

SHRI GURU RAM RAI UNIVERSITY

[Est. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017 & recognized by UGC u/s (2f) of UGC Act 1956]



SYLLABUS

FOR

B.A. (Honours) Journalism and Mass Communication Undergraduate Program

Choice Based Credit System (CBCS)

School of Humanities and Social Sciences

Department of Mass Communication

(W.E.F 2021-2022)

Shri Guru Ram Rai University, Dehradun, Uttarakhand, 248001



1. Nomenclature:

There will be full time Three years Regular Bachelor's Degree Programme which will be written as **B.A (Honours) Journalism and Mass Communication**. The duration of this programme shall be of three full academic years consisting of Six Semesters. Each semester will be of six months. Actual teaching in each semester is required minimum of 90 days.

Total Credit: 152

2. The Medium of Instruction:

The medium of Instruction will be both Hindi and English.

3. The Medium of Examination:

The medium of examination will be either Hindi or English.

4. Intake:

The intake to **B.A (Honours) Journalism and Mass Communication** Course is 60 students. It may increase as per provisions of the University.

5. Eligibility to apply for Admission:

A candidate willing to seek admission to **B.A (Honors) Journalism and Mass Communication** need to have a minimum of **40 %** Marks/Grade in the passing exam in any stream 12th or equivalent. However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.

6. Selection Procedure for Admission: On Merit and Counseling as per the norms.

7. Duration of the Programme: 3 Years (6 Semster)

Choice Based Credit System (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the Guidelines to be followed-

Outline of Choice Based Credit System:

1. Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.



2. Elective Course: Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

2.2. Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

2.3 Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S. : A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. Ability Enhancement Courses (AEC)/Competency Improvement Courses/Skill Development

Courses/Foundation Course: The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and AE Elective Course (AEEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. They ((i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. AEEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

3.1 AE Compulsory Course (AECC): Environmental Science, English Communication/MIL Communication.

3.2 AE Elective Course (AEEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

Credit Distribution for B.A. (Honours) Journalism and Mass Communication

Core Papers with theory component (HMC C) (6 credits per paper)

5 Lectures per week

1 Tutorial per group

Department of Mass Communication



For Papers with practical component (6 credits per paper)

4 Lectures per week

2 Practical's per week per batch

Skill Enhancement Course (SEC) (4 credits per paper)

4 Lectures per week

Discipline Specific Elective Course (DSE) (6 credits per paper)

4 Lectures per week

2 Practical /Tutorials per week per batch

Generic Elective Course for other Honours courses (HMC G)(6 credits per paper)

5 Lectures of theory

1 Tutorial per group

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION****OUTCOME BASED EDUCATION****Programme outcome (POs)**

PO 1	Knowledge: Acquiring knowledge on communication theories, practices, process to implement in their professional and everyday life.
PO2	Critical thinking and Problem Analysis: Develop critical thinking and understanding to create awareness within society for problem –solving and interpretation.
PO3	Design/development of solution : Design solution to complex problem that meet specified needs with appropriate consideration for public health and safety cultural societal and environmental consideration
PO4	Conduct investigations of complex problems using research- Able to comprehend and write effectively reports, news, and article, recording and visual representation conducting investigation and research.
PO5	Modern Tool Usage: Modern appropriate technique is important for students to produce, create distribute and promotion media content. Equipped with ICTS skills and digital literacy.
PO6	Environment and Sustainability: Enable the students to relate to environment, sustainability and development communication.
PO7	Ethics: To inculcate professional ethics values of Indian and global culture. To become ethically committed media professionals adhering to the human values.
PO8	Individual and Team Work: Building a team motivating and inspiring the team members to their upmost efficiency.
PO9	Communication skill: Develop the communication skills of the students. To enhance the verbal and non verbal skills to built the connection with audiences and Communicate effectively on complex issues with society
PO10	Professionalism: The students will be confident and equipped with the skills that will promote self-management, employability, entrepreneurship, professional integrity and leadership needed in a global workplace
PO11	Life-long Learning: Acquire lifelong knowledge on different aspect of media, skills and technology and keep updating with the changing media scenario.
PO12	Engineering and Society: Able to use the knowledge of mass media to select and create tools and techniques related to ICT, content, Visuals, Audio , graphics and multimedia for the betterment of society.



