiz & End



	National IPR policy and its impact, Evolution of digital consumer			Sem Exam
2	Four pillars of M&E, Key development: Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer	LECTUR E	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
3	Four pillars of M&E, Key development: Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer	LECTUR E	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Four pillars of M&amp;E, Key development: Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer</i>	LECTUR E	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
5	Four pillars of M&E, Key development: Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer	LECTUR E	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
6	Four pillars of M&E, Key development: Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer	LECTUR E	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
7	Four pillars of M&E, Key development: Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer	LECTUR E	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
8	Four pillars of M&E, Key development: Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer	LECTUR E	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
9	Four pillars of M&E, Key development: Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer	LECTUR E	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
10	Four pillars of M&E, Key develop	LECTUR	JMC 17.1	Mid Term-1, Quiz & End



	Demonetization, GST, National IPR policy and its impact, Evolution of digital consumer			Sem Exam
11	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.,	LECTUR E	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
12	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.,	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
13	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.,	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
14	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.,	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
15	Digitization: Digital advertising ecosystem, the 4G dawn, Digital news, over the top video(OTT),The new genre- free to air channels, Indian film	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam



	industry performances, Rise of biopics etc.,			
16	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.,	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
17	Launch of new radio stations and new genres, Listenership trend, FMisation of the country(Phase III etc.), Animation (In film, advertisement etc.),	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
18	Launch of new radio stations and new genres, Listenership trend, FMisation of the country(Phase III etc.), Animation (In film, advertisement etc.),	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
19	Launch of new radio stations and new genres, Listenership trend, FMisation of the country(Phase III etc.), Animation (In film, advertisement etc.),	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
20	Launch of new radio stations and new genres, Listenership trend, FMisation of the country(Phase III etc.), Animation (In film, advertisement etc.),	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
21	Launch of new radio stations and new genres, Listenership trend, FMisation of the country	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam



	Animation (In film, advertisement etc.),			
22	Launch of new radio stations and new genres, Listenership trend, FMisation of the country(Phase III etc.), Animation (In film, advertisement etc.),	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
23	language newspaper,; Penetration and hyper localization, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual	LECTUR E	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
24	language newspaper,; Penetration and hyper localization, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual	LECTUR E	JMC 117.3	Mid Term-1, Quiz & End Sem Exam
25	language newspaper,; Penetration and hyper localization, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
26	language newspaper,; Penetration and hyper localization, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
27	language newspaper,; Penetration and hyper localization, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam



28	language newspaper,: Penetration and hyper localization, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
29	language newspaper,: Penetration and hyper localization, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
30	language newspaper,: Penetration and hyper localization, Newspaper distribution chain in India, VFX in domestic production, Augmented reality vs Virtual	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
31	Online streaming (Hot star, Voot, Netflix etc.), piracy and its impact. UFO	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
32	Online streaming (Hot star, Voot, Netflix etc.), piracy and its impact. UFO	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
33	Online streaming (Hot star, Voot, Netflix etc.), piracy and its impact. UFO	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
34	Merger and acquisition: case studies, Hegemony and cultural imperialism, Cultural dependency	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
35	Merger and acquisition: case studies, Hegemony and cultural imperialism, Cultural dependency	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
36	Merger and acquisition: case studies, Hegemony and cultural imperialism, Cultural dependency	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
37	Merger and acquisition: case studies, Hegemony and cultural imperialism, Cultural dependency	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam



38	Merger and acquisition: case studies, Hegemony and cultural imperialism, Cultural dependency	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
39	Merger and acquisition: case studies, Hegemony and cultural imperialism, Cultural dependency	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
40	(Dependency Paradigm), Media business amidst convergence, Mass media institutes and organisation and school of thoughts. (Frankfurt, Torento, etc.).	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
41	(Dependency Paradigm), Media business amidst convergence, Mass media institutes and organisation and school of thoughts. (Frankfurt, Torento, etc.).	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
42	(Dependency Paradigm), Media business amidst convergence, Mass media institutes and organisation and school of thoughts. (Frankfurt, Torento, etc.).	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
43	(Dependency Paradigm), Media business amidst convergence, Mass media institutes and organisation and school of thoughts. (Frankfurt, Torento, etc.).	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
44	(Dependency Paradigm), Media business amidst convergence, Mass media institutes and organisation and school of thoughts. (Frankfurt, Torento, etc.).	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
45	(Dependency Paradigm), Media business amidst convergence, Mass media institut	LECTUR E	JMC 117.3	Mid Term-2, Quiz & End Sem Exam





	organisation and school of thoughts. (Frankfurt, Torento, etc.).			

### E. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3	
<b>JMC 117.1</b>	To understand the Media Business especially in Industry	2	1	1	2	-	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.2</b>	Identify, implement and evolve contemporary practices of industry	1	2	2	2	-	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.3</b>	Enable students to understand media and its culture..	2	1	1	2	-	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.4</b>	Encourage students to critically analyze and evaluate various forms of radio content	1	2	2	2	-	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.5</b>	Interpret shifts in consumer behavior within the digital landscape of media and entertainment.	1	2	2	2	-	-	-	-	-	-	1	-	-	<b>1</b>

### Sample Question Paper



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

Amity School of Communication  
Department of Journalism and Mass Communication  
I MID-SEMESTER (SEM –I) 2023-2024

Class: MA(J&MC) I Semester

Subject Name: JMC117 MASS MEDIA INDUSTRY		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6

Student will be able to  
CO1: To understand the Media Business especially in Industry  
CO2: Enable students to understand media and its culture

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the primary functions of mass media?	3
CO1	Q.2a	Define the term "convergence" in the mass media industry.	3
	Q.2b	How does mass media influence public opinion?	3
CO1	Q.3	What is the role of gatekeeping in the mass media industry?	6
CO2	Q.4	How has digital media transformed traditional mass media?	3
CO2	Q.5a	Define "media conglomerate" and its significance.	3
	Q.5b	How do media ownership patterns affect content distribution?	3
CO2	Q.6	What is the impact of globalization on the mass media industry?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **MASS MEDIA INDUSTRY** /Course code **JMC 117** is **level 1** for the academic year 2023-2024.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



<b>DEPARTMENT OF Journalism and Mass Communication</b>
<b>Course Handout</b>
Course: POLITICAL COMMUNICATION
Course Code : JMC 118, Crédits : 03, Session: 2023-2024(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Dr Ashish Sharma

**Introduction:** 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

**A. Course Outcomes:** At the end of the course, students will be able to:

- JMC118.1. Demonstrate a deep understanding of the foundational principles of political communication
- JMC118.2: Critically analyze the media’s role in shaping political discourse.
- JMC118.3. Critically evaluate the impact of political advertising on public opinion.
- JMC118.4. Analyze real-world political campaigns to understand media utilization
- JMC118.5. Assess the ethical implications of political communication practices.

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of creative skills.



## **Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. LECTURE, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

## Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### B. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

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

& Myanmar]	
<b>Module II: Indian Parliamentary System</b>	
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.	<b>25%</b>
<b>Module III: Political Campaign Communication: Styles &amp; Tactics</b>	
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.	<b>35%</b>

**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
<b>100</b>	<b>NA</b>	<b>100</b>

**Theory Assessment (L&T):**

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment	Attendance	
<b>Weightage (%)</b>	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
- 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.

### C. LECTURE Plan

LECTURE	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Defining Political Communication.	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
2	Political Communication as a Process.	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
3	The Medium as the Message.	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Feedback in Political Communication.</i>	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
5	Historical Perspectives.	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
6	Key Theories in Political Communication: Agenda-Setting Theory, Framing Theory, Cultivation theory.	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
7	Major Political Scandals [Assignment].	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
8	National & International Political Crisis [Pakistan, Afghanistan, Sudan, Iraq & Myanmar]	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
9	Defining Political Communication.	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
10	Political Communication as a Process.	LECTURE	JMC 118.1	Mid Term-1, Quiz & End Sem Exam
11	The Medium as the Message.	LECTURE	JMC 118.1	Mid Term-1, Quiz & End





				Sem Exam
12	Feedback in Political Communication.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
13	Historical Perspectives.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
14	Key Theories in Political Communication: Agenda-Setting Theory, Framing Theory, Cultivation theory.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
15	Major Political Scandals [Assignment].	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
16	Historical background and evolution of the Indian political system.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
17	Key features of Indian democracy.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
18	Comparative study with other parliamentary systems.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
19	Political Parties and Party system in India.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
20	Coalition Governments: NDA and UPA.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
21	Challenges to Indian Parliamentary System.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
22	Historical background and evolution of the Indian political system.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
23	Key features of Indian democracy.	LECTUR E	JMC 118.2	Mid Term-1, Quiz & End Sem Exam
24	Comparative study with other parliamentary systems.	LECTUR E	JMC 118.3	Mid Term-1, Quiz & End Sem Exam
25	Political Parties and Party system in India.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
26	Coalition Governments: NDA and UPA.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End



				Sem Exam
27	Challenges to Indian Parliamentary System.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
28	Historical background and evolution of the Indian political system.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
29	Key features of Indian democracy.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
30	Comparative study with other parliamentary systems.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
31	Online streaming (Hot star, Voot, Netflix etc.), piracy and its impact. UFO	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
32	Online streaming (Hot star, Voot, Netflix etc.), piracy and its impact. UFO	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
33	Online streaming (Hot star, Voot, Netflix etc.), piracy and its impact. UFO	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
34	Political Campaigns: Phases of Political Campaigns.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
35	Campaign planning, management, strategies, and tactics.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
36	Four stages in a political campaign.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
37	Political Propaganda: Tactics & strategies.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
38	Social Media & Politics.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
39	Social Media and Political Activism.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
40	Digital Campaigns. Campaign Analysis.	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
41	Election Manifestos Creation & Discussions	LECTUR E	JMC 118.3	Mid Term-2, Quiz & End Sem Exam



42	Political Campaigns: Phases of Political Campaigns.	LECTURE	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
43	Campaign planning, management, strategies, and tactics.	LECTURE	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
44	Four stages in a political campaign.	LECTURE	JMC 118.3	Mid Term-2, Quiz & End Sem Exam
45	Political Propaganda: Tactics & strategies.	LECTURE	JMC 118.3	Mid Term-2, Quiz & End Sem Exam

#### D. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3
<b>JMC 117.1</b>	Demonstrate a deep understanding of the foundational principles of political communication	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.2</b>	Critically analyze the media's role in shaping political discourse.	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.3</b>	Critically evaluate the impact of political advertising on public opinion.	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.4</b>	Encourage students to critically analyze and evaluate various forms of radio content	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.5</b>	Assess the ethical implications of political communication practices.	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>



## Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2023-2024						
Class: MA(J&MC) I Semester						
Subject Name: JMC118 POLITICAL COMMUNICATION		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: Evaluate the impact of political advertising on public opinion CO2: Identify the foundational principles of political communication						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is the primary role of political communication in a democracy?				3
CO1	Q.2a	Define "agenda-setting" in political communication.				3
	Q.2b	How do political campaigns use mass media for communication?				3
CO1	Q.3	What is the impact of social media on political communication?				6
CO2	Q.4	How does framing influence public perception in political communication?				3
CO2	Q.5a	What role do political debates play in electoral communication?				3
	Q.5b	Define "spin" in the context of political communication.				3
CO2	Q.6	How do political advertisements shape voter behavior?				6

<b>Attainments</b>	<b>Rubric</b>
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<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **POLITICAL COMMUNICATION** /Course code **JMC 118** is **level 1** for the academic year 2023-2024.





<b>DEPARTMENT OF Journalism and Mass Communication</b>
<b>Course Handout</b>
Course: MEDIA & SOCIETY
Course Code : JMC 119, Crédits : 03, Session: 2023-2024(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Dr Aditya Shukla

**Introduction:** 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.

- A. Course Outcomes:** At the end of the course, students will be able to:
- JMC119.1. Developing the ability to critically analyze media content, identifying biases, ideologies, and power dynamics that influence information dissemination
  - JMC119.2: 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.
  - JMC119.3. Acknowledging the impact of media on the portrayal of diverse identities, including gender, race, ethnicity, and sexuality, and how this influences societal perceptions.
  - JMC119.4. Understanding the responsibilities of media consumers in promoting diverse, just, and truthful media content, and navigating media consumption with responsibility.
  - JMC119.5 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.

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.



**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. LECTURE, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

### Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

#### B. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>





<b>Module I: Introduction to Media &amp; Society</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Functions of the Mass Media</li> <li>• Interpolation of Media and Political System</li> <li>• Corporate Control of Media</li> <li>• Regulation versus Self-Regulation</li> <li>• Media and Public Opinion</li> <li>• New Media and its Impact on Society</li> <li>• Role of Media in the Development of Society</li> <li>• Media Literacy</li> </ul>	<b>35%</b>
<b>Module II: Understanding Media &amp; Society Culture</b>	
<b>Descriptors/Topics</b>	<b>35%</b>
<ul style="list-style-type: none"> <li>• Culture and the Mass Media</li> <li>• Social Change and the Mass Media</li> <li>• Cultural Imperialism and Media Dependency</li> <li>• Globalization and the Media</li> <li>• Social Institutions and the Mass Media</li> <li>• Mass Media and Economy</li> <li>• Gender Equality</li> <li>• Women Empowerment</li> <li>• Media as a tool for National Integration</li> </ul>	
<b>Module III: Development in Media &amp; Society</b>	
<ul style="list-style-type: none"> <li>• Technology and the Media</li> <li>• Social Effects of the Mass Media</li> <li>• Media and Governance</li> <li>• Mass Media and Development</li> <li>• Media Ethics</li> <li>• Media as 4<sup>th</sup> Pillar of Society</li> </ul>	<b>30%</b>

**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

**C. LECTURE Plan**

LECTURE	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Functions of the Mass Media	LECTURE	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
2	Interpolation of Media and Political System	LECTURE	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
3	Corporate Control of Media	LECTURE	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
4	<i>Regulation versus Self-Regulation</i>	LECTURE	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
5	Media and Public Opinion	LECTURE	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
6	New Media and its Impact on Society	LECTURE	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
7	Role of Media in the Development of Society	LECTURE	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
8	Media Literacy	LECTURE	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
9	Functions of the Mass Media	LECTURE	JMC 119.1	Mid Term-1, Quiz & End Sem Exam



10	Interpolation of Media and Political System	LECTUR E	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
11	Corporate Control of Media	LECTUR E	JMC 119.1	Mid Term-1, Quiz & End Sem Exam
12	Regulation versus Self- Regulation	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
13	Media and Public Opinion	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
14	New Media and its Impact on Society	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
15	Role of Media in the Development of Society	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
16	Culture and the Mass Media	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
17	Social Change and the Mass Media	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
18	Cultural Imperialism and Media Dependency	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
19	Globalization and the Media	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
20	Social Institutions and the Mass Media	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
21	Mass Media and Economy	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
22	Gender Equality	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
23	Women Empowerment	LECTUR E	JMC 119.2	Mid Term-1, Quiz & End Sem Exam
24	Media as a tool for National Integration	LECTUR E	JMC 119.3	Mid Term-1, Quiz & End Sem Exam
25	Culture and the Mass Media	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End



				Sem Exam
26	Social Change and the Mass Media	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
27	Cultural Imperialism and Media Dependency	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
28	Globalization and the Media	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
29	Social Institutions and the Mass Media	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
30	Mass Media and Economy	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
31	Gender Equality	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
32	Women Empowerment	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
33	Media as a tool for National Integration	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
34	Culture and the Mass Media	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
35	Social Change and the Mass Media	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
36	Technology and the Media	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
37	Social Effects of the Mass Media	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
38	Media and Governance	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
39	Mass Media and Development	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
40	Media Ethics	LECTUR E	JMC 119.3	Mid Term-2, Quiz & End Sem Exam



41	Media as 4 <sup>th</sup> Pillar of Society	LECTURE	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
42	Technology and the Media	LECTURE	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
43	Social Effects of the Mass Media	LECTURE	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
44	Media and Governance	LECTURE	JMC 119.3	Mid Term-2, Quiz & End Sem Exam
45	Mass Media and Development	LECTURE	JMC 119.3	Mid Term-2, Quiz & End Sem Exam

#### D. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO1	PO2	PO3
<b>JMC 117.1</b>	Developing the ability to critically analyze media content, identifying biases, ideologies, and power dynamics that influence information dissemination	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.2</b>	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.	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>



<b>JMC 117.3</b>	Acknowledging the impact of media on the portrayal of diverse identities, including gender, race, ethnicity, and sexuality, and how this influences societal perceptions.	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.4</b>	Understanding the responsibilities of media consumers in promoting diverse, just, and truthful media content, and navigating media consumption with responsibility.	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.5</b>	5Grasping 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	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>

### Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2023-2024						
Class: MA(J&MC) I Semester						
Subject Name: JMC119 MEDIA & SOCIETY		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

Student will be able to			
CO1: Understand the media's role in influencing and reflecting cultural, social, and political processes.			
CO2: To study how the media affects public opinion, identity, and societal conventions			
CO Map	Question No.	Question	Marks
CO1	Q.1	How does media influence societal norms and values?	3
CO1	Q.2a	Define the concept of "media literacy" in society.	3
	Q.2b	What is the role of media in shaping public opinion?	3
CO1	Q.3	How does the media act as a watchdog in society?	6
CO2	Q.4	What is the relationship between media and culture?	3
CO2	Q.5a	How does media representation impact marginalized groups in society?	3
	Q.5b	What is the role of media in promoting social change?	3
CO2	Q.6	How does media ownership affect content diversity in society?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **MEDIA & SOCIETY** /Course code **JMC 119** is **level 1** for the academic year 2023-2024.



<b>DEPARTMENT OF Journalism and Mass Communication</b>
<b>Course Handout</b>
Course: MEDIA DESIGN
Course Code : JMC 120, Crédits : 03, Session: 2023-2024(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Dr Ranjan Kumar

**Introduction:** 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.

- A. Course Outcomes:** At the end of the course, students will be able to:
- JMC120.1. Create visually engaging content tailored for various social media platforms
  - JMC120.2: Proficiently use graphic design software such as Adobe Illustrator and InDesign.
  - JMC120.3. Apply typography principles to enhance design aesthetics and readability.
  - JMC120.4. Produce advertisements and design projects adhering to industry standards.
  - JMC120.5. Understand the importance of design in effective visual communication

### Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.





**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

**Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. LECTURE, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

## Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### B. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

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.	<b>35%</b>
<b>Module II Typography and design for social media</b>	

Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	<b>25%</b>
<b>Module III Designing Software &amp; its application</b>	<b>40%</b>
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.	

**Assessment/ Examination  
Scheme:**

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

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

**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.



### C. LECTURE Plan

LECTURE	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes, Image resolution etc.	LECTURE	JMC 120.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes, Image resolution etc.	LECTURE	JMC 120.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes, Image resolution etc.	LECTURE	JMC 120.1	Mid Term-1, Quiz & End Sem Exam
4	Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes, Image resolution etc.	LECTURE	JMC 120.1	Mid Term-1, Quiz & End Sem Exam
5	Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes, Image resolution etc.	LECTURE	JMC 120.1	Mid Term-1, Quiz & End Sem Exam
6	Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes	LECTURE	JMC 120.1	Mid Term-1, Quiz & End Sem Exam



	Image resolution etc.			
7	Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes, Image resolution etc.	LECTUR E	JMC 120.1	Mid Term-1, Quiz & End Sem Exam
8	Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes, Image resolution etc.	LECTUR E	JMC 120.2	Mid Term-1, Quiz & End Sem Exam
9	Introduction of Design, basic needs and importance. Application of design, elements and Principles. Different image file formats. Color Modes, Image resolution etc.	LECTUR E	JMC 120.2	Mid Term-1, Quiz & End Sem Exam
10	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.2	Mid Term-1, Quiz & End Sem Exam
11	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.2	Mid Term-1, Quiz & End Sem Exam
12	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.2	Mid Term-1, Quiz & End Sem Exam
13	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.2	Mid Term-1, Quiz & End Sem Exam



14	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.2	Mid Term-1, Quiz & End Sem Exam
15	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.2	Mid Term-1, Quiz & End Sem Exam
16	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.2	Mid Term-1, Quiz & End Sem Exam
17	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
18	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
19	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
20	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
21	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam



22	Layout, Composition, typography, Designing content for social media platforms. Strategies for effective social media visuals	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
23	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	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
24	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	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
25	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	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
26	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	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
27	Graphics Design Packages (e.g., Adobe Illustrator, InDesign), Creation of Advertisements, Vector and Raster Graphics, Use of Text Wrap, Anchored Graphics and Rules, Various	LECTUR E	JMC 120.3	Mid Term-2, Quiz & End Sem Exam



	Pages, Templates etc			
29	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	LECTURE	JMC 120.3	Mid Term-2, Quiz & End Sem Exam
30	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	LECTURE	JMC 120.3	Mid Term-2, Quiz & End Sem Exam

#### D. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3
<b>JMC 117.1</b>	Create visually engaging content tailored for various social media platforms	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.2</b>	Proficiently use graphic design software such as Adobe Illustrator and InDesign.	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.3</b>	Apply typography principles to enhance design aesthetics and readability..	2	1	1	2	-	-	-	-	-	1	-	-	<b>1</b>





<b>JMC 117.4</b>	Produce advertisements and design projects adhering to industry standards.	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>
<b>JMC 117.5</b>	Understand the importance of design in effective visual communication	1	2	2	2	-	-	-	-	-	1	-	-	<b>1</b>

### Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2023-2024						
Class: MA(J&MC) I Semester						
Subject Name: JMC120 MEDIA DESIGN		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: Comprehend the significance of design, its applications, and image file formats CO2: Cultivate skills in typography, layout, and crafting engaging social media content.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What is the primary goal of media design?				3
CO1	Q.2a	How does color theory influence media design?				3
	Q.2b	What role does typography play in effective media design?				3
CO1	Q.3	Define "visual hierarchy" in the context of media design.				6
CO2	Q.4	How does user experience (UX) impact digital media design?				3
	Q.5a	What is the significance of layout in media design?				3



CO2	Q.5b	How do contrast and balance affect the aesthetics of media design?	3
CO2	Q 6	What is the role of grids in creating structured media designs?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **MEDIA DESIGN** /Course code **JMC 120** is **level 1** for the academic year 2023-2024.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : <b>Data Journalism</b>
Course Code : JMC 211, Crédits : 3, Session : 2023-25 (Even Sem), Class JMC 2nd Semester
Faculty Name :

**A. Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-211.1- Write data-based stories
- JMC-211.2- Students can the concept of Data Journalism
- JMC-211.3- Use different visualizations tools
- JMC-211.4- Scrap the data from a huge chunk of data

### Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their professional and personal skills.



## Program Outcomes

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.



## Program Specific Outcomes

### PSO1: Mastering Data Journalism Techniques

Graduates will develop the ability to apply emerging concepts of data journalism, mastering skills in identifying, gathering, and analyzing datasets to uncover compelling stories. They will be equipped to strategically search for data, understand its significance in journalism, and effectively turn numbers into narrative stories, enhancing investigative reporting in various sectors.

### PSO2: Proficiency in Data Tools and Spreadsheet Applications

Graduates will gain proficiency in essential data tools, particularly spreadsheets like Excel or Google Sheets. They will be skilled in data entry, sorting, filtering, and cleaning datasets, as well as using advanced functions such as pivot tables, creating variables, and correcting data errors. They will be able to navigate government open data portals and use these skills to drive analysis.

### PSO3: Integrating Traditional Journalism with Data-Driven Storytelling

Graduates will have the expertise to merge traditional journalism practices with data analysis and visualization. They will know how to source relevant data, use newsroom math and statistics, and transform raw data into insightful stories using charts, graphs, and mobile-friendly visualizations. They will be skilled in data scraping and crafting stories that combine deep investigative journalism with evidence-based data insights.

## C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



## D. Syllabus:

Course Contents/Syllabus:	Weightage
<b>Module I: Data Journalism</b>	<b>35 %</b>
<ul style="list-style-type: none"><li>• What is Data Journalism,</li><li>• Identifying, gathering and exploring a dataset for an investigative story.</li><li>• Why journalists should use data,</li><li>• Importance of data, some examples,</li><li>• Sector-Specific Data Stories</li><li>• Data Journalism in Different perspectives,</li><li>• Data journalism in the newsroom,</li><li>• How to turn numbers into stories,</li><li>• Finding data to support stories, Strategic searching - tips and tricks, Introduction to scraping</li></ul>	
<b>Module II: Finding story ideas with data analysis</b>	<b>30%</b>
<ul style="list-style-type: none"><li>• Newsroom math and statistics</li><li>• Sorting and filtering data in Excel</li><li>• Making new variables with functions</li><li>• Summarizing data with pivot tables,</li><li>• Correct bad formatting, Misspellings,</li><li>• Invalid values and duplicates, Advanced cleaning techniques</li><li>• Identify the datatypes and file formats available in a dataset available from</li><li>• Government open data portals</li></ul>	
<b>Module III Telling stories</b>	<b>35 %</b>
<ul style="list-style-type: none"><li>• Sources: where do you get the data</li><li>• How do you find the data you need</li><li>• The main principles of data visualization,</li><li>• Choosing the best graphic forms,</li><li>• The art of insight</li><li>• Scraping: Parsing data from PDFs and websites without custom coding. Charts: Mobile-friendly charts in Excel</li><li>• Simple graphics</li></ul>	



### Pedagogy for Course Delivery:

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

### E. Examination Scheme

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

### F. Theory Assessment (L&T):

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

### G. Suggested Text/Reference Books:

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 unified field theory. [www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unified-Field-Theory.aspx](http://www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unified-Field-Theory.aspx)
3. Wikipedia. What is CAR? [http://en.wikipedia.org/wiki/Computer-assisted\\_reporting](http://en.wikipedia.org/wiki/Computer-assisted_reporting)
4. Wikipedia. What is data driven journalism? [http://en.wikipedia.org/wiki/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/](http://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 efficient. [www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt/](http://www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt/)

### H. Lecture Plan:

I. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What is Data Journalism, Supply	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem



				Exam
2	What is Data Journalism,	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
3	Identifying, gathering and exploring a dataset for an investigative story.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
4	Identifying, gathering and exploring a dataset for an investigative story.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
5	Why journalists should use data,	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
6	Why journalists should use data,	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
7	Importance of data, some examples,	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
8	Importance of data, some examples,	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
9	Sector-Specific Data Stories	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
10	Sector-Specific Data Stories	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
11	Data Journalism in Different perspectives,	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
12	Data journalism in the newsroom,	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
13	How to turn numbers into stories,	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
14	Finding data to support stories	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam





15	Strategic searching - tips and tricks	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
16	Introduction to scraping	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
17	Newsroom math and statistics	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
18	Newsroom math and statistics	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
19	Sorting and filtering data in Excel	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
20	Making new variables with functions	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
21	Summarizing data with pivot tables,	Lecture	JMC 211.2	Mid Term-2, Quiz & End Sem Exam
22	Correct bad formatting, Misspellings,	Lecture	JMC 211.2	Mid Term-2, Quiz & End Sem Exam
23	Invalid values and duplicates	Lecture	JMC 211.2	Mid Term-2, Quiz & End Sem Exam
24	Advanced cleaning techniques	Lecture	JMC 211.2	Mid Term-2, Quiz & End Sem Exam
25	Identify the datatypes	Lecture	JMC 211.2	Mid Term-2, Quiz & End Sem Exam
26	file formats available in a dataset available from	Lecture	JMC 211.2	Mid Term-2, Quiz & End Sem Exam
27	Government open data portals	Lecture	JMC 211.2	Mid Term-2, Quiz & End Sem Exam



28	Sources: where do you get the data	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
29	Sources: where do you get the data	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
30	How do you find the data you need	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
31	How do you find the data you need	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
32	The main principles of data visualization,	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
33	The main principles of data visualization,	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
34	Choosing the best graphic forms,	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
35	Choosing the best graphic forms,	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
36	The art of insight	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
37	The art of insight	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
38	Scraping: Parsing data from PDFs and websites without	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
39	Scraping: Parsing data from PDFs and websites without	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
40	custom coding	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
41	custom		JMC 211.3	Mid Term-



				2, Quiz & End Sem Exam
42	Charts: Mobile-friendly charts in Excel	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
43	Charts: Mobile-friendly charts in Excel	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
44	Simple graphics,	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
45	Simple graphics	Lecture	JMC 211.3	Mid Term-2, Quiz & End Sem Exam

### Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PS1	PS2	PSO3	
<b>JMC 211.1</b>	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1					2		3	2	1
<b>JMC 211.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2					2		2	3	3



<b>JMC 211.3</b>	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2				3		3	3	3
<b>JMC 211.4</b>	Students will acquire practical skills in new media production, including content creation, curation, and distribution	3	3	2	3	2				1		3	2	1
<b>JMC 211.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.	3	3	2	3	2				1		2	3	3

### Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2023-24						
Class: MAJMC.II Semester						
Subject Name: JMC-211 Data Journalism			Time: 1.5 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		



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Student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.			
CO Map	Question No.	Question	Marks
CO1	Q.1	Define data journalism and explain its importance in the modern newsroom.	3
CO1	Q.2a	Describe the key steps involved in identifying, gathering, and exploring a dataset for an investigative story.	3
	Q.2b	What is data scraping, and how is it useful in data journalism? Briefly explain its role.	3
CO1	Q.3	Describe the process of gathering data from government open data portals. What are the common file formats available for download?	6
CO2	Q.4	Discuss the basic principles of sorting and filtering data in Excel. Why is this process essential in data journalism?	3
CO2	Q.5a	What are pivot tables, and how do they help summarize data? Provide an example of their use in investigative journalism.	3
	Q.5b	What challenges do journalists face when turning numbers into stories? Discuss two strategies to overcome these challenges.	3
CO2	Q.6	Explain the importance of government open data portals for journalists. How can they use the data available in these portals to create impactful stories?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Data Journalism /Course code **JMC-211** is level **3** for the academic year 2023-25.



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Data Visualization Lab
Course Code : JMC 212, Crédits : 1, Session : 2023-24 (Even Sem), Class JMC 2nd Semester
Faculty Name :

**A. Introduction:** 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.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-212.1- Create data dashboards.
- JMC-212.2- Make use of data tools
- JMC-212.3- Scraps data from pdf and other formats
- JMC-212.4- Make use of data visualization tools
- JMC- 212.5 - Understand and create infographics

### **Program Educational Objectives**

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.



## Program Outcomes

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.



### Program Specific Outcomes

#### **PSO1: To provide basic knowledge of the emerging concepts of Data Journalism**

Students will develop the ability to apply emerging concepts of data journalism, mastering skills in identifying, gathering, and analyzing datasets to uncover compelling stories. They will be equipped to strategically search for data, understand its significance in journalism, and effectively turn numbers into narrative stories, enhancing investigative reporting in various sectors.

#### **PSO2: To give the knowledge of working with spreadsheet**

Students will gain proficiency in essential data tools, particularly spreadsheets like Excel or Google Sheets. They will be skilled in data entry, sorting, filtering, and cleaning datasets, as well as using advanced functions such as pivot tables, creating variables, and correcting data errors. They will be able to navigate government open data portals and use these skills to drive analysis.

#### **PSO3: To use traditional journalism along with data tools**

Students will have the expertise to merge traditional journalism practices with data analysis and visualization. They will know how to source relevant data, use newsroom math and statistics, and transform raw data into insightful stories using charts, graphs, and mobile-friendly visualizations. They will be skilled in data scraping and crafting stories that combine deep investigative journalism with evidence-based data insights.

### C. Assessment Plan:

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
Practical	Practical	EE	70%
<b>Total</b>			<b>100%</b>

### D. Syllabus:



	<b>Weightage</b>
<b>Module I: Data visualizations</b>	<b>20%</b>
<b>Descriptors/Topics</b> 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.	
<b>Module II- Scrapping data</b>	<b>20%</b>
<b>Descriptors/Topics</b> How to scrap data from web Using google trend for data. Using government sources to extract data. Using Tabula to extract data.	
<b>Module III- Infographic and Visualization</b>	<b>40%</b>
<b>Descriptors/Topics</b> Using excels to present data. Making Pivot tables Understanding the difference between infographics and visualizations Using data wrappers to present the data. Making an interactive dashboard	
<b>Module IV- Reporting and making Data stories</b>	<b>20%</b>
<b>Descriptors/Topics</b> Students will be needed to use traditional method of reporting combined with data tools to present the stories.	

### **Pedagogy for Course Delivery:**

The course will be delivered through a combination of practical and tutorials

### **E. Examination Scheme**

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



## F. Theory Assessment (L&T):

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

## G. Suggested Text/Reference Books:

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 unified field theory. [www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unified-Field-Theory.aspx](http://www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unified-Field-Theory.aspx)
3. Wikipedia. What is CAR? [http://en.wikipedia.org/wiki/Computer-assisted\\_reporting](http://en.wikipedia.org/wiki/Computer-assisted_reporting)
4. Wikipedia. What is data driven journalism? [http://en.wikipedia.org/wiki/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/](http://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 efficient. [www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt/](http://www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt/)

## H. Lecture Plan:

I. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Data visualizations	Practical	JMC 212.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding Data visualizations	Practical	JMC 212.1	Mid Term-1, Quiz & End Sem Exam
3	Make use of infographics.	Practical	JMC 212.1	Mid Term-1, Quiz & End Sem Exam
4	Make use of infographics.	Practical	JMC 212.1	Mid Term-



				1, Quiz & End Sem Exam
5	Make use of charts. Graphs	Practical	JMC 212.1	Mid Term-1, Quiz & End Sem Exam
6	Importance of visual elements	Practical	JMC 212.1	Mid Term-1, Quiz & End Sem Exam
7	their uses such as bars, pie charts	Practical	JMC 212.1	Mid Term-1, Quiz & End Sem Exam
8	scatter plot, tree map, sub burst etc.	Practical	JMC 212.1	Mid Term-1, Quiz & End Sem Exam
9	How to scrap data from web	Practical	JMC 212.2	Mid Term-1, Quiz & End Sem Exam
10	Using google trend for data.	Practical	JMC 212.2	Mid Term-1, Quiz & End Sem Exam
11	Using google trend for data.	Practical	JMC 212.2	Mid Term-1, Quiz & End Sem Exam
12	Using Tabula to extract data.	Practical	JMC 212.2	Mid Term-1, Quiz & End Sem Exam
13	Using Tabula to extract data.	Practical	JMC 212.2	Mid Term-1, Quiz & End Sem Exam
14	Using excel to present data.	Practical	JMC 212.3	Mid Term-1, Quiz & End Sem Exam
15	Using excel to present data.	Practical	JMC 212.3	Mid Term-1, Quiz & End Sem Exam
16	Making Pivot tables	Practical	JMC 212.3	Mid Term-1, Quiz & End Sem Exam
17	Making Pivot tables	Practical	JMC 212.3	Mid Term-1, Quiz &



				End Sem Exam
18	Understanding the difference between infographics and visualizations	Practical	JMC 212.3	Mid Term-1, Quiz & End Sem Exam
19	Understanding the difference between infographics and visualizations	Practical	JMC 212.3	Mid Term-1, Quiz & End Sem Exam
20	Using data wrapper to present the data.	Practical	JMC 212.3	Mid Term-1, Quiz & End Sem Exam
21	Using data wrapper to present the data.	Practical	JMC 212.3	Mid Term-2, Quiz & End Sem Exam
22	Making an interactive dashboard	Practical	JMC 212.3	Mid Term-2, Quiz & End Sem Exam
23	Making an interactive dashboard	Practical	JMC 212.3	Mid Term-2, Quiz & End Sem Exam
24	Descriptors/Topics	Practical	JMC 212.4	Mid Term-2, Quiz & End Sem Exam
25	Descriptors/Topics	Practical	JMC 212.4	Mid Term-2, Quiz & End Sem Exam
26	Descriptors/Topics	Practical	JMC 212.4	Mid Term-2, Quiz & End Sem Exam
27	Students will be needed to use traditional method of reporting combined with data tools to present the stories.	Practical	JMC 212.4	Mid Term-2, Quiz & End Sem Exam
28	Students will be needed to use traditional method of reporting combined with data tools to present the stories.	Practical	JMC 212.4	Mid Term-2, Quiz & End Sem Exam
29	Students will be needed to use traditional method of reporti	Practical	JMC 212.4	Mid Term-2, Quiz & End Sem



	with data tools to present the stories.			Exam
30	Students will be needed to use traditional method of reporting combined with data tools to present the stories.	Practical	JMC 212.4	Mid Term-2, Quiz & End Sem Exam

### I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PS1	PS2	PSO3
<b>JMC 212.1</b>	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1				2		3	2	1
<b>JMC 212.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2				2		2	3	3
<b>JMC 212.3</b>	Course participants will gain the capacity to adapt to and harness	3	2	2	2	2				3		3	3	3



	emerging technologies													
<b>JMC 212.4</b>	Students will acquire practical skills in new media production, including content creation, curation, and distribution	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>				<b>1</b>		<b>3</b>	<b>2</b>	<b>1</b>
<b>JMC 212.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>				<b>1</b>		<b>2</b>	<b>3</b>	<b>3</b>

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Data Visualization Lab/Course code **JMC-212** is level **3** for the academic year 2023-24.