Program Specific Outcome (PSOs)

PSO 1	An ability to define various field of mass communication
PSO2	An ability to understand theories practices and process of communication that prepare for future carers in mass media and media studies
PSO3	Appling skills in preparation, creation and distribution of content for different mass media channels/ platform
PSO4	Able to write edit and analyse different types of news and content for various media platform.
PSO5	Ability to report stories in an accurate balance professional ethical manner



STUDY & EVALUATION SCHEME
CHOICE BASED CREDIT SYSTEM
B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION

Total Credit 152

First Semester

S. No.	Course Category	Course Code	Subject Name	Periods				Evaluation scheme		Subject Total
				L	T	P	C	Sessional (Internal)	External (ESE)	
Theory										
1	Core/Elective	HMC C-101	Introduction to Journalism	4			4	30	70	100
2	Core/Elective	HMC C-102	Introduction to Media and Communication	5	1		6	30	70	100
3	Core/Elective	AECC 102	Environmental Science	4			4	30	70	100
4	Core/Elective	HMC G-103	Print Journalism and Production	4			4	30	70	100
Practical										
1		HMC CL-101	Introduction to Journalism- Practical			2	2	30	70	100
2		HMC GL-103	Print Journalism and Production- Practical			2	2	30	70	100
Total				17	1	4	22			

L – Lecture, T – Tutorial, P – Practical, C – Credit



Second Semester

S. No.	Course Category	Course Code	Course Name	Periods				Evaluation scheme		Subject Total
				L	T	P	C	Sessional (Internal)	External (ESE)	
Theory										
1	Core/Elective	HMC C-201	Reporting and Editing for Print	4			4	30	70	100
2	Core/Elective	HMC C-202	Media and Cultural Study	5	1		6	30	70	100
3	Core/Elective	AECC 202	English / MIL Communication	4			4	30	70	100
4	Core/Elective	HMC G-203	Photography – I	4			4	30	70	100
Practical										
1		HMC C-201	Reporting and Editing for Print- Practical				2 2	30	70	100
2		HMC G-203	Photography – I- Practical				2 2	30	70	100
Total							22			

L – Lecture, T – Tutorial, P – Practical, C – Credit



Third Semester

S. No.	Course Category	Course Code	Course Name	Periods				Evaluation scheme		Subject Total
				L	T	P	C	Sessional (Internal)	External (ESE)	
Theory										
1	Core/Elective	HMC C-301	Introduction to Broadcast Media	5	1		6	30	70	100
2	Core/Elective	HMC C-302	History of the Media	5	1		6	30	70	100
3	Core/Elective	HMC C-303	Advertising and Public Relations	4			4	30	70	100
4	Core/Elective	SEC -1	Radio Production	4			4	30	70	100
5	Core/Elective	HMC G-304	Film Appreciation	5	1		6	30	70	100
Practical										
1		HMC CL-303	Advertising and Public Relations- Practical				2 2	30	70	100
2		SECL - 1	Radio Production- Practical				2 2	30	70	100
Total							30			

L –Lecture, T – Tutorial, P – Practical, C – Credit



Fourth Semester

S. No.	Course Category	Course Code	Course Name	Periods				Evaluation scheme		Subject Total
				L	T	P	C	Sessional (Internal)	External (ESE)	
Theory										
1	Core/Elective	HMC C-401	Introduction to New Media	4			4	30	70	100
2	Core/Elective	HMC C-402	Development Communication	5	1		6	30	70	100
3	Core/Elective	HMC C-403	Media Ethics and the Law	4	2		6	30	70	100
4	Core/Elective	SEC -2	Documentary Production	4			4	30	70	100
5	Core/Elective	HMC G-404	Multimedia Journalism	4	2		6	30	70	100
Practical										
1		HMC CL-401	Introduction to New Media- Practical			2	2	30	70	100
2		SECL - 2	Documentary Production - Practical			2	2	30	70	100
Total							30			