<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : <b>Television Journalism</b>
Course Code : JMC 213, Crédits : 3, Session : 2023-25 (Even Sem), Class JMC 2nd Semester
Faculty Name : Dr. Manish Dubey

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

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-213.1- The students will memorize basic evolution of TV industry and its growth in India.
- JMC-213.2- Students will be able to illustrate the basics of TV genres and essentials of Journalism. Synthesize Knowledge Across Theories
- JMC-213.3- Apply Theories to Real-World Scenarios
- JMC-213.4- To understand the crisis management in media

### **Program Educational Objectives**

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.



## Program Outcomes

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.





### Program Specific Outcomes

#### **PSO1: To enable students to understand the concepts of the Television journalism system and the functioning of News channels-**

This objective helps students grasp the core principles of TV journalism and how news channels operate. It covers newsroom structures, workflows, and the broadcast process, giving students a complete view of TV news production.

#### **PSO2: To define and introduce the editorial concepts of the TV industry-**

Students will learn about the editorial framework in TV journalism, including news selection, scripting, and story development. This foundation helps them understand how content is shaped and presented to the audience.

#### **PSO3: To enable students, apply their skills on functioning attributes-**

This objective focuses on practical application, allowing students to put their theoretical knowledge into practice within real-world TV journalism settings. They will develop hands-on experience in areas like reporting, editing, and news presentation.

**PSO4: To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society** - Students will explore the evolution of television in India, from its inception to its current state, along with its societal and cultural influence. This objective aims to build a historical and contextual understanding of TV's role in shaping public opinion.

**PSO5: To become well aware of the inside picture of the industry-** This objective provides students with insider knowledge of the television industry, covering operational challenges, ethical concerns, and industry trends. It prepares them for the realities of working in a fast-paced, dynamic media environment.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%	A	5%



	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus:

<b>Module I: Structure of TV News Channel</b>	<b>Weightage</b>
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, scheduling of advertisements, time management, content crisis management; INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan.,	<b>20%</b>
<b>Module II: Writing For TV</b>	
<b>Descriptors/Topics</b> 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.	<b>40%</b>
<b>Module III: TV News Reporting</b>	
<b>Descriptors/Topics</b> 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	<b>40%</b>

#### E. Pedagogy for Course Delivery:

This class will be tau

eating a dynamic and

engaging learning environment that caters to different learning styles and encourages active participation, critical thinking, and application of communication theories.

#### F. Examination Scheme

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

#### G. Theory Assessment (L&T):

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

#### H. Suggested Text/Reference Books:

- 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 Misorowski: 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

#### I. Lecture Plan:

J. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Broadcasting in India, From Black and white to color TV	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
2	From a single News bulletin to 24x7 news concept.	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem



				Exam
3	Basics of Television News: Concept of News and News Value	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
4	Input Desk, Output Desk, Qualities and Responsibilities of News Personnel,	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
5	News Sources and Monitoring Services	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
6	Role of News editor, correspondents, PCR: switcher, sound, play out, CG, Teleprompter	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
7	MCR: scheduling of programmes, scheduling of advertisements,	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
8	MCR: scheduling of programmes, scheduling of advertisements,	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
9	time management	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
10	content crisis management, INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan.,	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
11	Tv Genres - Fiction and Nonfiction	Lecture	JMC 213.2	Mid Term-1, Quiz & End Sem Exam
12	Tv Genres - Fiction and Nonfiction	Lecture	JMC 213.2	Mid Term-1, Quiz & End Sem Exam
13	Differences Between Writing for Radio	Lecture	JMC 213.2	Mid Term-1, Quiz & End Sem Exam
14	Differences Between Writing for Radio	Lecture	JMC 213.2	Mid Term-1, Quiz & End Sem Exam
15	Tv, Print Terminology	Lecture	JMC 213.2	Mid Term-1, Quiz &



				End Sem Exam
16	Web Terminology	Lecture	JMC 213.2	Mid Term-1, Quiz & End Sem Exam
17	Web Terminology	Lecture	JMC 213.2	Mid Term-1, Quiz & End Sem Exam
18	Characteristics and Essentials of TV Language	Lecture	JMC 213.2	Mid Term-1, Quiz & End Sem Exam
19	Characteristics and Essentials of TV Language	Lecture	JMC 213.2	Mid Term-1, Quiz & End Sem Exam
20	Writing for Visuals	Lecture	JMC 213.2	Mid Term-1, Quiz & End Sem Exam
21	Simple News stories,	Lecture	JMC 213.2	Mid Term-2, Quiz & End Sem Exam
22	Writing Intros / Opening, Headlines & Closing	Lecture	JMC 213.2	Mid Term-2, Quiz & End Sem Exam
23	Concluding, Headlines	Lecture	JMC 213.2	Mid Term-2, Quiz & End Sem Exam
24	Creation of Headlines,	Lecture	JMC 213.2	Mid Term-2, Quiz & End Sem Exam
25	Selection of Headlines	Lecture	JMC 213.2	Mid Term-2, Quiz & End Sem Exam
26	Inverted Pyramid, Rundowns	Lecture	JMC 213.2	Mid Term-2, Quiz & End Sem Exam
27	AI Writing for News	Lecture	JMC 213.2	Mid Term-2, Quiz & End Sem Exam
28	Television News Reporter: Voice modulation	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam



				Exam
29	Sources: where do you get the data	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
30	Techniques and Styles	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
31	Different Types of Reporting	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
32	Objective	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
33	Investigative	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
34	Interpretative	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
35	Beats Reporting	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
36	Essentials of Field Reporting	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
37	Live/Recorded Phone-in, Piece to Camera, Walk through	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
38	Guidelines and Challenges for a TV Reporter, Voice Personality & Presentation,	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
39	Defence Journalism	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
40	No Anchor Reporting.	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
41	No Anchor Reporting.	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam



42	MOJO Reporting.	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
43	MOJO Reporting.	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
44	Cameraperson as a News reporter/ Anchor	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam
45	Cameraperson as a News reporter/ Anchor	Lecture	JMC 213.3	Mid Term-2, Quiz & End Sem Exam

### Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PS1	PS2	PSO3	
<b>JMC 213.1</b>	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1					2		3	2	1
<b>JMC 213.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2					2		2	3	3
<b>JMC 213.3</b>	Course participants will gain the	3	2	2	2	2					3		3	3	3



	capacity to adapt to and harness emerging technologies													
<b>JMC 213.4</b>	Students will acquire practical skills in new media production, including content creation, curation, and distribution	3	3	2	3	2				1		3	2	1
<b>JMC 213.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.	3	3	2	3	2				1		2	3	3

**Sample Question Paper**

<b>Amity School of Communication</b> <b>I MID-SEMESTER (SEM –II) 2023-24</b>						
<b>Class: MAJMC.II Semester</b>						
<b>Subject Name:</b> <b>JMC-213 : Television Journalism</b>			<b>Time: 1.5 Hrs</b>		<b>Max. Marks: 30</b>	
<b>Levels of the questions as per Blooms Taxonomy</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
<b>Question Mapping</b>	<b>Q.1,4</b>	<b>Q.2,3</b>	<b>Q.4</b>	<b>Q.2,5,6</b>		
<b>Students will be able to</b> <b>CO1: List the broad perceptive of cloud architecture and model.</b> <b>CO2: Apply different cloud programming models as per need.</b>						





CO Map	Question No.	Question	Marks
CO1	Q.1	Describe the evolution of television broadcasting in India from black-and-white to color TV.	3
CO1	Q.2a	Explain the concept of news value. What elements make a story newsworthy, particularly in the context of television news?	3
	Q.2b	Discuss the structure of a typical TV news channel, focusing on the roles and responsibilities of the Input Desk, Output Desk, and News Editor.	3
CO1	Q.3	What are the key functions of the Production Control Room (PCR) and Master Control Room (MCR) in a TV news channel? Explain how each contributes to the seamless broadcast of news programs.	6
CO2	Q.4	Compare and contrast writing for TV, radio, print, and web.	3
CO2	Q.5a	What are the unique characteristics and essentials of TV language, and how do they shape the way news stories are written?	3
	Q.5b	How does writing for visuals differ from writing traditional news stories? Provide examples of writing intros and simple news stories that align with visual storytelling in television.	3
CO2	Q 6	How did the introduction of 24x7 news channels change the landscape of news broadcasting?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course: **Television Journalism** /Course code **JMC-213** is level **3** for the academic year 2023-24.



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : <b>Audio Visual Lab</b>
Course Code : JMC 214, Crédits : 1, Session : 2023-25 (Even Sem), Class JMC 2nd Semester
Faculty Name : Dr. Siddharth Sharma

**A. Introduction:** 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.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-214.1- Plan, execute, and manage audio-visual projects effectively.
- JMC-214.2- Demonstrate proficiency in using cameras, microphones, and editing software.
- JMC-214.3- Execute advanced camera techniques and cinematography principles
- JMC-214.4- Edit videos, add audio elements, and apply post-production effects
- JMC- 214.5 - Collaborate in a team-based production environment.

### Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their professional skills.



## **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

## **Program Specific Outcomes**

**PSO1: To develop a foundational understanding of audio-visual production processes-** This objective focuses on providing students with a basic understanding of how audio and visual elements come together in production. It covers pre-production, production, and post-production stages, laying the groundwork for more advanced learning.

**PSO2: To acquire proficiency in using cameras, microphones, and editing software-** Students will learn to operate essential audio-visual equipment like cameras and microphones and become familiar with editing software. This builds technical competence required for professional video and audio production.

**PSO3: To gain advanced skills in camera operations, cinematography, and audio recording-** This objective aims to deepen students' technical abilities in handling cameras, improving cinematographic techniques, and refining audio recording skills. These advanced skills enhance creative control over production quality.

**PSO4: To learn video editing techniques, post-production workflows, and special effects -** Students will master the art of video editing, learn the intricacies of post-production workflows, and explore special effects integration. These skills allow them to create polished, high-quality audio-visual projects.

**PSO5: To engage in project-based learning to apply acquired skills in practical scenarios-** Through hands-on projects, students will apply their theoretical knowledge and technical skills in real-world scenarios. This practical experience ensures they are industry-ready and capable of handling full-scale productions independently.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester	Practical Examination	EE	70%



Examination			
<b>Total</b>			<b>100%</b>

#### D. Syllabus:

<b>Module I: Introduction to Audio-Visual Production</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Overview of audio-visual production processes</li> <li>• Roles and responsibilities in the production team</li> <li>• Understanding cameras, microphones, and lighting equipment</li> <li>• Overview of audio recording devices and editing software</li> </ul>	<b>25%</b>
<b>Module II: Script Writing and Camera Operation</b>	<b>45%</b>
<ul style="list-style-type: none"> <li>• Basics of scriptwriting for audio-visual content</li> <li>• Creating storyboards for visualizing scenes and shots</li> <li>• Camera settings and functions</li> <li>• Framing, composition, and basic camera movements</li> </ul>	
<b>Module III: Production and Editing Techniques</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• Editing audio tracks using software</li> <li>• Basic editing tools and functions of video editing software</li> <li>• Color Correction, Color Matching</li> <li>• Adding music, sound effects, and voiceovers</li> <li>• Individual or group-based final audio-visual project</li> </ul>	

#### E. Pedagogy for Course Delivery:

- 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.

#### F. Examination Scheme

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

### G. Theory Assessment (L&T):

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

### H. Suggested Text/Reference Books:

1. "The Filmmaker's Handbook" by Steven Ascher and Edward Pincus
2. "The Visual Story: Creating the Visual Structure of Film, TV and Digital Media" by Bruce Block
3. "Digital Filmmaking: The Changing Art and Craft of Making Motion Pictures" by Benegal S. Nair
4. "Indian Film Theory: Bollywood and the Cinematic Imagination" by Partha Chatterjee
5. "Bollywood: A Guidebook to Popular Hindi Cinema" by Tejaswini Ganti

### I. Lecture Plan:

J. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Overview of audio-visual production processes	Practical	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
2	Overview of audio-visual production processes	Practical	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
3	Roles and responsibilities in the production team	Practical	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
4	Understanding cameras	Practical	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
5	Microphones	Practical	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
6	Lighting E		JMC 214.1	Mid Term-



				1, Quiz & End Sem Exam
7	Overview of audio recording devices	Practical	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
8	editing software	Practical	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
9	Basics of scriptwriting for audio-visual content	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
10	Basics of scriptwriting for audio-visual content	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
11	Basics of scriptwriting for audio-visual content	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
12	Creating storyboards for visualizing scenes and shots	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
13	Creating storyboards for visualizing scenes and shots	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
14	Creating storyboards for visualizing scenes and shots	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
15	Camera settings and functions	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
16	Camera settings and functions	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
17	Framing,	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
18	composition	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
19	basic camera movement	Practical	JMC 214.2	Mid Term-1, Quiz &



				End Sem Exam
20	basic camera movements	Practical	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
21	basic camera movements	Practical	JMC 214.2	Mid Term-2, Quiz & End Sem Exam
22	Editing audio tracks using software	Practical	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
23	Editing audio tracks using software	Practical	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
24	Basic editing tools and functions of video editing software	Practical	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
25	Basic editing tools and functions of video editing software	Practical	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
26	Color Correction	Practical	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
27	Color Matching	Practical	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
28	Adding music, sound effects, and voiceovers	Practical	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
29	Adding music, sound effects, and voiceovers	Practical	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
30	Individual or group-based final audio-visual project	Practical	JMC 214.4	Mid Term-2, Quiz & End Sem Exam





## I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PS1	PS2	PSO3	
<b>JMC 214.1</b>	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1					2		3	2	1
<b>JMC 214.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2					2		2	3	3
<b>JMC 214.3</b>	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2					3		3	3	3
<b>JMC 214.4</b>	Students will acquire practical skills in new media production, including content	3	3	2	3	2					1		3	2	1



	creation, curation, and distribution													
<b>JMC 214.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.	3	3	2	3	2				1		2	3	3

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Audio Visual Lab** /Course code **JMC-214** is level **3** for the academic year 2023-24.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Communication Research
Course Code : JMC 215, Crédits : 3, Session : 2023-24 (Even Sem), Class JMC 2nd Semester
Faculty Name : Dr. Manish Dubey

**A. Introduction:** 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.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-215.1- Demonstrate a comprehensive understanding of communication research methods.
- JMC-215.2- Formulate research questions and hypotheses suitable for communication research.
- JMC-215.3- Design and conduct both quantitative and qualitative communication research projects.
- JMC-215.4- Evaluate and apply ethical considerations in communication research.
- JMC- 215.5 - Communicate research findings effectively through written and oral presentations.
- JMC- 215.6 - Apply communication research methods to real-world scenarios and industry contexts.
- JMC- 215.7 - Stay informed about emerging trends and technologies in communication research.

### Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

  
ADITYAKUMAR SHUKLA

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**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Lecture, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

### Program Specific Outcomes

**PSO1: To Understand the Foundations of Communication Research-** This involves understanding key theories, concepts, and the role of research in the field of communication. It sets the groundwork for conducting structured inquiries into communication phenomena.

**PSO2: To Develop Research Questions and Hypotheses -** Researchers formulate specific questions and hypotheses to guide their investigation, defining the focus and scope of their study. Hypotheses are testable predictions based on theory or observation.

**PSO3: To Explore Research Design and Ethics -** This step involves selecting appropriate research methods (e.g., experiments, surveys) and ensuring ethical considerations, such as informed consent and confidentiality, are respected throughout the study.

**PSO4: To Master Quantitative and Qualitative Research Methods -** Quantitative methods involve numerical data and statistical analysis, while qualitative methods focus on descriptive, non-numerical insights. Mastery requires understanding when and how to apply each approach.

**PSO5: To Understand Data Collection, Analysis and Present Research Findings Effectively-** Researchers gather relevant data, analyse it systematically (e.g., using software or manual coding), and present their findings clearly to support their conclusions or recommendations.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%



Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### C. Syllabus:

<b>Module I: Introduction to Communication Research</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Overview of Communication Research</li> <li>• Importance of Research in Communication Studies</li> <li>• Basic Research Concepts and Terminology</li> <li>• Historical Development of Communication Research</li> <li>• Formulating Research Questions and Hypotheses</li> <li>• Experimental and Non-Experimental Research Designs</li> <li>• Sampling Techniques</li> <li>• Ethical Considerations in Communication Research</li> </ul>	<b>25%</b>
<b>Module II: Quantitative and Qualitative Research Methods</b>	
<ul style="list-style-type: none"> <li>• Survey Research: Design, Implementation, and Analysis</li> <li>• Content Analysis</li> <li>• Experimental Research in Communication</li> <li>• Descriptive and Inferential Statistics in Communication Research</li> <li>• Case Study Research</li> <li>• In-depth Interviews</li> <li>• Focus Group Research</li> <li>• Ethnographic Research in Communication</li> </ul>	<b>25%</b>
<b>Module III: Data Collection, Analysis, Writing and Presenting Research Findings</b>	<b>25%</b>
<ul style="list-style-type: none"> <li>• Data Collection Techniques: Observation, Surveys, Interviews</li> <li>• Coding and Content Analysis</li> <li>• Qualitative Data Analysis</li> <li>• Statistical Analysis in Communication Research</li> <li>• Structure and Components of a Research Paper</li> <li>• APA Style and Citations</li> <li>• Effective Data Visualization</li> </ul>	



<ul style="list-style-type: none"> <li>Presenting Research Findings: Conference Papers, Posters, and Presentations</li> </ul>	
<b>Module IV: Applications and Future Trends of Communication Research</b>	<b>25%</b>
<ul style="list-style-type: none"> <li>Communication Campaigns and Evaluation</li> <li>Media Effects Research</li> <li>Crisis Communication Research</li> <li>Industry Applications and Case Studies</li> <li>Emerging Technologies in Research</li> <li>Cross-disciplinary Approaches</li> <li>Ethical Considerations in the Digital Age</li> </ul>	

**D. Pedagogy for Course Delivery:** 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.

**E. Examination Scheme**

<b>Theory L/T (%)</b>	<b>Lab/Lecture/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>NA</b>	<b>100</b>

**F. Theory Assessment (L&T):**

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

**G. Suggested Text/Reference Books:**

- Ahuja, R. (2011). Research methods. Rawat Publications.
- Bos, J., Hoeneveld, F., Steenbergen, N. V., Abma, R., Meijl, T. V., & Lepianka, D. (2021). *Research Ethics for Students in the Social Sciences*. Springer.
- Chandra, V., & Hareendran, A. (2017). *Research Methodology by Pearson 1st Edition*. Pearson Education India.
- 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 Lecture 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*.
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1. 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.





## H. Lecture Plan:

I. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Overview of Communication Research	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
2	Importance of Research in Communication Studies	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Research Concepts and Terminology	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
4	Historical Development of Communication Research	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
5	Formulating Research Questions and Hypotheses	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
6	Experimental and Non-Experimental Research Designs	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
7	Experimental and Non-Experimental Research Designs	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
8	Sampling Techniques	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
9	Sampling Techniques	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
10	Ethical Considerations in Communication Research	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
11	Ethical Considerations in Communication Research	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
12	Survey Research: Design, Implementation, and Analysis	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam



13	Content Analysis	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
14	Experimental Research in Communication	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
15	Descriptive and Inferential Statistics in Communication Research	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
16	Case Study Research	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
17	In-depth Interviews	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
18	Focus Group Research	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
19	Ethnographic Research in Communication	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
20	Ethnographic Research in Communication	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
21	Data Collection Techniques: Observation, Surveys, Interviews	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
22	Coding and Content Analysis	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
23	Qualitative Data Analysis	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
24	Statistical Analysis in Communication Research	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
25	Structure and Components of a Research Paper	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam



26	Effective Data Visualization & APA Style and Citations	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
27	Structure and Components of a Research Paper	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
28	Structure and Components of a Research Paper	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
29	Effective Data Visualization	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
30	Effective Data Visualization	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
31	Presenting Research Findings: Conference Papers, Posters, and Presentations	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
32	Presenting Research Findings: Conference Papers, Posters, and Presentations	Lecture	JMC 215.3	Mid Term-2, Quiz & End Sem Exam
33	Communication Campaigns and Evaluation	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
34	Media Effects Research	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
35	Media Effects Research	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
36	Crisis Communication Research	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
37	Crisis Communication Research	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
38	Industry Applications and Case Studies	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam



39	Industry Applications and Case Studies	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
40	Emerging Technologies in Research	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
41	Emerging Technologies in Research	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
42	Cross-disciplinary Approaches	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
43	Cross-disciplinary Approaches	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
44	Ethical Considerations in the Digital Age	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
45	Ethical Considerations in the Digital Age	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam

### I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS 1	PS 2	PSO3	
<b>JMC 215.1</b>	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1					2		3	2	1



<b>JMC 215.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2				2	2	3	3
<b>JMC 215.3</b>	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2				3	3	3	3
<b>JMC 215.4</b>	Students will acquire Lecture skills in new media production, including content creation, curation, and distribution	3	3	2	3	2				1	3	2	1
<b>JMC 215.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.	3	3	2	3	2				1	2	3	3



## Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2023-24						
Class: MAJMC.II Semester						
Subject Name: JMC-215 : Communication Research		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understandin g	Applying	Analyzin g	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Students will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Explain the importance of research in communication studies.				3
CO1	Q.2a	How does communication research contribute to the development of communication theories and practices?				3
	Q.2b	Describe how to formulate Research Questions and Hypotheses.				3
CO1	Q.3	What is the difference between experimental and non-experimental research designs in communication research? Provide examples of each type of design.				6
CO2	Q.4	Discuss some common sampling methods				3
CO2	Q.5a	Compare and contrast quantitative and qualitative research methods in communication.				3
	Q.5b	Explain the process of conducting a content analysis in communication research.				3
CO2	Q 6	What are the key steps involved, and how is the data analyzed? And discuss the ethical consideration involve in the process of research.				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course: **Communication Research** /Course code **JMC-215** is level **3** for the academic year 2023-24.



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Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Public Relations and Corporate Communications
Course Code : JMC 216, Crédits : 3, Session : 2023-24 (Even Sem), Class JMC 2nd Semester
<b>Faculty Name : Gaurav Chhabra</b>

**A. Introduction:** 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.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-216.1- Excel in formulating communication strategies that contribute to reputation management, demonstrating a deep understanding of their role in overall organizational success.
- JMC-216.2- Students will be able to conceptualize, plan, and execute integrated marketing campaigns across various channels, incorporating both traditional and digital media for maximum impact.
- JMC-216.3- Effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations.
- JMC-216.4- Gain expertise in digital marketing strategies, including social media management, content marketing, SEO, and online advertising.
- JMC- 216.5 - Gain a strong understanding of ethical considerations in advertising and public relations, making principled decisions in the face of moral dilemmas

### Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.





**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### Program Outcomes

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Lecture, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

### Program Specific Outcomes

**PSO1: To learn the historical context and roles of PR and corporate communication** - This involves understanding the evolution of public relations (PR) and corporate communication, including how they function within organizations to manage public perception and media relations.

**PSO2: To develop plans aligned with organizational goals, focusing on reputation management** - Professionals create PR and communication strategies that align with an organization's objectives, with a strong focus on reputation management and maintaining a positive public image.

**PSO3: To master stakeholder analysis, building relationships, and tailoring messages** - This skill focuses on identifying key stakeholders, building relationships, and crafting targeted messages to effectively communicate with diverse audiences and meet communication objectives.

**PSO4: To acquire skills in managing social media, monitoring online reputation, and addressing digital crises** - PR professionals monitor online conversations, manage social media presence, and respond swiftly to digital crises to protect and enhance the organization's online reputation.

**PSO5: To navigate ethical dilemmas in PR scenarios with principled decisions** - This entails navigating ethical challenges in PR, ensuring that decisions made in communication practices are principled and align with both legal and ethical standards.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the	A	5%



	End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### C. Syllabus:

<b>Module I: Foundations of Public Relations and Corporate Communication</b>	<b>Weightage</b>
<b>Introduction to Public Relations and Corporate Communication</b> <ul style="list-style-type: none"> <li>• Understanding the role and importance of public relations in organizations</li> <li>• Historical perspectives on corporate communication</li> <li>• Differentiating between public relations and corporate communication</li> <li>• Corporate Communication: Scope and Relevance</li> <li>• Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario</li> <li>• Formulating communication strategies aligned with organizational goals</li> <li>• Role of strategic communication in reputation management</li> <li>• Case studies on successful strategic communication campaigns</li> </ul>	<b>30%</b>
<b>Module II: Stakeholder Engagement and Media Relations</b> <ul style="list-style-type: none"> <li>• Techniques for Conducting Stakeholder Analysis</li> <li>• Building and maintaining positive relationships with stakeholders</li> <li>• Crafting effective messages for diverse audiences</li> <li>• Principles of media relations</li> <li>• Crisis communication planning and management</li> <li>• Impact of Crisis, Role of Communication in Crisis, Guidelines for</li> <li>• Handling Crisis, Trust Building</li> </ul>	<b>30%</b>
<b>Module III: Digital Communication, Branding, and Ethics</b> <ul style="list-style-type: none"> <li>• Integrating digital communication strategies into public relations</li> <li>• Social media management and engagement</li> <li>• Monitoring online reputation and addressing digital crises</li> <li>• Defining Corporate Blogging</li> <li>• Building and managing corporate brands</li> <li>• Creating and maintaining a positive organizational image</li> <li>• Case studies on successful corporate branding initiatives</li> <li>• Understanding ethical considerations in corporate communication</li> <li>• Ethical decision-making in public relations</li> <li>• Case analyses of ethical dilemmas in the field</li> </ul>	<b>40%</b>



**D. Pedagogy for Course Delivery:** This class will be taught through lectures, interactive case studies, and group discussions.

**E. Examination Scheme**

<b>Theory L/T (%)</b>	<b>Lab/Lecture/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>NA</b>	<b>100</b>

**F. Theory Assessment (L&T):**

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

**G. Suggested Text/Reference Books:**

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

**H. Lecture Plan:**

<b>I. Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	Understanding the role and importance of public relations in organizations	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
2	Historical perspectives on corporate communication	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem



				Exam
3	Differentiating between public relations and corporate communication	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
4	Corporate Communication: Scope and Relevance	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
5	Corporate Communication in India,	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
6	Need/ Relevance of Corporate Communication in Contemporary Scenario	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
7	Need/ Relevance of Corporate Communication in Contemporary Scenario	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
8	Formulating communication strategies aligned with organizational goals	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
9	Formulating communication strategies aligned with organizational goals	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
10	Role of strategic communication in reputation management	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
11	Role of strategic communication in reputation management	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
12	Case studies on successful strategic communication campaigns	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
13	Case studies on successful strategic communication campaigns	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
14	Case studies on successful strategic communication campaigns	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
15	Techniques for Conducting Stakeholder Analysis	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam



16	Techniques for Conducting Stakeholder Analysis	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
17	Building and maintaining positive relationships with stakeholders	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
18	Building and maintaining positive relationships with stakeholders	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
19	Crafting effective messages for diverse audiences	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
20	Crafting effective messages for diverse audiences	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
21	Principles of media relations	Lecture	JMC 216.2	Mid Term-2, Quiz & End Sem Exam
22	Principles of media relations	Lecture	JMC 216.2	Mid Term-2, Quiz & End Sem Exam
23	Crisis communication planning and management	Lecture	JMC 216.2	Mid Term-2, Quiz & End Sem Exam
24	Crisis communication planning and management	Lecture	JMC 216.2	Mid Term-2, Quiz & End Sem Exam
25	Impact of Crisis	Lecture	JMC 216.2	Mid Term-2, Quiz & End Sem Exam
26	Role of Communication in Crisis	Lecture	JMC 216.2	Mid Term-2, Quiz & End Sem Exam
27	Guidelines for Handling Crisis	Lecture	JMC 216.2	Mid Term-2, Quiz & End Sem Exam
28	Guidelines for Handling Crisis	Lecture	JMC 216.2	Mid Term-2, Quiz & End Sem Exam
29	Trust Building	Lecture	JMC 216.2	Mid Term-



				2, Quiz & End Sem Exam
30	Integrating digital communication strategies into public relations	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
31	Integrating digital communication strategies into public relations	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
32	Social media management and engagement	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
33	Social media management and engagement	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
34	Monitoring online reputation and addressing digital crises	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
35	Monitoring online reputation and addressing digital crises	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
36	Defining Corporate Blogging	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
37	Building and managing corporate brands	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
38	Building and managing corporate brands	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
39	Creating and maintaining a positive organizational image	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
40	Creating and maintaining a positive organizational image	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
41	Case studies on successful corporate branding initiatives	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
42	Case studies on successful corporate branding initiatives	Lecture	JMC 216.3	Mid Term-2, Quiz &



				End Sem Exam
43	Understanding ethical considerations in corporate communication	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
44	Ethical decision-making in public relations	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
45	Case analyses of ethical dilemmas in the field	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam

### I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO3
<b>JMC 216.1</b>	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1				2		3	2	1
<b>JMC 216.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2				2		2	3	3





<b>JMC 216.3</b>	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2				3		3	3	3
<b>JMC 216.4</b>	Students will acquire Lecture skills in new media production, including content creation, curation, and distribution	3	3	2	3	2				1		3	2	1
<b>JMC 216.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.	3	3	2	3	2				1		2	3	3

**Sample Question Paper**

Amity School of Communication I MID-SEMESTER (SEM –II) 2023-24						
Class: MAJMC.II Semester						
Subject Name: JMC-216 : Public Relations and Corporate Communications			Time: 1.5 Hrs		Max. Marks: 30	
Levels of the questions as per	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating



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Blooms Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Students will be able to CO1: List the broad perceptives of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Define public relations and explain its importance in modern organizations.				3
CO1	Q.2a	Differentiate between corporate communication and public relations with reference to their scope.				3
	Q.2b	Why is media relations a crucial part of corporate communication?				3
CO1	Q.3	Analyze a case study where stakeholder engagement and media relations played a crucial role in crisis management. Discuss the effectiveness of the communication strategy used and the results achieved.				6
CO2	Q.4	Outline the principles of media relations in public relations practice.				3
CO2	Q.5a	Discuss the key elements of crisis communication planning.				3
	Q.5b	Differentiate between public relations and corporate communication with relevant examples.				3
CO2	Q.6	How does an organization handle media relations during a crisis? Discuss the steps involved.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course: Public Relations and Corporate Communications /Course code **JMC-216** is level **3** for the academic year 2023-24.



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : <b>Digital Media</b>
Course Code : JMC 217, Crédits : 2, Session : 2023-24 (Even Sem), Class JMC 2nd Semester
<b>Faculty Name : Dr. Ranjan Kumar</b>

**A. Introduction:** 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

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-217.1 Analyse a website based on its formatting and structure.
- JMC-217.2- Make Informed Communication Decisions
- JMC-217.3- Understand the functioning of Digital Media
- JMC-217.4- To use digital media and produce content while keeping the target audience in mind.
- JMC- 217.5 - Make a blog and publish content regularly.

### Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.



## **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Lecture, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.



### Program Specific Outcomes

**PSO1: To introduce the basics of Digital Media and its characteristics** - This objective focuses on familiarizing students with the fundamental concepts of digital media, including its interactive nature, flexibility, and real-time capabilities. It emphasizes the unique features that distinguish digital media from traditional forms.

**PSO2 : To explain the internet as a Medium and its practices-** This objective highlights the role of the internet as a communication platform, exploring its dynamics as a medium for information exchange, marketing, and interaction. Students will learn about the various practices and tools used to optimize its effectiveness.

**PSO3: To introduce student to the Digital Audiences and its types** - Students will understand the nature of digital audiences, including their diverse behaviours, preferences, and engagement patterns. This objective also covers different types of audiences in the digital realm, such as active users, influencers, and passive consumers.

**PSO4: To describe about Digital Media Design and its techniques-** This objective aims to teach students about designing content for digital platforms, focusing on aesthetic principles, user experience, and technical methods. Students will learn how to create visually appealing and effective digital media using various design techniques.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



### C. Syllabus:

<b>Module I: Introduction to the Digital Media</b>	<b>Weightage</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• Understanding Digital Media: Evolution and Development</li> <li>• Digital Media and its computer components</li> <li>• Digital Media Application Software: Word processing, Spreadsheet, Image Editing.</li> <li>• Digital Media Revolution: Mass Media Adaptation, Trends, Revolution</li> <li>• Digital Media Effects: Cybercrime, Privacy, Hate Speech, Surveillance etc.</li> <li>• Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion,</li> <li>• Telepresence</li> <li>• Understanding Credibility of Digital Media</li> <li>• Credibility Building Process</li> </ul>	<b>30%</b>
<b>Module II: Internet as a Medium</b>	
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• Convergence, Digital Divide, Revolution in Communication</li> <li>• Language Barriers, Net Neutrality, Mobile Revolution</li> <li>• Digital Literacy</li> <li>• Basics of Internet, Characteristics of Internet</li> <li>• Internet concepts, its working style &amp; uses.</li> <li>• Internet as a Medium: Conceptual &amp; functional dimensions.</li> <li>• Types of Internet-based communication: Dynamics of communication in CMC</li> <li>• Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.</li> <li>• Journalistic use of social media, Social Networking Sites, Social Media Collaboration</li> </ul>	<b>35%</b>
<b>Module III: Digital Media Audience</b>	
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• Understanding Audiences: Difference between Public, Crowd, Group, Mass &amp; Audience</li> <li>• Characteristics of Audiences, Types of Audiences, Passive, Active and Participatory Audience</li> <li>• Audience Conception Tradition: Structural, Behavioural and Cultural</li> <li>• Audience Autonomy-free or controlled content creators</li> </ul>	<b>35%</b>



<ul style="list-style-type: none"> <li>• Basics of Digital Audiences</li> <li>• Search Engine Strategies for Digital Audience Acquisition</li> <li>• Social Media Campaigns and Engagement</li> <li>• Digital Audience Research and Behaviour</li> <li>• Digital Audience Analytics, Digital Audience Management</li> <li>• Manipulating Digital Media Audience</li> </ul>	
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**D. Pedagogy for Course Delivery:** 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.

**E. Examination Scheme**

<b>Theory L/T (%)</b>	<b>Lab/Lecture/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>NA</b>	<b>100</b>

**F. Theory Assessment (L&T):**

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

**G. Suggested Text/Reference Books:**

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

**H. Lecture Plan:**

I. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Digital Media: Evolution	Lecture	JMC 217.1	Mid Term-1, Quiz &

				End Sem Exam
2	Digital Media and its computer components	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
3	Digital Media Application Software: Word processing, Spreadsheet, Image Editing.	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
4	Digital Media Revolution: Mass Media Adaptation, Trends, Revolution	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
5	Digital Media Effects: Cybercrime, Privacy, Hate Speech, Surveillance etc.	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
6	Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion,	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
7	Telepresence	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
8	Understanding Credibility of Digital Media	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
9	Credibility Building Process	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
10	Convergence, Digital Divide, Revolution in Communication	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
11	Language Barriers, Net Neutrality	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
12	Mobile Revolution	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
13	Digital Literacy	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
14	Basics of Internet,	Lecture	JMC 217.2	Mid Term-1, Quiz &





				End Sem Exam
15	Characteristics of Internet	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
16	Internet concepts, its working style & uses.	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
17	Internet as a Medium: Conceptual & functional dimensions	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
18	Types of Internet-based communication: Dynamics of communication in CMC	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
19	Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
20	Journalistic use of social media, Social Networking Sites, Social Media Collaboration	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
21	Understanding Audiences: Difference between Public, Crowd, Group, Mass & Audience	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
22	Characteristics of Audiences, Types of Audiences, Passive, Active and Participatory Audience	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
23	Audience Conception Tradition: Structural, Behavioural and Cultural	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
24	Audience Autonomy-free or controlled content creators	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
25	Basics of Digital Audiences	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
26	Search Engine Strategies for Digital Audience Acquisition	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
27	Social Media Campaigns and Engagement	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam



				Exam
28	Digital Audience Research and Behaviour	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
29	Digital Audience Analytics, Digital Audience Management	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
30	Manipulating Digital Media Audience	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam

### I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PS1	PS2	PSO3
<b>JMC 217.1</b>	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1				2		3	2	1
<b>JMC 217.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2				2		2	3	3



<b>JMC 217.3</b>	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2				3		3	3	3
<b>JMC 217.4</b>	Students will acquire Lecture skills in new media production, including content creation, curation, and distribution	3	3	2	3	2				1		3	2	1
<b>JMC 217.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.	3	3	2	3	2				1		2	3	3

**Sample Question Paper**

Amity School of Communication I MID-SEMESTER (SEM –II) 2023-24						
Class: MAJMC.II Semester						
Subject Name: <b>JMC-217 : Digital Media</b>			Time: 1.5 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating



Director  
 Amity School of Communication  
 Amity University Madhya Pradesh, Gwalior

Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Students will be able to CO1: List the broad perceptives of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Briefly explain the evolution and development of digital media.				3
CO1	Q.2a	Define Digital Media and its computer components				3
	Q.2b	What are the core components of digital media in terms of computer hardware and software?				3
CO1	Q.3	Analyze the impact of the digital media revolution on traditional mass media. Provide examples of recent trends in media adaptation.				6
CO2	Q.4	Discuss the role of credibility in digital media.				3
CO2	Q.5a	Define the concept of "Telepresence" in digital media				3
	Q.5b	What are the key characteristics that distinguish digital media from traditional media?				3
CO2	Q.6	Analyze a case where digital media was used to spread misinformation or hate speech. How did this affect public opinion, and what measures could have been taken to prevent it?				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course: **Digital Media** /Course code **JMC-217** is level **3** for the academic year 2023-24.