L – Lecture, T – Tutorial, P – Practical, C – Credit



Fifth Semester

S. No.	Course Category	Course Code	Course Name	Periods				Evaluation scheme		Subject Total
				L	T	P	C	Sessional (Internal)	External (ESE)	
Theory										
1	Core/Elective	HMC C-501	Global Media and Politics	5	1		6	30	70	100
2	Core/Elective	HMC C-502	Advanced Broadcast Media	4			4	30	70	100
3	Core/Elective	DSE - 1	Media Industry and Management	5	1		6 Or	30	70	100
	Or Core/Elective	DSE -2	Media Gender and Human Rights	5	1		6	30	70	100
4	Core/Elective	DSE -3	Photography - II	4			4	30	70	100
Practical										
1		HMC C-502	Advanced Broadcast Media- Practical				2 2	30	70	100
2		DSE -3	Photography - II- Practical				2 2	30	70	100
Total							24			

L – Lecture, T – Tutorial, P – Practical, C – Credit



Sixth Semester

S. No.	Course Category	Course Code	Course Name	Periods				Evaluation scheme		Subject Total
				L	T	P	C	Sessional (Internal)	External (ESE)	
Theory										
1	Core/Elective	HMC C-601	Advanced New Media	4			4	30	70	100
2	Core/Elective	HMC C-602	Communication Research and Methods	4			4	30	70	100
3	Core/Elective	DSE – 4 OR	Fundamental of Economics and Indian economy	5	1		6	30	70	100
4	Core/Elective	DSE – 5	Contemporary India and International Affairs	5	1		6	30	70	100
5	Core/Elective	DSE – 6	* Dissertation	5	1		6			
Practical										
1		HMC C-601	Advanced New Media- Practical			2	2	30	70	100
2		HMC C-602	Communication Research and Methods- Practical			2	2	30	70	100
Total							24			

L – Lecture, T – Tutorial, P – Practical, C – Credit

Examination Scheme:

Components	I st internal	II nd Internal	Presentation/ Assignment/ Project	External (ESE)
Weight age(%)	10	10	10	70

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION****SEMESTER – I**

Course code	HMC C-101				
Course Name	: Introduction to Journalism				
Semester /Year	: First				
		L	T	P	C
		4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To introduce students about the basics of journalism.
2. To understand News Values
3. To understand news format
4. To enhance understanding of the technical terms of Journalism

Course Contents:

Unit 1 : Understanding news: meaning, Definition, Nature, News values and News Elements, Types of News, Hard News, Soft News. Basic Components of News Story, Attribution, Embargo, Verification, Balance and Fairness, Brevity, Credit line and Byline.

Unit 2 : Understanding the structure and construction of news: Organizing news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet. Emerging Trends in Journalism, Yellow Journalism, Penny Press, News sensation, freebies, Tabloid Press. Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula skills to write news.

Unit 3 : Different mediums-a comparison: Language and principles of writing: Writing for print, news, feature and article, opinion pieces, editorials, interviews, profile writing , reviews, criticism, writing for radio journalism and TV journalism writing Basic differences between the print, Electronic and online journalism, Citizen journalism and photojournalism.

Unit 4: Role of Media in a Democracy: Responsibility to Society Press and Democracy Contemporary debates and issues relating to media, Ethics in journalism, moral issues for journalism.

Suggested books -

1. Kumar, J. Keval. Mass Communication in India, (Jaico, 2010)
2. Arnold George, Media Writer Handbook , Tata Mc Grew Hill , New Delhi
3. Narula , Uma. Handbook of Communication Models, Perspectives, Strategies(Atlantic, 2006)
4. Aggarwal Bala.Veer. Handbook of Journalism, Concept Publication, New Delhi 2007.
5. Shrivastav.K.M. News Reporting and Editing, Sterling Publication, New Delhi

Department of Mass Communication



Reference Books-

1. Rihard keeble, Newspaper Handbook, Routtedge Publication, London
2. Berlo, David. The Process of Communication (1960)
3. DeVito Joseph A. Interpersonal Communication Book (Pearson Education US, 2006)

Course outcomes (COs):

CO1	Define basics concept and components of journalism
CO2	Conceptual understanding of newspaper and elements of journalism
CO3	Executive the technical terms and jargons of journalism
CO4	Analyze the changing trend in journalism industry
CO5	Assess the contemporary debates and issues relating to media
CO6	Develop critical thinking on relationship of media, society and democracy.