<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : <b>Media Entrepreneurship</b>
Course Code : JMC 218, Crédits : 3, Session : 2023-24 (Even Sem), Class JMC 2nd Semester
Faculty Name : Dr. Ashish Sharma

**A. Introduction:** 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.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-218.1 - Demonstrate entrepreneurship skills.
- JMC-218.2- Critically Evaluate business opportunities in media.
- JMC-218.3- Synthesize knowledge by starting a media venture
- JMC-218.4- Apply entrepreneurship skills to Real-World Scenarios

### **Program Educational Objectives**

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.



## Program Outcomes

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Lecture, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.



### Program Specific Outcomes

**PSO1: To understand the fundamentals of entrepreneurship and how they apply to the media sector-** This objective aims to introduce students to core entrepreneurial concepts and show how they can be applied within the unique context of the media industry, focusing on innovation, risk-taking, and value creation.

**PSO2 : To identify and evaluate media business opportunities and market trends -** Students will learn to recognize potential opportunities in the media sector by analyzing market trends, audience behavior, and technological advancements, enabling informed decision-making.

**PSO3: To develop a comprehensive business plan for a media startup -** This involves teaching students how to create detailed business plans, outlining their startup's vision, financial strategy, target audience, and operational plans to ensure success in the competitive media landscape.

**PSO4: To explore strategies for funding and monetising media ventures -** This objective focuses on exploring various funding sources (e.g., venture capital, crowdfunding) and monetization models (e.g., subscription, ad revenue) suitable for media enterprises.

**PSO5: To navigate the legal and ethical considerations in media entrepreneurship -** Students will gain an understanding of the legal frameworks, intellectual property rights, and ethical issues that are crucial to maintaining integrity and compliance in media ventures.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End			70%



Semester Examination	Examination		
<b>Total</b>			<b>100%</b>

### C. Syllabus:

<b>Module I: Introduction to Media Entrepreneurship, Legal and Ethical Considerations</b>	<b>Weightage</b>
<ul style="list-style-type: none"> <li>• Defining media entrepreneurship</li> <li>• The role of innovation in media</li> <li>• Media Land Scape and Media Industry</li> <li>• Case Studies of Successful Media Entrepreneurs</li> <li>• Identifying entrepreneurial opportunities in the media industry</li> <li>• Copyright and intellectual property in media</li> <li>• Business models in the media industry</li> <li>• Subscription Model</li> <li>• Advertising Model</li> <li>• Hybrid Models</li> <li>• Revenue streams and monetisation strategies</li> </ul>	<b>30%</b>
<b>Module II: Entrepreneurship, Market Research,</b>	
<ul style="list-style-type: none"> <li>• Traits of successful entrepreneurs</li> <li>• Creativity and problem-solving in entrepreneurship</li> <li>• Developing an entrepreneurial mindset</li> <li>• Conducting market research in the media sector</li> <li>• Identifying market trends and gaps</li> <li>• Evaluating the potential of media business ideas</li> <li>• Ethical issues in media entrepreneurship</li> <li>• Privacy and Data Protection</li> <li>• Digital marketing and social media</li> <li>• Search engine optimisation (SEO)</li> <li>• Content creation and curation</li> </ul>	<b>30%</b>
<b>Module III: Developing a Media Business Plan, Pitching and Presentation Skills</b>	<b>40%</b>
<ul style="list-style-type: none"> <li>• Components of a media business plan</li> <li>• Business model canvas and value proposition</li> <li>• Setting goals and milestones</li> <li>• Effective communication and presentation skills</li> <li>• Preparing and delivering a compelling pitch</li> <li>• Peer review of business plans and pitches</li> <li>• Presentation of Business Plan</li> <li>• Sources of Funding, Pitching to investors and Crowdfunding</li> <li>• Creating and Building a Team</li> </ul>	





<ul style="list-style-type: none"> <li>• Launching and Scaling Media Business</li> <li>• Recognizing failure and when to pivot</li> <li>• Learning from setbacks and challenges</li> <li>• Case studies of media startups that pivoted successfully</li> </ul>	
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**D. Pedagogy for Course Delivery:** 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.

**E. Examination Scheme**

<b>Theory L/T (%)</b>	<b>Lab/Lecture/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>NA</b>	<b>100</b>

**F. Theory Assessment (L&T):**

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

**G. Suggested Text/Reference Books:**

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

## H. Lecture Plan:

<b>I. Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	Defining media entrepreneurship	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
2	The role of innovation in media	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
3	Media Land Scape and Media Industry	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
4	Case Studies of Successful Media Entrepreneurs	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
5	Identifying entrepreneurial opportunities in the media industry	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
6	Identifying entrepreneurial opportunities in the media industry	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
7	Copyright and intellectual property in media	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
8	Copyright and intellectual property in media	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
9	Business models in the media industry	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
10	Business models in the media industry	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
11	Subscription Model	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam



12	Advertising Model	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
13	Hybrid Models	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
14	Revenue streams and monetisation strategies	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
15	Revenue streams and monetisation strategies	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
16	Traits of successful entrepreneurs	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
17	Traits of successful entrepreneurs	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
18	Creativity and problem-solving in entrepreneurship	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
19	Developing an entrepreneurial mindset	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
20	Conducting market research in the media sector	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
21	Identifying market trends and gaps	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam
22	Identifying market trends and gaps	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam
23	Evaluating the potential of media business ideas	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam
24	Evaluating the potential of media business ideas	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam



25	Ethical issues in media entrepreneurship	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam
26	Ethical issues in media entrepreneurship	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam
27	Privacy and Data Protection	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam
28	Digital marketing and social media	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam
29	Search engine optimisation (SEO)	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam
30	Content creation and curation	Lecture	JMC 218.2	Mid Term-2, Quiz & End Sem Exam
31	Components of a media business plan	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
32	Components of a media business plan	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
33	Business model canvas and value proposition	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
34	Setting goals and milestones	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
35	Effective communication and presentation skills	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
36	Preparing and delivering a compelling pitch	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
37	Peer review of business plans and pitches	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
38	Presentation of Business Plan	Lecture	JMC 218.3	Mid Term-



				2, Quiz & End Sem Exam
39	Sources of Funding, Pitching to investors and Crowdfunding	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
40	Sources of Funding, Pitching to investors and Crowdfunding	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
41	Creating and Building a Team	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
42	Launching and Scaling Media Business	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
43	Recognizing failure and when to pivot	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
44	Learning from setbacks and challenges	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
45	Case studies of media startups that pivoted successfully	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam

### I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS 1	PS 2	PSO3	
<b>JMC 218.1</b>	Students will develop advanced digital literacy	3	3	1	3	1					2		3	2	1



	skills, understanding the intricacies of new media platforms												
<b>JMC 218.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2				2	2	3	3
<b>JMC 218.3</b>	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2				3	3	3	3
<b>JMC 218.4</b>	Students will acquire Lecture skills in new media production, including content creation, curation, and distribution	3	3	2	3	2				1	3	2	1
<b>JMC 218.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of	3	3	2	3	2				1	2	3	3



responsibility and integrity.														
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### Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2023-24						
Class: MAJMC.II Semester						
Subject Name: <b>JMC-218 : Media Entrepreneurship</b>			Time: 1.5 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Students will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Define media entrepreneurship.				3
CO1	Q.2a	What is the role of innovation in media?				3
	Q.2b	Briefly describe the subscription model and explain how it can be applied to a media business.				3
CO1	Q.3	Explain the steps involved in conducting market research for a media startup. How does market research help identify opportunities and trends?				6
CO2	Q.4	explain significance of media entrepreneurship in the current media landscape				3
CO2	Q.5a	Discuss the importance of copyright and intellectual property rights in the media industry.				3
	Q.5b	Discuss the ethical challenges media entrepreneurs.				3
CO2	Q 6	Analyze a case study of a successful media entrepreneur. What entrepreneurial traits and strategies contributed to their success?				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course: **Media Entrepreneurship** /Course code **JMC-218** is level **3** for the academic year 2023-24.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior





<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : <b>Digital Media Content Creation Lab</b>
Course Code : JMC 219, Crédits : 2, Session : 2023-24 (Even Sem), Class JMC 2nd Semester
Faculty Name : Sanjay Sikarwar

**Introduction:** 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.

**A. Course Outcomes:** At the end of the course, students will be able to:

- JMC-219.1 Analyse a website based on its formatting and structure.
- JMC-219.2- Make Informed Communication Decisions
- JMC-219.3- Understand the functioning of Digital Media
- JMC-219.4- To use digital media and produce content while keeping the target audience in mind.
- JMC- 219.5 - Make a blog and publish content regularly.

### **Program Educational Objectives**

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.



**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

## Program Specific Outcomes

**PSO1: 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.

**PSO2: 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.

**PSO3: 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.

**PSO4: 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.

**PSO5: 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.

### Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination.	A	5%



	includes all types of leaves including medical leaves.		
Practical	Practical	EE	70%
<b>Total</b>			<b>100%</b>

## B. Syllabus:

<b>Module I: Foundations of Digital Media</b>	<b>Weightage</b>
<b>Introduction to Digital Media Tools</b> <ul style="list-style-type: none"> <li>• Overview of Digital Media Content Creation</li> <li>• Introduction to industry-standard software tools</li> <li>• Basic principles of graphic design and image editing</li> <li>• Advanced features of graphic design software</li> <li>• Design principles and composition</li> <li>• Creating visually appealing images for various digital platforms</li> </ul>	<b>40%</b>
<b>Module II: Video and Audio Production</b> <ul style="list-style-type: none"> <li>• Fundamentals and advanced techniques of video editing</li> <li>• Incorporating audio, transitions, and effects</li> <li>• Exporting and publishing video content</li> <li>• Basics of audio editing and mixing</li> <li>• Voice recording and narration techniques</li> <li>• Sound effects and music integration</li> <li>• Exporting audio for various platforms</li> </ul>	<b>30%</b>
<b>Module III: Multimedia Storytelling and Project Showcase</b> <ul style="list-style-type: none"> <li>• Strategies for effective storytelling in digital media</li> <li>• Combining graphics, video, and audio for compelling narratives</li> <li>• Interactive multimedia projects</li> <li>• User engagement and feedback</li> </ul>	<b>30%</b>

**C. Pedagogy for Course Delivery:** 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.

## D. Examination Scheme

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

### E. Theory Assessment (L&T):

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

### F. Suggested Text/Reference Books:

1. 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
2. Silverblatt, A, Yadav, Anubhuti & Kundu, V. (2022). Media Literacy: Keys to Interpreting Media Messages ( Indian Edition)
3. Grant, A.E. & Wilkinson, J. 2009. Understanding Media Convergence: The State of the Field. United Kingdom: Oxford University Press

### G. Practical Plan:

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Overview of Digital Media Content Creation	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
2	Overview of Digital Media Content Creation	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction to industry-standard software tools	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
4	Basic principles of graphic design and image editing	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
5	Basic principles of graphic design and image editing	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem



				Exam
6	Basic principles of graphic design and image editing	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
7	Advanced features of graphic design software	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
8	Advanced features of graphic design software	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
9	Advanced features of graphic design software	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
10	Advanced features of graphic design software	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
11	Design principles and composition	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
12	Design principles and composition	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
13	Design principles and composition	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
14	Design principles and composition	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
15	Design principles and composition	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
16	Creating visually appealing images for various digital platforms	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
17	Creating visually appealing images for various digital platforms	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
18	Creating visually appealing images for various digital platforms	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam



19	Creating visually appealing images for various digital platforms	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
20	Creating visually appealing images for various digital platforms	Practical	JMC 219.1	Mid Term-1, Quiz & End Sem Exam
21	Fundamentals and advanced techniques of video editing	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
22	Incorporating audio, transitions, and effects	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
23	Incorporating audio, transitions, and effects	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
24	Incorporating audio, transitions, and effects	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
25	Exporting and publishing video content	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
26	Exporting and publishing video content	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
27	Basics of audio editing and mixing	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
28	Basics of audio editing and mixing	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
29	Voice recording and narration techniques	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
30	Voice recording and narration techniques	Practical	JMC 219.2	Mid Term-2, Quiz & End Sem Exam
31	Sound effects and music integration	Practical	JMC 219.2	Mid Term-1, Quiz & End Sem Exam
32	Sound effects and music	Practical	JMC 219.2	Mid Term-





	integration			1, Quiz & End Sem Exam
33	Sound effects and music integration	Practical	JMC 219.2	Mid Term-1, Quiz & End Sem Exam
34	Sound effects and music integration	Practical	JMC 219.2	Mid Term-1, Quiz & End Sem Exam
35	Sound effects and music integration	Practical	JMC 219.2	Mid Term-1, Quiz & End Sem Exam
36	Exporting audio for various platforms	Practical	JMC 219.2	Mid Term-1, Quiz & End Sem Exam
37	Exporting audio for various platforms	Practical	JMC 219.2	Mid Term-1, Quiz & End Sem Exam
38	Exporting audio for various platforms	Practical	JMC 219.2	Mid Term-1, Quiz & End Sem Exam
39	Exporting audio for various platforms	Practical	JMC 219.2	Mid Term-1, Quiz & End Sem Exam
40	Strategies for effective storytelling in digital media	Practical	JMC 219.2	Mid Term-1, Quiz & End Sem Exam
41	Strategies for effective storytelling in digital media	Practical	JMC 219.3	Mid Term-1, Quiz & End Sem Exam
42	Combining graphics, video for compelling narratives	Practical	JMC 219.3	Mid Term-1, Quiz & End Sem Exam
43	Combining graphics, video for compelling narratives	Practical	JMC 219.3	Mid Term-1, Quiz & End Sem Exam
44	Combining graphics, video for compelling narratives	Practical	JMC 219.3	Mid Term-1, Quiz & End Sem Exam
45	Combining graphics, video for compell	Practical	JMC 219.3	Mid Term-1, Quiz &





				End Sem Exam
46	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-1, Quiz & End Sem Exam
47	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-1, Quiz & End Sem Exam
48	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-1, Quiz & End Sem Exam
49	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-1, Quiz & End Sem Exam
50	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-1, Quiz & End Sem Exam
51	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam
52	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam
53	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam
54	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam
55	Interactive multimedia projects	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam
56	User engagement and feedback	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam
57	User engagement and feedback	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam
58	User engagement and feedback	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam



				Exam
59	User engagement and feedback	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam
60	User engagement and feedback	Practical	JMC 219.3	Mid Term-2, Quiz & End Sem Exam

### I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS 1	PS 2	PSO3	
<b>JMC 219.1</b>	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1					2		3	2	1
<b>JMC 219.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2					2		2	3	3
<b>JMC 219.3</b>	Course participants will gain the capacity to adapt to and harness	3	2	2	2	2					3		3	3	3



	emerging technologies													
<b>JMC 219.4</b>	Students will acquire Practical skills in new media production, including content creation, curation, and distribution	3	3	2	3	2				1		3	2	1
<b>JMC 219.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.	3	3	2	3	2				1		2	3	3

Attainments		Rubric
<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course: **Digital Media Content Creation Lab** /Course code **JMC-219** is level **3** for the academic year 2023-24.



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : New Media Ecology
Course Code : JMC 311, Crédits : 3, Session : 2023-24 (ODD), Class JMC 3rd Semester
Faculty Name : Dr. Sandeep Kumar

**A. Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-311.1- Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms
- JMC-311.2- students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication.
- JMC-311.3- Course participants will gain the capacity to adapt to and harness emerging technologies
- JMC-311.4- Students will acquire practical skills in new media production, including content creation, curation, and distribution
- JMC-311.5- The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

  
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**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### Program Outcomes

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

**Program Specific Outcomes**

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

**C. Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**D. Syllabus:**

Course Contents/Syllabus:

<b>Modules</b>	<b>Weightage (%)</b>
Module I Basics of Media Economics	

An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	40 %
<b>Module II Structure and Change</b>	20 %
Indian Media Industry: Organisation Structure and Challenges The Economics of International Media, Global Media Conglomerate	
<b>Module III Media Ownership</b>	20 %
Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	
<b>Module IV Media Networks, Associations and Guilds</b>	20 %
The Broadcast Television Networks, Contemporary Radio Industry: Revenue Generation and Challenges Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach Concept of Pay Per Click, Social Media Advertising. Crypto Currency, Online Banking Practices and Limitations	

### Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate

### E. Examination Scheme

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

#### Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class	Attendance	Project	Assignments	70
Weightage (%)	05	05	10	10	

### F. Suggested Text/Reference Books:

- Potter, W. J. (2013). *Media literacy*. Sage Publications.
- Doyle, G. (2013). *Understanding media economics*. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). *Understanding ethnic media: Producers, consumers, and societies*. Sage.
- Kumar Keval J, Mass Communication in India
- Albarran, A. B. (2002). *Media economics*. John Wiley & Sons, Ltd.