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO8	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3		2	-	2	-	2	2	1	1	1
CO2	3	2	-	-	-	1	2	2	2	2	2
CO3	2		3	2	-	1	-	-	-	1	1
CO4	1	1	-	2	-	1	3	1	1	3	2
CO5	2	3	1	3	-	-	3	2	-	3	3
CO6	1	3	2	-	2	1	2	2	-	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Handwritten signatures in blue ink, including a large signature on the left and several smaller ones on the right.



Course code	: HMC CL-101				
Course Name	: Introduction to Journalism- Practical				
Semester /Year	: First				
		L	T	P	C
		0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To learn rewriting and summarising of news
2. To Prepare soft news and hard news
3. To write news article and feature

Course content :

Rewriting and summarising a given piece of news with headlines and suitable intro, creating a sample page on computer with hard and soft news, preparing a presentation on types and categories of news.

PRACTICAL

CREDITS : 02

(PRACT. MM. 70 + SESSIONAL MM. 30)

The Student will be assigned practical work related to relevant contents of the above paper .The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

Suggested books –

1. Kumar, J. Keval. Mass Communication in India, (Jaico, 2010)
2. Arnold George, Media Writer Handbook , Tata Mc Grew Hill , New Delhi
3. Narula , Uma. Handbook of Communication Models, Perspectives, Strategies(Atlantic, 2006)
4. Aggarwal Bala.Veer. Handbook of Journalism, Concept Publication, New Delhi 2007.
5. Shrivastav.K.M. News Reporting and Editing, Sterling Publication, New Delhi

Reference Books-

1. Rihard keeble, Newspaper Handbook, Routtedge Publication, London
2. Berlo, David. The Process of Communication (1960)
3. DeVito Joseph A. Interpersonal Communication Book (Pearson Education US, 2006)



Course outcomes (COs):

CO1	Identify basis components of news with uses
CO2	Conceptual understanding of newspaper and elements of journalism
CO3	Prepare soft news and hard news
CO4	Explain rewriting and summarising of news
CO5	Assess reporting skills for collecting news
CO6	Create and analyse a dummy newspaper/ pages

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO7	PO9	PO10	PO12	PO10	PSO1	PSO2	PSO4	PSO5
CO1	3	2	1	1	1	1	1	1	-	1	3	2	2	2
CO2	2	2	3	3	2	2	2	3	-	3	2	2	3	2
CO3	2	2	2	2	1	1	1	2	3	2	-	2	2	1
CO4	1	1	1	1	3	-	-	3	1	3	-	1	1	1
CO5	1	1	3	1	2	-	-	3	1	3	1	1	2	1
CO6	1	1	3	1	2	-	-	3	3	3	1	2	3	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



SEMESTER – I

Course code	: HMC C102				
Course Name	: Introduction to Media and Communication				
Semester /Year	: I				
		L	T	P	C
		5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Develop the knowledge of basic elements of Communication
2. Introduce students to the theories of communication.
3. Inculcate the knowledge of communication models and their relevance's.
4. Impart the knowledge of present status of various mass media

Course Contents:

Unit 1 : Introduction to Communication

Definition and Processes

Forms of Communication (verbal, nonverbal, paralanguage, iconic, semiotic etc.)

Levels of Communication (interpersonal, intrapersonal, group, public, mass com)

Communication as Subversion (silence, satire, subterfuge)

Unit 2 : Determinants and Shifting Paradigms

Culture and Communication

Semiotics and Communication

Ideology and Communication

Digital Communication (SMS, E mail, Facebook, Whats App)

Unit 3: Mass Media and Mass Communication

Normative Theories and the Public Sphere

Affect and Effect (Agenda Setting, Limited effect, Cultivation, Spiral of Silence)

Encoding and Decoding

Effective Communication (noise, codes, culture, technology)

Unit 4: Uses and Gratification: Four Models

Publicity Model

Ritual Model

Convergence Model

Reception Model



Suggested books:

1. Kumar, J. Keval. Mass Communication in India, (Jaico, 2010)
2. Aggarwal Bala.Veer. Handbook of Journalism, Concept Publication, New Delhi 2007.
3. Narula, Uma 2001, Mass Communication -Theory & Practice, Har-Anand Publications, New Delhi
4. Williams, Kevin. Understanding Media Theory.

Reference Books:

1. Berlo, David. The Process of Communication (1960).
2. DeVito Joseph A. Interpersonal Communication Book (Pearson Education US, 2006)
3. McLuhan, M. Understanding Media 2nd ed. (Taylor and Francis, 2005)
4. Williams, Raymond. Communication (Penguin, 1976)

SESSIONAL & TUTORIAL

CREDITS: 01

(MARKS : 30)

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms

Course outcomes (COs):

CO1	Knowledge on communication forms
CO2	Able to introduce the basic theories and models of communication
CO3	Identify the ways in which communication and culture are related.
CO4	Explain and Analyse the sifting paradigm and concept of theories and models
CO5	Evaluate the media and mass communication impact on society
CO6	Develop and create an knowledge of elements of communication, theories and Models

CO-PO Mapping:

COs	PO1	PO2	PO3	PO8	PO9	PO11	PO12	PSO1	PSO2	PSO4	PSO5
CO1	2	1	1	2	3	2	-	2	3	2	2
CO2	3	2	2	1	2	2	-	1	2	2	2
CO3	2	2	2	2	2	2	-	1	2	2	2
CO4	2	3	2	2	1	2	-	1	2	1	1
CO5	3	2	2	1	2	2	-	1	2	2	2
CO6	2	2	2	2	2	2	1	1	2	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**SEMESTER – I**

Course code	: AECC			
Course Name	: Environmental Science			
Semester /Year	: I			
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Impart basic knowledge of environmental studies
2. Awareness about the role of media in environmental promotion
3. Develop an attitude of concern for the environment.
4. Understanding how media professionals can contribute in creating awareness

Course Contents:

Unit 1: ENVIRONMENTAL: Meaning, Concept, Definition, Scope, Component, Importance, Various dimension of Environment, Environment and Man, Indian Culture and Environment.

Unit 2: ECOLOGY: concept and definition, Biodiversity, Biodiversity in India, Various Project for the Protection of Wild Life, Ecology and Human Communication System.

Unit 3: ENVIRONMENTAL POLLUTION: Definition, Types, Pollutant and its types, Sources of Pollution, Air Pollution, Water Pollution, Soil Pollution, Noise Pollution, Radioactive Pollution, Bio Pollution, Environmental Pollution and Mass Media.

Unit 4: DISASTER: Meaning and Definition, type, Disaster Management, Population and Environment, Environmental Management and Conservation, Sustainable Development, Role of Mass Media in Awareness of Environment.

Unit 5 : ENVIRONMENTAL COMMUNICATION: Concept, objectives and scope, Environmental Ethics and Media. , Mass Communication Channels available for communication environmental issues, Newspaper reporting and writing on environment, Magazine feature writing, Visual and electronic reporting

Suggested books:

1. A.K. DE, "Environmental Chemistry", new age international (P) limited, Publishers, 2010.
2. Alan Scragg, "Environmental Biotechnology", Oxford University Press, 2005.

Department of Mass Communication



3. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.
4. Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press.
5. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.

Reference Books:

1. R.Rajgopalan:2005, Environment Studies From Crisis to Cure, New Delhi, Oxford Pres
2. Abraham, Rajmola :2010, Journalism and Environment News, New Delhi, Kanishka Publication
3. Gupta,V.S.:2000, Communication & Development, New Delhi, Concept Publishing Co
4. Jain,C.M., 1995, Media and Rural Development, Jaipur, University Book House

Course outcomes (COs):

CO1	Enhance knowledge on various dimensions of environment and Environmental Studies
CO2	Describe the ecology, biodiversity and disaster with their effect.
CO3	Develop solutions and demonstrate regarding environment pollution, conservation and sustainable development
CO4	Explain the objectives, scope and importance of Environmental Communication and Environmental journalism.
CO5	Evaluate and identify the issues and problems related with environment
CO6	Design and create knowledge of writing in depth and interpretative environmental report and media utilization.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	-	1	-	3	-	2	1	-	3	-	1	3	1	-	-
CO2	2	2	-	2	-	3	1	2	2	-	2	-	3	1	-	-	-
CO3	2	3	3	3	3	3	2	3	3	2	3	1	3	2	1	1	-
CO4	3	2	-	3	-	3	-	2	2	1	2	-	3	3	-	-	1
CO5	1	1	1	3	2	3	1	2	1	1	2	-	2	3	1	-	-
CO6	1	1	3	3	3	3	-	3	3	3	3	3	1	-	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**SEMESTER – I**