### G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
2	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
3	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
4	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
5	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
6	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
7	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
8	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Dem	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam





	Demand and Supply. Types of Media Markets.			
9	Indian Media Industry: Organisation Structure and Challenges The Economics of International Media	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
10	Indian Media Industry: Organisation Structure and Challenges The Economics of International Media, Global Media Conglomerate	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
11	Indian Media Industry: Organisation Structure and Challenges The Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
12	Indian Media Industry: Organisation Structure and Challenges The Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
13	Indian Media Industry: Organisation Structure and Challenges The Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
14	Indian Media Industry: Organisation Structure and Challenges The Economics of International Media,	Practical	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
15	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Practical	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
16	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
17	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam



18	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
19	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
20	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.3	Mid Term-1, Quiz & End Sem Exam
21	The Broadcast Television Networks,	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
22	Contemporary Radio Industry: Revenue Generation and Challenges	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
23	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
24	Concept of Pay Per Click, Social Media Advertising.	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
25	Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
26	The Broadcast Television Networks,	Practical	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
27	Contemporary Radio Industry: Revenue Generation and Challenges	Practical	JMC 311.3	Mid Term-2, Quiz & End Sem Exam



28	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
29	Concept of Pay Per Click, Social Media Advertising.	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
30	Crypto Currency, Online Banking Practices and Limitations	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
31	The Broadcast Television Networks,	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
32	Contemporary Radio Industry: Revenue Generation and Challenges	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
33	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
34	Concept of Pay Per Click, Social Media Advertising.	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
35	Crypto Currency, Online Banking Practices and Limitations	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
36	The Broadcast Television Networks,	Theory	JMC 311.5	Mid Term-2, Quiz & End Sem Exam

### I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS 1	PSO3	



<b>JMC 311.1</b>	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1				2		3	2	1
<b>JMC 311.2</b>	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2				2		2	3	3
<b>JMC 311.3</b>	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2				3		3	3	3
<b>JMC 311.4</b>	Students will acquire practical skills in new media production, including content creation, curation, and distribution	3	3	2	3	2				1		3	2	1
<b>JMC 311.5</b>	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of	3	3	2	3	2				1		2	3	3



	responsibility and integrity.													
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## Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2023-24						
Class: MAJMC.III Semester						
Subject Name: JMC-311 NEW MEDIA ECOLOGY			Time: 1.5 Hrs		Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	How does the concept of new media ecology contribute to or challenge the notion of media convergence.				3
CO1	Q.2a	In what ways does the new media ecology empower users to create and share content, and how does this shift the dynamics of information creation and dissemination?				3
	Q.2b	Explore the role of social media in the new media ecology. How has the rise of platforms like Facebook, Twitter, and Instagram impacted communication, information sharing, and public discourse?				3
CO1	Q.3	Discuss the concerns and challenges related to data privacy and security within the new media ecology, and how these issues affect individuals, businesses, and society at large.				6
CO2	Q.4	How do algorithms shape the content and information users encounter in the new media ecology, and what ethical considerations arise from algorithmic decision-making in mass communication?				3
CO2	Q.5a	Explain the important features of column writing.				3
	Q.5b	Examine how the new media ecology facilitates the globalization of information. How does this interconnectedness impact cultural exchange, international communication, and the dissemination of global news?				3



CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6
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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course New Media Ecology/Course code *JMC-311* is level 3 for the academic year 2023-24.





# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>DEPARTMENT OF POLITICAL SCIENCE</b>
<b>Course Handout</b>
Course : Advanced Film Theories and Practices
Course Code : JMC 312, Crédits : 03, Session : 2023-24 (Odd Sem.), Class : MA (J&MC) III Sem
Faculty Name : Siddharth Sharma

**A. Introduction:** This course focuses on the basics of filmmaking and cinema techniques. The ability to analyse and put film studies in proper perspective will be intended during the course. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC312.1.** Students are introduced to principles and methodology of filmmaking

**JMC312.2.** They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.

**JMC312.3** Documentary realism will be pitted against mainstream commercial film genres

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.



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**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

**Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

## Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### C. Course Contents/syllabus:

Modules	Weightage (%)
<b>Module I Film Production</b>	<b>40%</b>
Development Stage, Pre-Production, Production, Post Production, Distribution, Promotion & Release <b>Scriptwriting:</b> Narrative Composition: 3 Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal <b>Production:</b> Key Members of Film Production Unit, Role of Producer & Director, Role of Production Manager, Budgeting & Budgeting Formats, Scheduling & Recce, Casting and Source of Casting	
<b>Module II Camera, Lighting and Editing</b>	<b>40%</b>
Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video Etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	
<b>Module III Documentaries Film Making and Marketing of Film</b>	<b>20%</b>
Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	

### Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises



#### D. Assessment Scheme

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

#### Theory Assessment (L&T):

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination</b>
<b>Components (Drop down)</b>	<b>Attendance</b>	<b>Class Test</b>	<b>Home assignment</b>	<b>Presentation</b>	
<b>Weightage (%)</b>	5	10	10	5	70

#### E. Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

#### F. Lecture Plan



Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Film Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
2	Film Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
3	Development Stage, Pre-Production,	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
4	Production, Post Production,	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
5	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
6	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
7	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
8	D Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down digital Media and Virtual Reality	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
9	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
10	Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal)	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
11	Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam



12	New Media Literacy Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
13	Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
14	Scheduling & Reece, Casting and Source of Casting Module II Camera, Lighting and Editing	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
15	Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
16	White Balance & Colour Temperature, Lighting in Films, Linear & Non- Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
17	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
18	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
19	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
20	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
21	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
22	Jump Cut, Cut-In & Cut- Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
23	Jump Cut, Cut-In & Cut- Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
24	Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conve	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam



	Sequences, Chasing Sequence			
25	Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
26	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
27	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
28	Basics Operations of Final Cut Pro	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
29	Basics Operations of Final Cut Pro	Lecture	JMC 312.3	Quiz & End Sem Exam
30	Documentaries Film Making and Marketing of Film	Lecture	JMC 312.3	Quiz & End Sem Exam
31	Producing a Documentary, Types of Documentary Films,	Lecture	JMC 312.3	Quiz & End Sem Exam
32	Scripting Documentary Film, Post-Production Techniques of Documentaries,	Lecture	JMC 312.3	Quiz & End Sem Exam
33	Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors	Lecture	JMC 312.3	Quiz & End Sem Exam
34	Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival,	Lecture	JMC 312.3	Quiz & End Sem Exam
35	( Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes	Lecture	JMC 312.3	Quiz & End Sem Exam
36	Strategies to Garner Profit: Multi Theatre or Single Theatre Release	Lecture	JMC 312.3	Quiz & End Sem Exam

**G. Course Articulation Matrix (Mapping of COs with POs)**



C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3	
<b>JMC 312.1</b>	Students are introduced to principles and methodology of filmmaking	2	1	-	2	1	-	-	-	-	-		<b>1</b>	-	<b>1</b>
<b>JMC 312.2</b>	They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.	1	2	-	2	2	-	-	-	-	-		<b>1</b>	-	<b>1</b>
<b>JMC 312.3</b>	Documentary realism will be pitted against mainstream commercial film genres	2	1	-	2	1	-	-	-	-	-		<b>1</b>	-	<b>1</b>

### Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2023-24						
Class: MA(J&MC) III Semester						
Subject Name: JMC312 ADVANCE FILM THEORY & PRACTICES		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6



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Mapping						
<p>Student will be able to</p> <p>CO1: learn to design and create a website.</p> <p>CO2. learn to create content for websites and curate content.</p> <p>CO3. enable a student to enhance a website visually.</p>						
CO Map	Question No.	Question	Marks			
CO1	Q.1	What do you mean by Film Pre-Production?	3			
CO1	Q.2a	Explain the scope of Script Selection.	3			
	Q.2b	Explain the 'Role of Production Manager.	3			
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6			
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3			
CO3	Q.5a	Write a short note on Documentary Films.	3			
	Q.5b	State the importance of Exhibition & Film Festival.	3			
CO3	Q.6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6			

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Advanced Film Theories and Practices /Course code *JMC 312* is level **3** for the academic year 2023-24.





# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>DEPARTMENT OF POLITICAL SCIENCE</b>
<b>Course Handout</b>
Course : Development Communication
Course Code : JMC 313, Crédits : 03, Session : 2023-24 (Odd Sem.), Class : MA (J&MC) 2 <sup>nd</sup> Year
Faculty Name : Siddharth Sharma

**A. Introduction:** This course focuses on the concept of development & To increase understanding about community and organization.

**A. Course Outcomes:** At the end of the course, students will be able to:

**JMC313.1.** To increase student's knowledge in development communication

**JMC313.2.** To understand role of different Government and Non-government Organizations in development communication

**JMC313.3** To introduce need of different communication approaches for different settings

**JMC313.4:** To understand the different approaches of development communication.

JMC 313.5: To understand the importance of development communication in upliftment of society

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors in their respective fields.



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**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

**Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

## Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Syllabus:

Modules	Weightage (%)
<b>Module I Concept of Development</b> Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	<b>20 %</b>
<b>Module II Concept of Community, Structure and Organization</b> Concept and Characteristics of a Community, Structure and Organization of Different Types of Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Pris, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	<b>20 %</b>
<b>Module III Development Communication</b> Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	<b>20 %</b>
<b>Module IV: Approaches in Development Communication</b>	



Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play, Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	<b>40 %</b>
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**Pedagogy for Course Delivery:**

This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

**B. Assessment Plan:**

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

**C. Examination Scheme:**

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70



MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

#### D. Suggested Text/Reference Books:

##### Text and References:

- 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

#### E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of Development	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and Process of Development,	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
3	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
4	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
5	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
6	Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy &	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam



	Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues			
7	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
8	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
9	Issues Of Women And Children, Rural Development, Urbanization And Related Problems	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
10	Theories and Paradigms of Development	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
11	Concept of Community, Structure and Organization	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
12	Tribal, Rural and Urban and Urban Slums,	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
13	Meaning and Scope of Community Organization, Pris, Cooperatives	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
14	Tribal, Rural and Urban and Urban Slums,	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
15	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
16	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
17	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam



18	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
19	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
20	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
21	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
22	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
23	Development Communication	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
24	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
25	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
27	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
28	Role of NGOs	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
29	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
30	Role of NGOs	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
31	Approaches in Development Communication	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam





32	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
33	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
34	Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
35	Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
36	Participatory Approaches of Communication, Barriers in Development Communication	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam

#### F. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3

  
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<b>JMC 313.1</b>	To increase student's knowledge in development communication	2	1	-	2	1	-	-	-	-	-	1	-	1
<b>JMC 313.2</b>	To understand role of different Government and Non-government Organizations in development communication	1	2	-	2	2	-	-	-	-	-	1	-	1
<b>JMC 313.3</b>	<i>To introduce need of different communication approaches for different settings</i>	2	1	-	2	1	-	-	-	-	-	1	-	1
<b>JMC 313.4</b>	To understand the different approaches of development communication	1	2	-	2	2	-	-	-	-	-	1	-	1
<b>JMC 313.5</b>	To understand the importance of development communication in upliftment of society	2	1	-	2	1	-	-	-	-	-	1	-	1

### Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2023-24						
Class: MA(J&MC) III Semester						
Subject Name: JMC313 DEVELOPMENT COMMUNICATION		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6
Student will be able to CO1: To increase student's knowledge in development communication						



CO2. To understand role of different Government and Non-government Organizations in development communication			
CO3. To introduce need of different communication approaches for different settings			
CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Development?	3
CO1	Q.2a	Explain the scope of Development Communication.	3
	Q.2b	Explain the 'Concept and Characteristics of a Community.	3
CO2	Q.3	Analyze in detail the Communication Planning at National, State, Regional, District, Block and Village Levels	6
CO2	Q.4	What do you mean by Traditional Media.	3
CO3	Q.5a	Write a short note on E-Governance.	3
	Q.5b	State the importance of Digital Democracy & E-Chaupal.	3
CO3	Q 6	Examine the Barriers in Development Communication.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Development Communication** /Course code **JMC 313** is level **2** for the academic year 2023-24.



# AMITY UNIVERSITY

MADHYA PRADESH

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

## DEPARTMENT OF JOURNALISM & COMMUNICATION

### Course Handout

Course: **EVENT AND BRAND MANAGEMENT**

Course Code: **JMC 314**, Credits: **03**, Session: **2023-24(Odd Sem.)**, Class: **MA(J&MC). III SEM**

Faculty Name: **Gaurav Chhabra**

**A. Introduction:** To initiate the students into the world of corporate communications, public relations and technical writing. To pave the way for the students to choose the career of professional corporate Communicators.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC314.1.** Learn the world of corporate communications

**JMC314.2.** Learn public relations and technical writing.

**JMC314.3** To Pave the way for the students to choose the career of professional corporate Communicators.

**JMC314.4** Master Tools of Corporate and Brand Communication

**JMC314.5** Comprehend Brand Concepts and Strategies

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.



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**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **C. Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

#### **D. Programme Specific Outcomes:**

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

#### **E. Assessment Plan:**

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The	A	5%



	allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

#### F. Syllabus:

Modules	Weightage (%)
<b>Module I Introduction to Event Management</b>	25%
Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities. Need for Management of Events. Difference Between Marketing /Advertising and Event Management. Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns. Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	
<b>Module II Corporate Identity</b>	25%
Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution, Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt, Case Study-One Event to Be Conducted and Managed by The Students in Groups.	
<b>Module III: Brand Concepts and Brand Strategies</b>	25%
Evolution of Brands, Brands & Products, Brand Perspective, Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies, Product Branding, Line Branding, Range Branding, Umbrella Branding, Source Double Branding, Endorsement Branding.	
<b>Module IV: Tools of Corporate &amp; Brand Communication</b>	25%
Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website Annual Reports: Budget, Timing and General Concepts of The Annual Report, Essentials of Designing A Report, Types of Leaflets, Formal and Informal Invitations, Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms, Social Networking Sites and Current TV: Impact of Citizen Journalism And “Transparency” On Corporate Communications Practice.	



### Pedagogy for Course Delivery:

- Class lectures
- Class Demo of Equipments
- Class discussion
- Field Assignments

### G. Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project 1	Project2	Attendance	70
Weightage (%)	15	5	15	5	70

### H. Text and References:

- Joseph Fernandez, Corporate Communications A 21st Century Primer. New Delhi-Response Books.
- C.S. Rayadu & K.R. Balan, Principles of Public Relations. Bangalore-Himalaya Publishing House.
- CEOs of leading PR Firms. The Art of Public Relations. New Delhi, Vision Books.
- Sharon Gerson, Technical Writing: Process and Product, Pearson Education
- B.N. Ahuja & SS Chhabra, Advertising & Public Relations. Delhi, Surjeet Publications.
- Alison Theaker. The Public Relations Handbook. New Delhi-Vikas Publishing House Pvt.Ltd.
- Scott.M. Cutlip, Allen H. Centre. Effective Public Relations. New Jersy-Pentice Hall. Books

### I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Event Management	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
2	Early Beginnings- Definition of Events.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
3	Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
4	Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
5	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
6	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
7	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
8	Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
9	Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
10	Understanding the Importance Of – Meetings, Press	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam





	Conferences, Conventions, Expositions.			
11	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
12	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
13	Corporate Identity	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
14	Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
15	Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
16	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
17	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
18	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam



19	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
20	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
21	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-2, Quiz & End Sem Exam
22	Brand Concepts and Brand Strategies	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
23	Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies,	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
24	Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies,	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
25	Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies,	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
26	Product Branding, Line Branding, Range Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
27	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
28	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
29	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Quiz & End Sem Exam
30	Tools of Corporate & Brand Communication	Lecture	JMC 314.3	Quiz & End Sem Exam

  
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31	Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website	Lecture	JMC 314.3	Quiz & End Sem Exam
32	Desktop Publishing (DTP), Corporate Communication Through Websites Essentials of Designing	Lecture	JMC 314.3	Quiz & End Sem Exam
33	Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website	Lecture	JMC 314.3	Quiz & End Sem Exam
34	Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms,	Lecture	JMC 314.3	Quiz & End Sem Exam
35	(Hate Speech, Memes, Trolls Etc, Online Privacy and Preventive Measures), SOPA and PIPA,	Lecture	JMC 314.3	Quiz & End Sem Exam
36	ocial Networking Sites and Current TV: Impact of Citizen Journalism And “Transparency” On Corporate Communications Practice	Lecture	JMC 314.3	Quiz & End Sem Exam



**J. Course Articulation Matrix (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PSO 1	PSO 2	PO3
<b>JMC314.1</b>	To initiate the students into the world of corporate communications.	3	2	2	2	2	2	2	3	3	3	1	2	1
<b>JMC314.2</b>	Learn public relations and technical writing.	3	2	2	2	2	1	2	3	2	3	2	3	2
<b>JMC314.3</b>	To pave the way for the students to choose the career of professional corporate Communicators.	3	2	2	2	2	2	2	3	3	3	3	2	1
<b>JMC314.4</b>	Master Tools of Corporate and Brand Communication	3	2	2	2	2	1	2	3	2	3	2	3	2
<b>JMC314.5</b>	Comprehend Brand Concepts and Strategies	3	2	2	2	2	2	2	3	3	3	1	2	1



# Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III)2023-24

Class: MA(J&MC) III Semester

Subject Name: JMC314 EVENT AND BRAND MANAGEMENT	Time: 1.5 Hrs	Max. Marks: 30				
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1: To initiate the students into the world of corporate communications.

CO2. Learn public relations and technical writing.

CO3. To pave the way for the students to choose the career of professional corporate Communicators.

CO4. Master Tools of Corporate and Brand Communication

CO5. Comprehend Brand Concepts and Strategies

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Event Management?	3
CO1	Q.2a	Explain the scope of Event Management.	3
	Q.2b	Explain the ‘Distinction Between Everyday Events and An Event Per-Say.	3
CO5	Q.3	Analyze in detail the Events as Part of PR And Corporate Campaigns	6
CO2	Q.4	What do you mean by Corporate Identity.	3
CO4	Q.5a	Write a short note on Brand Strategies.	3
	Q.5b	State the importance of Social Networking Sites .	3
CO3	Q 6	Examine the Impact of Citizen Journalism And “Transparency” On Corporate Communications Practice	6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course EVENT AND BRAND MANAGEMENT /JMC 314 is level 2 for the academic year 2023-24.



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

<b>DEPARTMENT OF POLITICAL SCIENCE</b>
<b>Course Handout</b>
Course : WEB DESIGNING
Course Code : JMC 315, Crédits : 03, Session : 2023-24 (Odd Sem.), Class : MA (J&MC) III Semester
Faculty Name : Dr Pranav Mishra

- A. Introduction:** The objective of this course is to familiarize the students with the understanding of web designing process and different designs, principles and life cycle of digital and print production process.
- B. Course Outcomes:** At the end of the course, students will be able to:
- JMC315.1.** Study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.
  - JMC315.2.** Study the history of graphic design to the present era.
  - JMC315.3.** Study the layout theory applied to digital and print production.
  - JMC315.4.** Understand the mechanics, principles, and life cycle of the digital publishing process.
  - JMC315.5.** Understand the Web Designing production process

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.