Course code	: HMC G -103				
Course Name	: Print Journalism and Production				
Semester /Year	: I				
		L	T	P	C
		4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit**Course Objectives:**

1. Understand the working pattern of various print media platforms
2. Familiarize the students with the basics of writing of print media
3. Impart knowledge of print media production process
4. Understand the theory, methods, and practice of gathering information and writing news

Course Contents:**Unit 1: Specialized Reporting:** Business/economic, Parliamentary, Political. Agriculture, Science & Technology Reporting, Development Reporting, Environment Reporting.**Unit 2: Trends in Print journalism:** Investigative journalism/ Sting operations and related case studies, Impact of Technology on newspapers and Magazines, Ethical debates in print journalism: ownership and control. Small news papers, medium news papers, big news papers and their impact E-paper importance impact and revenue generation source.**Unit 3: Production of Newspaper:** Principles of Layout and Design: Layout and format, Typography, Copy preparation, Design process (size, anatomy, grid, design) , Handling text matter (headlines, pictures, advertisements) Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)**Unit 4 : Technology and Print :** Modern Printing Processes DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.) Picture Editing and Caption Writing.**Unit 5: Advanced Newspaper and Magazine Editing:** Classification of Newspapers and Magazines, Current trends in Newspapers and Magazines with respect to content, Photographs and Cartoons in Newspapers and Magazines**Suggested books :**

1. Kumar, Deepak . Photo and Print Journalism, Sumit Enterprises, New Delhi
2. Kumar.J .Kewal , Mass Communication in India , Jaico Publication , New Delhi
3. Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
4. Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.

Department of Mass Communication



Reference Books:

1. Arnold, E. . Modern Newspaper Design. (Harper & Row 1969)
2. Baskette, F., Sissors, J. & Brooks, B. The Art Of Editing (6th ed.) (1997)
3. Garcia, M. Contemporary Newspaper Design. (Prentice Hall, 1987)
4. George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.

Course outcomes (COs):

CO1	Define media, terminology, facts, software and reporting
CO2	Able to understand beats, specialised reporting, use of technology, page design and layout, changing trends, ethical issues, structure and departmental coordination.
CO3	Application of news format, editing principles, press laws, layout and design principles, writing techniques, use of software for news paper production.
CO4	Explain process of news paper production, departmental coordination and importance, news value, yellow journalism, e-paper importance, impact and revenue generation.
CO5	Able to evaluate the role of technology, functions of reporters and editors in print media. Role and impact of print media on societ
CO6	Create and design news, news package, feature, edit page article and editorial.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	-	-	-	1	-	2	1	-	-	2	3	1	-	-	-	-
CO2	3	3	2	3	2	2	3	3	2	1	3	2	3	2	-	-	-
CO3	3	3	-	3	3	-	3	2	1	-	3	3	2	2	2	3	3
CO4	2	3	-	-	-	-	2	3	-	2	3	3	1	2	-	-	-
CO5	2	3	-	-	-	-	2	3	-	2	2	2	1	2	-	-	-
CO6	3	3	1	3	2	2	3	3	2	2	3	3	2	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



Course code	: HMC GL -103			
Course Name	: Print Journalism and Production- Practical			
Semester /Year	: I			
	L	T	P	C
	0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the working pattern of different print media platforms.
2. To familiarize the students with the basics of news writing of print media.
3. To create understanding of various print media content.
4. To inculcate the basic knowledge of media technology.

Practical/Assignments:

Practical aspects of print media. Work culture of newspapers and magazines. Role of inverted pyramid in news writing, Understanding news format, news writing practice for newspaper and Magazines, Use of headlines, Photo editing, Caption writing, Use of Quark Express, Adobe Photoshop, Page layout and design practice. Dummy, News package, Graphics use, To visit important media houses and observe their functioning.

Suggested books :

1. Kumar, Deepak . Photo and Print Journalism, Sumit Enterprises, New Delhi
2. Kumar.J .Kewal , Mass Communication in India , Jaico Publication , New Delhi
3. Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
4. Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.

Reference Books:

1. Arnold, E. . Modern Newspaper Design. (Harper & Row 1969)
2. Baskette, F., Sissors, J. & Brooks, B. The Art Of Editing (6th ed.) (1997)
3. Garcia, M. Contemporary Newspaper Design. (Prentice Hall, 1987)
4. George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.

Practical (Outcomes):

CO1	Identification of news, article, editorial and related print terminology.
CO2	Understanding of different news format, news gathering, editing process, media ethics and laws.
CO3	Use of print media terminology, types of reporting uses and ethics
CO4	Able to analyze Newspaper printing process and co-ordination of departments.
CO5	Assess Press and field visit to know the working culture of press and execution
CO6	Create and design news, article, editorial, photo caption, feature writing and editing.



CO-PO Mapping :

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	-	2	-	-	-	1	-	-	3	3	2	-	-	-	-
CO2	3	2	-	1	1	-	3	1	-	-	3	3	3	2	-	-	-
CO3	3	2	2	3	2	2	-	-	1	1	3	3	2	2	1	1	-
CO4	2	2	-	-	-	-	2	2	-	2	3	3	2	2	-	-	-
CO5	3	2	-	-	-	-	-	3	2	2	3	3	3	2	-	-	-
CO6	3	3	2	3	3	2	3	3	2	2	3	3	2	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



B.A. (HONS) JOURNALISM AND MASS COMMUNICATION

SEMESTER - II

Course code	: HMC C- 201			
Course Name	: Reporting and Editing for Print			
Semester /Year	: II			
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand the process of editing for various platforms.
2. Understand hard news and soft news
3. Develop the general understanding of art, culture and sports reporting.
4. Understanding basics of editing

Course contents:

Unit 1 : Covering news- Ingredients of News, News Values, News Sources.

Reporter- role, functions and qualities

General assignment reporting/ working on a beat; news agency reporting.

Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports; news package and its importance. Role of photographs in news and beautification of the newspaper and magazine.

Unit 2 : Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

Unit 3 : The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures,

Selection of news pictures , Treatment with the news investigative approach, interpretative approach and analytical approach. Opinion poll news, human-interest news.

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents , Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader , Opinion pieces,

Department of Mass Communication



op. Ed page, Editorial department and its Coordination with other sections/departments, Composing, Make-UP, advertising, Proof - Reading, Processing, Printing and such others and their functions.

Unit 4 : Trends in sectional news

Week-end pullouts,
Supplements, Backgrounders
Columns / columnists

Unit 5 : Understanding media and news

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.
Objectivity and politics of news
Neutrality and bias in news

Suggested books:

1. Shrivastava K.M News Reporting and Editing ,Sterling Publication , New Delhi
2. Narayan K.P Sampadan kala , Madhya Pradesh
3. Saxena Ambrish , Fundamentals of Reporting and Editing , Kanishka Publishers , New Delhi
4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press

Reference Books:

1. News Writing: George.A.Hough, Boston Hough miffin company.
2. News culture:Allen Stuart, Buckingham open university press.
3. Modern Journalism and News writing: Savita Chadda
4. Basic Journalism:Rangaswami Parthasarathi,Macmilan India Ltd.
5. Editing design and book production: Foster Charles,Journy London
6. News Editing Theory and practice :Sourin Banerji:K.P. Bagchi & company New Delhi.
7. Soochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow.
8. News,Information & Communication: Dr.Mukul Srivastava,New Royal Book Company Lucknow
9. Samachar Feature lekhan avum Sampadan, Harimohan, Takshila Prakashan
10. Sampadan kala, K.P. Narayan, Madhya Pradesh

Internal Assessment:

Internal assessment may be based on covering the beats and writing reports/ interviewing personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, tests, debates and tests may be held regularly.



Course outcomes (COs):

CO1	Define beats and beat reporting, media terminology, facts, definitions and Ingredients of News.
CO2	Able to understand the role of print media, changing trends and ethical issues, types of news, use of technology, page design and layout.
CO3	Demonstrate and apply the principle and skill in reporting, writing and editing for news
CO4	Devise and classify organizational setup of news paper
CO5	Able to evaluate the role and function of Reporters and Editors in print media with uses of technology
CO6	Compose news, feature and edit page article and editorial.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	-	-	-	1	-	1	1	-	1	3	3	2	1	-	-	-
CO2	3	2	1	2	2	1	2	2	2	2	3	3	3	2	2	2	2
CO3	3	3	2	3	3	2	3	2	2	3	3	3	3	3	3	3	3
CO4	3	2	2	3	1	-	3	2	2	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3	2	3	3	3	3	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



Course code	: HMC CL- 201				
Course Name	: Reporting and Editing for Print-Practical				
Semester /Year	: II				
		L	T	P	C
		0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the theory, methods, and practice of gathering information and writing news.
2. To inculcate the knowledge of news and background.
3. To understand gathering of news from various sources.
4. To understanding page editing and designing and use of photograph.