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**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

**Programme Outcomes:**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.



**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

### Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

#### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester	EE	70%



<b>Total</b>			<b>100%</b>
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#### D. Syllabus

	<b>Weightage (%)</b>
<b>Module I: Story of Design and Introduction of Layout</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• What Is Design, Introduction to Design</li> <li>• Role of Design in Society, Impact/Function of Design</li> <li>• Indigenous Design Practices, Role of Design in the Changing Social Scenario.</li> <li>• Role and Responsibility of Designers, Types of Layout.</li> </ul>	
<b>Module II Digital Publication</b>	<b>40%</b>
<ul style="list-style-type: none"> <li>• Trends In Digital Publishing, Understanding The Basic Terms For Newspaper: Body, TOC, Masthead, Heads &amp; Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines; Continuation Line: Jump Lines, Continuation Heads; End Sings;</li> <li>• Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel,</li> <li>• Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation.</li> <li>• Creating Effects for Presentation, Creating Interactive Mood Board,</li> <li>• Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash</li> <li>• In-Design to Flash Production Concept.</li> </ul>	
<b>Module III Print Production Essentials</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• Digital Printing and Types of Digital Printing Devices,</li> <li>• Types of Jobs That Are Appropriate for Digital Printing,</li> <li>• Digital Consideration, Digital Colour, Large-</li> <li>• Format Output, Variable Data</li> </ul>	

#### E. Examination Scheme:

<b>Components</b>	<b>A</b>	<b>MT</b>	<b>IE</b>	<b>EE</b>
<b>Weightage (%)</b>	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Harrower, 2008, the Newspaper Designer's Handbook, McGraw-Hill Higher Education
- White, 2011, the Elements of Graphic Design, Allworth Press
- Drucker, McVarish, 2008, Graphic Design History: A Critical Guide, Pearson

### G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Story of Design and Introduction of Layout	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
2	Story of Design and Introduction of Layout	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
3	What Is Design, Introduction to Design.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
4	What Is Design, Introduction to Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
5	Role of Design in Society, Impact/Function of Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
6	Role of Design in Society, Impact/Function of Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
7	Indigenous Design Practices, Role of Design in The Changing Social Scenario.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
8	Indigenous Design Practices, Role of Design in The Changing Social Scenario.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
9	Role and Responsibility of Designers	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
10	Types of Layout	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
11	Types of Layout	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
12	Digital Publication	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
13	Trends In Digital Publishing, Understanding	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
14	Trends In Digital Publishing, Understanding	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
15	The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, D	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam



	Running Head, Continuation Head, Page Number, By-Lines;			
16	The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
17	The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
18	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
19	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.3	Mid Term-1, Quiz & End Sem Exam
20	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.3	Mid Term-1, Quiz & End Sem Exam
21	Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation.	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
22	Creating Effects for Presentation, Creating Interactive Mood Board	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
23	Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation.	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
24	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
25	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam



27	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
28	In-Design to Flash Production Concept.	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
29	In-Design to Flash Production Concept.	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
30	Digital Printing and Types of Digital Printing Devices	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
31	Digital Printing and Types of Digital Printing Devices	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
32	Types of Jobs That Are Appropriate for Digital Printing	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
33	Types of Jobs That Are Appropriate for Digital Printing	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
34	Types of Jobs That Are Appropriate for Digital Printing	Lecture	MBM 315.4	Presentation, Quiz & End Sem Exam
35	Digital Consideration, Digital Colour, Large-Format Output, Variable Data	Lecture	MBM 315.4	Presentation, Quiz & End Sem Exam
36	Digital Consideration, Digital Colour, Large-Format Output, Variable Data	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam

#### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES	CORRELATION WITH PROGRAMME SPECIFIC
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												OUTCOMES			
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO10	P S O 1	P S O 2	P S O 3	
<b>JMC 315.1</b>	Study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.	3	3	1	3	1	2	2	1	2	2		-	-	-
<b>JMC 315.2</b>	Study the history of graphic design to the present era.	3	2	2	2	2	1	2	3	2	3		-	-	-
<b>JMC 315.3</b>	Study the layout theory applied to digital and print production.	3	2	2	2	2	2	2	3	3	3		-	-	-
<b>JMC 315.4</b>	Understand the mechanics, principles, and life cycle of the digital publishing process.	1	2	2	1	3	3	1	2	2					
<b>JMC 315.5</b>	Understand the Web Designing production process	3	1	3	3	1	1	2	2	2					

### Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER (SEM-III) 2023-24						
Class: MA(J&MC) III Semester						
Subject Name: JMC 315 WEB DESIGNING		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question	Q.1, 4	Q.2, 3	Q.4	Q.2,5,6	Q.5	Q.6



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Mapping						
Student will be able to CO1: Understand the communication process CO2: Learn about different Models and Theories of Communication						
CO Map	Question No.	Question	Marks			
CO1	Q.1	Explain types of layouts in web designing.	3			
CO1	Q.2a	Write about the role of design in changing social scenario.	3			
	Q.2b	What are the basic factors required for creating a digital portfolio?	3			
CO1	Q.3	Define Pull-quotes and Mood-boards with suitable example.	6			
CO2	Q.4	Write short notes on (a) Master-head & (b) Jump lines used in newspaper.	3			
CO2	Q.5a	Explain Creating A Digital Magazine with In-Design and Flash In-Design to Flash Production Concept.	3			
	Q.5b	Explain Digital Printing and Types of Digital Printing Devices.	3			
CO2	Q6	Explain the types of Jobs that are appropriate for Digital Printing	6			

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **WEB DESIGNING** /Course code **JMC 315** is level **3** for the academic year 2023-24.



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

<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Anchoring & Newsroom Practices
Course Code : JMC 316 , Credits : 3 Session : 2023-24 Class : MA J&MC III
Faculty Name : Manish Dubey

**A. Introduction:** "Anchoring & Newsroom Practices" hones students' skills in news presentation and newsroom operations, focusing on the dynamic world of broadcast journalism. Participants will master the art of credible news delivery while gaining insights into newsroom dynamics, editorial processes, and collaborative practices.

**B. Course Outcomes:** At the end of the course, students will be able to:

JMC 316.1. Understand How to Read News

JMC 316.2. Analyze Different Art of Anchoring

JMC 316.3. Identify, implement and evolve strategies for Newsroom Practices

JMC 316.4. Enable students to have indepth learning about Working of Newsroom

JMC 316.5 Understand planning and crisis management of media industry

## **Program Educational Objectives**

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

## **Program Outcomes**



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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

### **Program Specific Outcomes**

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to collect, analyze, and visualize data, and skilfully visualize

and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### C. Assessment Plan:

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### D. Course Contents/Syllabus:

<b>Modules</b>	<b>Weightage (%)</b>
<b>Module I How to Read</b>	<b>35%</b>
<b>Descriptors/Topics</b> Diction, Pronunciation, Style, Grammar, Voice Modulation  Appearance, Command Over Language, Understand What You Say, Difference Between a Live and Recorded Programme Anchoring, Challenges Of a Live Bulletin	
<b>Module II Art of Anchoring</b>	
<b>Descriptors/Topics</b> Anchoring for Various Formats: Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring Interviews: One to One, News Journal, Celebrity, Political, Reality Shows: Dance Show,	



Talent Show, Danger Shows, Award Function, Entertainment Shows: Film Review, Celebrity, Box Office Review, Film Gossips	<b>30%</b>
Sports or Business Show Match Review, Player Review, Post Match PC, Match Analyses, Sensex, Nifty, Real Estate, Shares, Documentary: On Location, Description of Location, Show, News Bulletin Knowledge of Daily News, Talk Shows: Political, Business, Entertainment, Current Affairs	
<b>Module III Newsroom Practices</b>	
<b>Descriptors/Topics</b> TV Newsroom Structure, Process of Broadcast of a News Report, INGEST: Feed, FTP, Recording, Desk Output: Rundown, Ticker, Planning, Prep, Video Editing, Graphics, PCR: Switcher, Sound, Play Out, CG, Teleprompter  MCR: Scheduling of Programmes, Scheduling of Advertisements, Time Management, Content Crisis Management, Collecting Information, Shots and Bytes/ Counter Bytes, On Location Shoot, PTC's: Definition, Concept, Types, Requirement, LIVE: Deferred, On Location, Actual, Impact on Viewers, Team Involved	<b>35%</b>

#### E. 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

#### F. Text Reading:

- The Broadcast Journalism Handbook: A Television News Survival Guid By Robert Thompson, Cindy Malone
- News Casting in Electronic Media, by Mohan Sundara Rajan
- On Camera : How to Report Anchor and Interview by Nancy Reardon
- Power Performance Media, the Corporation, the State and Public



Relations by Tony Silvia, Terry Anzur

- Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard

### **References**

- The ABC of News Anchoring By Richa Jain Kalra
- Watching Various International/National News Channels regularly

### **G. Lecture Plan**



<b>Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	Diction, Pronunciation, Style	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
2	Grammar, Voice Modulation	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
3	Appearance, Command Over Language	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
4	Understand What You Say, Difference Between a Live and Recorded Programme Anchoring	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
5	Challenges Of a Live Bulletin	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
6	Anchoring for Various Formats	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
7	Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
8	Anchoring for Various Formats	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
9	Interviews: One to One	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
10	News Journal, Celebrity, Political, Reality Shows	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
11	Dance Show, Talent Show	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
12	Danger Shows, Award Function, Entertainment Shows	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
13	Film Review	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
14	Celebrity, Box Office Review	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
15	Film Gossips	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam



16	Sports or Business Show Match Review	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
17	Player Review	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
18	Digital Native	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
19	Post Match PC	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
20	Match Analyses	Lecture	JMC 316.1	Mid Term-1, Quiz & End Sem Exam
21	Sensex, Nifty	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
22	Real Estate, Shares	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
23	Documentary	Lecture	JMC 316.4	Mid Term-2, Quiz & End Sem Exam
24	On Location, Description of Location	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
25	Show, News Bulletin Knowledge of Daily News	Lecture	JMC 316.4	Mid Term-2, Quiz & End Sem Exam
26	Talk Shows: Political, Business	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
27	Applications, laws and Ethics	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
28	Entertainment, Current Affairs	Lecture	JMC 316.5	Mid Term-2, Quiz & End Sem Exam
29	TV Newsroom Structure	Lecture	JMC 316.4	Quiz & End Sem Exam
30	Process of Broadcast of a News Report	Lecture	JMC 316.4	Quiz & End Sem Exam
31	INGEST: Feed, FTP, Video Editing, Graphics, PCR	Lecture	JMC 316.5	Quiz & End Sem Exam
32	Recording, Desk Output	Lecture	JMC 316.5	Quiz & End Sem Exam
33	Rundown, Ticker, Planning, Prep	Lecture	JMC	Quiz & End Sem Exam



34	Content Crisis Management	Lecture	JMC 316.4	Quiz & End Sem Exam
35	Actual, Impact on Viewers, Team Involved	Lecture	JMC 316.5	Quiz & End Sem Exam
36	Switcher, Sound, Play Out, CG, Teleprompter	Lecture	JMC 316.5	Quiz & End Sem Exam

### H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATI ON WITH PROGRAMM E SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P S O 1	P S O 2	P S O 3
<b>JMC 316.1.</b>	Understand How to Read News	3	3	1	3	1				2		2	1			
<b>JMC 316.2.</b>	Analyze Different Art of Anchoring	3	2	2	2	2				2		1	1			
<b>JMC 316.3.</b>	Identify, implement and evolve strategies for Newsroom Practices	3	2	2	2	2				3		3	1			
<b>JMC 316.4.</b>	Enable students to have indepth learning about Working of Newsroom	3	3	2	3	2				1		2	1			
<b>JMC 316.5</b>	Understand planning and crisis management of media industry	2	2	1	2	3				2		2	1			



## Sample Question Paper

Sample Amity School of Communication 2023-24						
Class: MA J&MC Anchoring & Newsroom Practices III Semester						
Subject Name: <b>Anchoring and News Room Practices</b>		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						
CO Map	Question No.	Question				Marks
CO1	Q.1	Why is good diction important in anchoring?				6
CO1	Q.2	How does an anchor's appearance contribute to program success?				6
	Q.3	What challenges do anchors face during live broadcasts?				6
CO1	Q.4	How does anchoring differ in celebrity interviews compared to political interviews?				6
CO2	Q.5	Name two techniques for effective voice modulation in news anchoring.				6
CO2	Q.6	Identify challenges in anchoring talent shows and briefly explain.				6
	Q.7	What's crucial when anchoring sports shows, especially in post-match analyses?				10
CO2	Q.8	Differentiate between traditional and modern approaches to study Political Science.				10
CO3	Q.9	Explain why diction and style are important in communication.				10
CO3	Q.10	Briefly describe the stages of a newsroom workflow from information intake to broadcast.				20





Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course *Anchoring & Newsroom Practices* /Course code *JMC 316* is level 2 for the academic year 2023-24.





# AMITY UNIVERSITY

MADHYA PRADESH

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

<b>Amity School of Communication</b>	
<b>Course Handout</b>	
<b>Course Name : Media Laws &amp; Ethics</b>	
<b>Course Code : JMC 317</b>	<b>Crédits : 03</b>
<b>Session : 2023-24 (Odd Sem.),</b>	<b>Class : MA (J&amp;MC). 2nd Year</b>
<b>Faculty Name : Dr. Adhirit Chandra Pati Tripathi</b>	

**A. Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

**A. Course Outcomes:** At the end of the course, students will be able to:

**JMC317.1.** To introduce students to ethical issues and legal restraints placed upon media.

**JMC317.2.** To discuss the conflicting traditions of a free but regulated mass media.

**JMC317.3.** To describe the various media laws.

**JMC317.4.** To understand the context and framework of media regulation in India.

**JMC317.5.** To discuss the issues arising from regulation of the media.

**JMC317.6.** To locate the role of various stakeholders in content regulation of the media.

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

  
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**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

## Program Specific Outcomes

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### B. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>



## B. Syllabus

### Module I: Media Ethics

Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and International)

### Module II: Freedom of Press

Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship

### Module III: Media Laws

Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information Cinematograph Act, Indecent Representation of Women Act.

### Module IV: Media Regulation

Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board) Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, the Role of Stakeholders in Content Regulation, Self-Regulation

## C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

## C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Ethics	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam



4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
8	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam



23	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
24	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 317.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam

#### D. Course Articulation Matrix

### E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES												
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	P O 13
<b>JMC 317.1</b>	To introduce students to ethical issues and legal restraints placed upon media	3	2	3	3	2	2	2	2	3	3	-	-	-
<b>JMC 317.2</b>	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	1 3	3	3	3	-	-	-
<b>JMC 317.3</b>	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	-	-	-
<b>JMC 317.4.</b>	To understand the context and framework of media regulation in India													
<b>JMC 317.5.</b>	To discuss the issues arising from regulation of the media													
<b>JMC 317.6.</b>	To locate the role of various stakeholders in content regulation of the media													



<p style="text-align: center;"><b>Amity School of Communication</b>  <b>Department of Journalism and Mass Communication</b>  <b>I MID-SEMESTER (SEM –III) 2023-24</b></p>						
<p style="text-align: center;"><b>Class: MA(J&amp;MC) III Semester</b></p>						
<p><b>Subject Name: Media Ethics &amp; Law</b> <b>JMC 317</b></p>			<p><b>Time: 1.5Hrs</b></p>		<p><b>Max. Marks: 30</b></p>	
<p><b>Levels of the questions as per Blooms Taxonomy</b></p>	<p><b>Remembering</b></p>	<p><b>Understanding</b></p>	<p><b>Applying</b></p>	<p><b>Analyzing</b></p>	<p><b>Evaluating</b></p>	<p><b>Creating</b></p>
<p><b>Question Mapping</b></p>	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5. a	Q.5.b
<p>Student will be able to</p> <p><b>CO1: Understanding the role of press in a democratic society.</b></p> <p><b>CO2: Learn about the fundamental rights along with articles mentioned in the constitution.</b></p>						
CO Map	Question No.	Question				Marks
CO1	Q.1	Describe Press as The Fourth Estate.				3
CO1	Q.2a	Write the difference between Paid News & Advertorials				3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?				3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.				6
CO2	Q.4	Write about Intellectual Property Rights.				3
CO2	Q.5a	Explain the role of Censor Board in media regulation.				3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.				3
CO2	Q 6	Write a note on(a) Obscenity and (b) Censorship.				6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

  
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**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Media Laws & Ethics /Course code **JMC 317** is level **2** for the academic year 2023-24.



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# AMITY UNIVERSITY

MADHYA PRADESH

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## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### Course Handout

Course : Media Economics

Course Code : JMC 318, Crédits : 03, Session : 2023-24 (Odd Sem.), Class : MA (J&MC)  
III Sem

Faculty Name : Siddharth Sharma

**A. Introduction:** To access the knowledge of student regarding Film Production.

**B. Course Outcomes:** At the end of the course, students will be able to:

**JMC318.1.** Enable students to understand the various nuances of related to Media Economics

**JMC318.2.** Help students to analyse the various Media Ownership Patterns

**JMC318.3.** Enable students to strengthen their knowledge about the Media Business

**JMC318.4.** understand the concept of ownership with regards to different media outlets

**JMC318.5.** Understand the Production and functioning of media networks

### Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies,



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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **Program Outcomes**

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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**PEO5- Lifelong Learning Orientation: Students** in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

### **Program Outcomes**

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

### **Program Specific Outcomes**

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### **C. Assessment Plan:**

<b>Component of Evaluation</b>	<b>Description</b>	<b>Code</b>	<b>Weightage %</b>
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
<b>Total</b>			<b>100%</b>

#### D. Syllabus

	<b>Weightage (%)</b>
<b>Module I Basics of Media Economics</b>	<b>20%</b>
<b>Descriptors/Topics</b> An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply, Types of Media Markets, New Trends in Media Industry	
<b>Module II Structure and Change</b>	<b>20%</b>
<b>Descriptors/Topics</b> Indian Media Industry: Organisation Structure and Challenges, The Economics of International Media, Global Media Conglomerate, Diversification for Business Development- Examples from Various Media Houses	
<b>Module III Media Ownership</b>	<b>30%</b>
<b>Descriptors/Topics</b> Media, Markets and Public Spheres, How Business Strategy Shapes Media Content, How Media Business Influences Society, Ownership and Control, Contemporary Start up Culture in Indian Scenario, Organizations related to Media	
	etc.



<b>Module IV Media Networks, Associations and Guilds</b>	<b>30%</b>
<b>Descriptors/Topics</b> The Broadcast Television Networks, Contemporary Radio Industry : Revenue Generation and Challenges, Online Media : Concept of Online Profit Making via YouTube and Social Media, Organic and Inorganic Reach, Concept of Pay Per Click, Social Media Advertising, Crypto Currency, Online Banking Practices and Limitations	

**E. Examination Scheme:**

Components	A	Project	IE	EE/Viva
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

**F. Suggested Text/Reference Books:**

- Potter, W. J. (2013). Media Literacy. Sage Publications
- Doyle, G. (2013). Understanding Media Economics. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). Understanding Ethnic Media: Producers, Consumers, and Societies, Sage
- Kumar Keval J, Mass Communication in India
- Albarran, A. B. (2002) Media economics. John Wiley & Sons, Ltd.

**References**

- Various Business Magazines like Economic & Political Weekly, Economist etc
- Daily Business Newspapers
- Business News and Media Analysis Websites

### Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

### G. Practical Plan

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	An Introduction to Media Economics Theory and Practice	Lecture	JMC411.1	Project & Viva
2	An Introduction to Media Economics Theory and Practice	Lecture	JMC411.1	Project & Viva
3	, Economics and Media Regulation, Supply and Demand,	Lecture	JMC411.1	Project & Viva
4	, Economics and Media Regulation, Supply and Demand,	Lecture	JMC411.1	Project & Viva
5	Elasticity of Demand and Supply	Lecture	JMC411.1	Project & Viva
6	Elasticity of Demand and Supply	Lecture	JMC411.1	Project & Viva
7	Types of Media Markets,	Lecture	JMC411.1	Project & Viva
8	Types of Media Markets,	Lecture	JMC411.1	Project & Viva
9	New Trends in Media Industry	Lecture	JMC411.2	Project & Viva
10	Indian Media Industry: Organisation Structure and Challenges,	Lecture	JMC411.2	Project & Viva
11	Indian Media Industry: Organisation Structure and Challenges,	Lecture	JMC411.2	Project & Viva
12	The Economics of International Media,	Lecture	JMC411.2	Project & Viva
13	The Economics of International Media,	Lecture	JMC411.2	Project & Viva





14	Global Media Conglomerate,	Lecture	JMC411.2	Project & Viva
15	Global Media Conglomerate,	Lecture	JMC411.2	Project & Viva
16	Diversification for Business Development	Lecture	JMC411.2	Project & Viva
17	Diversification for Business Development	Lecture	JMC411.2	Project & Viva
18	Examples from Various Media Houses	Lecture	JMC411.3	Project & Viva
19	Media, Markets and Public Spheres	Lecture	JMC411.3	Project & Viva
20	Media, Markets and Public Spheres	Lecture	JMC411.3	Project & Viva
21	, How Business Strategy Shapes Media Content, How Media Business Influences Society	Lecture	JMC411.3	Project & Viva
22	, How Business Strategy Shapes Media Content, How Media Business Influences Society	Lecture	JMC411.3	Project & Viva
23	Ownership and Control	Lecture	JMC411.3	Project & Viva
24	Contemporary Start up Culture in Indian Scenario	Lecture	JMC411.3	Project & Viva
25	Contemporary Start up Culture in Indian Scenario	Lecture	JMC411.3	Project & Viva
26	Organizations related to Media Industry- WanIfra, INS, Editors' Guild	Lecture	JMC411.3	Project & Viva
27	Organizations related to Media Industry- WanIfra, INS, Editors' Guild	Lecture	JMC411.3	Project & Viva
28	The Broadcast Television Networks	Lecture	JMC411.3	Project & Viva
29	The Broadcast Television Networks	Lecture	JMC411.3	Project & Viva
30	Contemporary Radio Industry : Revenue Generation and Challenges,	Lecture	JMC411.3	Project & Viva
31	Contemporary Radio Industry : Revenue Generation and Challenges,	Lecture	JMC411.4	Project & Viva
32	Online Media Content	Lecture	JMC411.4	Project &



	Online Profit Making via YouTube and Social Media			Viva
33	Online Media : Concept of Online Profit Making via YouTube and Social Media	Lecture	JMC411.4	Project & Viva
34	Organic and Inorganic Reach	Lecture	JMC411.5	Project & Viva
35	Concept of Pay Per Click, Social Media Advertising	Lecture	JMC411.5	Project & Viva
36	Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC411.5	Project & Viva

#### H. Course Articulation Matrix (Mapping of COs with POs)

C O	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P S O 2	P S O 3	
<b>JMC 318.1</b>	Enable students to understand the various nuances of related to Media Economics	1	1	1	1	-	-	-	-	-	-	-	1	-	-
<b>JMC 318.2</b>	Help students to analyse the various Media Ownership Patterns	1	1	1	1	-	-	-	-	-	-	-	1	-	-
<b>JMC 318.3</b>	Enable students to strengthen their knowledge about the Media Business	1	1	1	1	-	-	-	-	-	-	-	1	-	-
<b>JMC 318.4</b>	Understand the Production <i>and functioning of media networks</i>	1	1	1	1	-	-	-	-	-	-	-	1	-	-



<b>JMC 318.5</b>	Understand Production Process	1	1	1	1	-	-	-	-	-	-	<b>1</b>	-	-
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<b>Amity School of Communication</b> <b>MID-SEMESTER(SEM-III) 2023-24</b>						
<b>Class: MAJMC III Sem</b>						
<b>Subject Name:</b> <b>JMC 318 Media Economics</b>		<b>Time: 1.5 Hrs</b>			<b>Max.Marks:30</b>	
<b>Levels of the questions as per Blooms Taxonomy</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
<b>Question Mapping</b>	<b>Q.1,4</b>	<b>Q.2,3</b>	<b>Q.4</b>	<b>Q.2,5,6</b>		
<p>The student will be able to</p> <p><b>CO1: Enable students to understand the various nuances of related to Media Economics</b></p> <p><b>CO2: Help students to analyse the various Media Ownership Patterns</b></p>						
<b>CO Map</b>	<b>Question No.</b>	<b>Question</b>				<b>Marks</b>
<b>CO1</b>	<b>Q.1</b>	<b>What is media economics?</b>				<b>3</b>
<b>CO1</b>	<b>Q.2a</b>	<b>What do you understand by supply and demand?</b>				<b>3</b>
	<b>Q.2b</b>	<b>What are different types of media market/</b>				<b>3</b>
<b>CO2</b>	<b>Q.3</b>	<b>What do you understand by organizational structure</b>				<b>6</b>
<b>CO2</b>	<b>Q.4</b>	<b>Shed some light on Indian economics</b>				<b>3</b>
<b>CO2</b>	<b>Q.5a</b>	<b>What is diversification of business</b>				<b>3</b>
	<b>Q.5b</b>	<b>How global media conglomerate operates</b>				<b>3</b>
<b>CO2</b>	<b>Q6</b>	<b>What are the challenges faced by media organization?</b>				<b>6</b>

<b>Attainments</b>	<b>Rubric</b>
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<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course **Media Economics**/Course code **JMC 318** is level 2 for the academic year 2023-24.





<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Media Economics
Course Code : JMC 411. Crédits : 3, Session : 2020-21 (EVEN), Class JMC 4th Semester
Faculty Name : Dr. Siddharth Sharma

**A. Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

**B. Course Outcomes:** At the end of the course, students will be able to:

JMC 411.1: Enable students to understand the various nuances of related to Media Economics

JMC 411.2: Help students to analyse the various Media Ownership Patterns

JMC 411.3: Enable students to strengthen their knowledge about the Media Business

JMC 411.4: Students will learn about the rules and regulations for different ownership.

JMC411.5: Help students to understand the operation of media houses.

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical, professional, and creative skills.



## Program Outcomes

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

### **Program Specific Outcomes**

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Ma research, analyze data, and

skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### D. Syllabus:

Course Contents/Syllabus:

	Weightage (%)
<b>Module I Basics of Media Economics</b>	<b>20%</b>
<b>Descriptors/Topics</b> An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply, Types of Media Markets, New Trends in Media Industry	
<b>Module II Structure and Change</b>	<b>20%</b>
<b>Descriptors/Topics</b> Indian Media Industry: Organisation Structure and Challenges, The Economics of International Media, Global Media Conglomerate, Diversification for Business Development, Examples from Various	



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Media Houses	
<b>Module III Media Ownership</b>	<b>30%</b>
<b>Descriptors/Topics</b> Media, Markets and Public Spheres, How Business Strategy Shapes Media Content, How Media Business Influences Society, Ownership and Control, Contemporary Start up Culture in Indian Scenario, Organizations related to Media Industry- WanIfra, INS, Editors' Guild etc.	
<b>Module IV Media Networks, Associations and Guilds</b>	<b>30%</b>
<b>Descriptors/Topics</b> The Broadcast Television Networks, Contemporary Radio Industry : Revenue Generation and Challenges, Online Media : Concept of Online Profit Making via YouTube and Social Media, Organic and Inorganic Reach, Concept of Pay Per Click, Social Media Advertising, Crypto Currency, Online Banking Practices and Limitations	

### Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate. Lab/ Practical's details, if applicable: List of Experiments:

### E. Examination Scheme

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	-	<b>100</b>

**Theory Assessment (L&T):**

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Classes	Attendance	Project	Assignments	70
Weightage (%)	05	05	10	10	

### F. Suggested Text/Reference Books:

- Potter, W. J. (2013). Media Literacy. Sage Publications
- Doyle, G. (2013). Understanding Media Economics. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). Understanding Ethnic Media. Sage Publications.



- Kumar Keval J, Mass Communication in India
- Albarran, A. B. (2002) Media economics. John Wiley & Sons, Ltd.

### **References**

- Various Business Magazines like Economic & Political Weekly, Economist etc
- Daily Business Newspapers
- Business News and Media Analysis Websites



**G. Lecture Plan:**

<b>H. Lecture</b>	<b>Topics</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing CO</b>
1	An Introduction to Media Economics Theory and Practice	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
2	An Introduction to Media Economics Theory and Practice	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
3	An Introduction to Media Economics Theory and Practice	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
4	, Economics and Media Regulation, Supply and Demand	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
5	, Economics and Media Regulation, Supply and Demand	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
6	, Economics and Media Regulation, Supply and Demand	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
7	Elasticity of Demand and Supply	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
8	Elasticity of Demand and Supply	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
9	Elasticity of Demand and Supply	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
10	Types of Media Markets	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
11	Types of Media Markets	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
12	Types of Media Markets	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem



				Exam
13	New Trends in Media Industry	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
14	New Trends in Media Industry	Practical	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
15	New Trends in Media Industry	Practical	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
16	Indian Media Industry: Organisation Structure and Challenges	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
17	Indian Media Industry: Organisation Structure and Challenges	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
18	Indian Media Industry: Organisation Structure and Challenges	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
19	The Economics of International Media	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
20	The Economics of International Media	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
21	The Economics of International Media	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
22	Global Media Conglomerate	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
23	Global Media Conglomerate	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
24	Global Media Conglomerate	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
25	Diversification for Business Development	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam



26	Diversification for Business Development	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
27	Diversification for Business Development	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
28	Examples from Various Media Houses	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
29	Examples from Various Media Houses	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
30	Examples from Various Media Houses	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
31	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
32	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
33	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content	Lecture	JMC 411.3	Mid Term-2, Quiz & End Sem Exam
34	How Media Business Influences Society, Ownership and Control,	Lecture	JMC 411.4	End sem Exam,
35	How Media Business Influences Society, Ownership and Control,	Lecture	JMC 411.4	End sem Exam,
36	Contemporary Start up Culture in Indian Scenario, Organizations related to Media Industry- WanIfra, INS, Editors' Guild etc.	Lecture	JMC 411.4	End sem Exam,
37	Contemporary Start up Culture in Indian Scenario, Organizations related to Media Industry- WanIfra, INS, Editors' Guild etc.	Lecture	JMC 411.4	End sem Exam,
38	The Broadcast Television Network	Lecture	JMC 411.4	End sem Exam,



	Contemporary Radio Industry : Revenue Generation and Challenges			
39	The Broadcast Television Networks, Contemporary Radio Industry : Revenue Generation and Challenges	Lecture	JMC 411.4	End sem Exam,
40	Online Media : Concept of Online Profit Making via YouTube and Social Media, Organic and Inorganic Reach	Lecture	JMC 411.5	End sem Exam,
41	Online Media : Concept of Online Profit Making via YouTube and Social Media, Organic and Inorganic Reach	Lecture	JMC 411.5	End sem Exam,
42	Concept of Pay Per Click, Social Media Advertising, Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC 411.5	End sem Exam,
43	Concept of Pay Per Click, Social Media Advertising, Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC 411.5	End sem Exam,
44	Concept of Pay Per Click, Social Media Advertising, Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC 411.5	End sem Exam,
45	Concept of Pay Per Click, Social Media Advertising, Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC 411.5	End sem Exam,



## I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 1	PS 2	PS 3
<b>JMC 411.1</b>	Enable students to understand the various nuances of related to Media Economics	3	3	1	3	1					2	2	1	3	2	1
<b>JMC 411.2</b>	Help students to analyse the various Media Ownership Patterns	3	2	2	2	2				2	1	1	2	3	3	
<b>JMC 411.3</b>	Enable students to strengthen their knowledge about the Media Business	3	2	2	2	2				3	3	1	3	3	3	
<b>JMC 411.4</b>	Students will learn about the rules and regulations for different ownership.	3	3	2	3	2				1	2	1	3	2	1	
<b>JMC 411.5</b>	Help students to understand the operation of media houses.	3	3	2	3	2				1	2	1	2	3	3	



## Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2023-24						
Class: MAJMC-IV Semester						
Subject Name: JMC-411 <b>Media Economics</b>		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	Discuss two theories related to Media Economics.				3
CO1	Q.2a	Explain the term media regulations. How it affects the ownership?				3
	Q.2b	What is the elasticity of Demand and Supply?				3
CO1	Q.3	What are the different types of Media Market?				6
CO2	Q.4	Discuss the organization structure and its challenges				3
CO2	Q.5a	What do you mean by global media conglomerate.				3
	Q.5b	How economics of international media is different from local media?				3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.				6

<b>Attainments</b>	<b>Rubric</b>
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<b>Level</b>	1	IF 60% of students secure more than 60% marks then level 1
<b>Level</b>	2	IF 70% of students secure more than 60% marks then level 2
<b>Level</b>	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Media Economics /Course code **JMC 411** is level for the academic year 2023-24







<b>Amity School of Communication</b>
<b>Course Handout</b>
Course Name : Media Analysis and Current Affairs
Course Code : JMC 412. Crédits : 3, Session : 2023-24 (EVEN), Class JMC 4th Semester
Faculty Name : Dr. Siddharth Sharma

**A. Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

**B. Course Outcomes:** At the end of the course, students will be able to:

- JMC-412.1-Students will select the Language of news and fundamentals and content
- JMC-412.2-Students will understand the relationship between theory and practice
- JMC-412.3- Students will be classifying various fascinating aspects of current affairs and news
- JMC-412.4-Students will be able to define the crucial fine points that make Cine
- JMC-412.5-To create a simple script and implement a shoot based on the same

## Program Educational Objectives

**PEO1- Proficiency in Technical and Creative Skills:** Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

**PEO2- Effective Interpersonal Abilities:** Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

**PEO3- Social Impact Awareness:** Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

**PEO4- Professionalism:** Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

**PEO5- Lifelong Learning Orientation:** Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their skills.



## Program Outcomes

**[PO.1]. Professionalism:** Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

**[PO.2]. Domain Knowledge and Skills:** Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

**[PO.3]. Selecting the Media Domain:** The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

**[PO.4]. Lifelong Learning:** Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

**[PO.5]. Critical Thinking:** Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

**[PO.6]. Digital and technological skills:** Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

**[PO.7]. Creativity:** Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

**[PO.8]. Progressive and Enterprise Development:** Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

**[PO.9]. Research Orientation and skills:** Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

**[PO.10]. Collaborating and coordination skills:** Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

### **Program Specific Outcomes**

**[PSO.1]. Creative Conceptualization and Management:** Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

**[PSO.1]. Data Visualization and Storytelling:** Apply expertise in different realms of Journalism and Ma

skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

**[PSO.3]. Research and Teaching Proficiency:** Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

### C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
<b>Total</b>			<b>100%</b>

### D. Syllabus:

Course Contents/Syllabus:

	Wei
Module I Overview	20%
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	20%
Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	



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Module III Global Economic Trends and Issues	20%
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	20%
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

### Pedagogy for Course Delivery:

The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

Lab/ Practicals details, if

applicable: List of Experiments:

- A 2- 3 minute film on a certain theme.
- Film Viewing sessions
- Film Appreciation exercises
- Script writing sessions

### E. Examination Scheme

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Classes	Attendance	Project	Assignments	70
Weightage (%)	05	05	10	10	

### F. Suggested Text/Reference Books:

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



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### G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
2	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
3	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
4	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
5	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
6	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam



	on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News			
7	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
8	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
9	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
10	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
11	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam



12	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
13	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
14	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
15	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
16	Classroom Discussions on National	Lecture	JMC 412.2	Mid Term-1, Quiz &





	News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			End Sem Exam
17	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
18	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam
19	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam
20	Classroom Discussions on National and International News Comparative Analysis of New	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam





	Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			
21	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
22	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
23	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Grouping	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam



	Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum			
24	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
25	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
26	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.3	Mid Term-2, Quiz & End Sem Exam



	The Asian Development Bank; World Economic Forum			
27	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
28	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
29	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam



30	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
31	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
32	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
33	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
34	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
35	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
36	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Theory	JMC 412.5	Mid Term-2, Quiz & End Sem Exam



## I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 1	PS 2	PS 3
<b>JMC 412.1</b>	Students will <u>select</u> the Language of news and fundamentals and content	3	3	1	3	1				2		2	1	3	2	1
<b>JMC 412.2</b>	Students will understand the <u>relationship</u> between theory and practice	3	2	2	2	2				2		1	1	2	3	3
<b>JMC 412.3</b>	Students will be <u>classify</u> various fascinating aspects of current affairs and news	3	2	2	2	2				3		3	1	3	3	3
<b>JMC 412.4</b>	Students will be able to <u>define</u> the crucial fine points that make Cine	3	3	2	3	2				1		2	1	3	2	1
<b>JMC 412.5</b>	Students will be capable to <u>create</u> a simple script and implement a	3	3	2	3	2				1		2	1	2	3	3



shoot based on the same																			
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**Sample Question Paper**

Amity School of Communication I MID-SEMESTER (SEM –IV) 2023-24						
Class: MAJMC-IV Semester						
Subject Name: JMC-412 CURRENT AFFAIRS AND MEDIA ANALYSIS		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.				3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.				3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?				3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples				6
CO2	Q.4	Define news Discuss the main elements of news				3
CO2	Q.5a	Explain the important features of column writing.				3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples				3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.				6



Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

**Course outcome:** Based on internal and external assessment the level of Course outcome attainment of the course Media Analysis and Current Affairs /Course code **JMC 412** is level **3** for the academic year 2023-24



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