Practical/Assignments

Students will cover press conferences, Special assignment practice for print, To cover crime, health, education and economic news, Practice for copy editing, writing fresh copy, Use of headlines, Designing front back and local page, Coverage of local events with photos, Preparation of news package.

Suggested books:

- 1- Shrivastava K.M News Reporting and Editing ,Sterling Publication , New Delhi
- 2- Narayan K.P Sampadan kala , Madhya Pradesh
- 3- Saxena Ambrish , Fundamentals of Reporting and Editing , Kanishka Publishers , New Delhi
- 4- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press

Reference Books:

1. News Writing: George.A.Hough, Boston Hough miffin company.
2. News culture:Allen Stuart, Buckingham open university press.
3. Modern Journalism and News writing: Savita Chadda
4. Samachar Feature lekhan avum Sampadan, Harimohan, Takshila Prakashan
5. Sampadan kala, K.P. Narayan, Madhya Pradesh



Course outcomes (COs):

CO1	Identification of news, editorial page and print media terminology.
CO2	Understanding of news format, news gathering, editing process and media ethics
CO3	Explain Newspaper printing process and co-ordination of departments.
CO4	Able to Use of print media terminology, Page layout and designing.
CO5	Assess Press and field visit to know the working culture of press and execution
CO6	Compose news, article, Editorial, Photo caption and feature writing and editing.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	-	2	-	-	-	1	-	-	3	3	2	-	-	-	-
CO2	3	2	-	1	1	-	3	1	-	-	3	3	3	2	-	-	-
CO3	2	2	-	-	-	-	2	2	-	2	3	3	2	2	-	-	-
CO4	3	2	2	3	2	2	-	-	1	1	3	3	2	2	1	1	-
CO5	3	2	-	-	-	-	-	3	2	2	3	3	3	2	-	-	-
CO6	3	3	2	3	3	2	3	3	2	2	3	3	2	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



SEMESTER – II

Course code	: HMC C202			
Course Name	: Media and Cultural Study			
Semester /Year	: II			
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand Culture and their elements
2. Understanding Various culture
3. Understanding media as a cultural Industry
4. Impart the knowledge of technology for promoting culture

Course contents:

Unit I : Understanding Culture

Mass Culture, Popular Culture, Folk Culture
Media and Culture

Unit II : Critical Theories

Frankfurt School, Media as Cultural Industries
Political Economy,
Ideology and Hegemony

Unit III : Representation

Media as Texts
Signs and Codes in Media
Discourse Analysis
Genres
Representation of nation, class, caste and gender issues in Media

Unit IV : Audiences

Uses and Gratification Approach
Reception Studies
Active Audiences
Women as Audiences
Sub Cultures; Music and the popular, Fandom

Unit V : Media and Technologies

Folk Media as a form of Mass Culture, live performance; Audience in live Performance
Media technologies; Medium is the Message; Technological Determinism; New Media
and Cultural forms

Department of Mass Communication



Suggested Books:

1. Syed. M.H Intoduction to Mass Media , Anmol Publications , New Delhi
2. Gupta VS , Handbook of Journalism and Mass Communication , Concept Publication, New Delhi
3. Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)
4. John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009

Reference Books:

1. Samovar, Porter, Understanding Intercultural Communication: The Working Principles (2009).
2. Hodkinson,P. Media, Culture and Society: An Introduction (Sage, 2010)
3. Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books
4. McQuail,Denis : 2008:MassCommunicationTheory,NewDelhi,VistarPub.
5. Kumar,Keval J.:2015: Mass Communication in India, Mumbai, Jaico Pub.

Course outcomes (COs):

CO1	Able to define cultural theories and its relevance in media
CO2	Explain importance of cultural studies and its role in mass media.
CO3	Apply perception to understand media representation and discourse analysis.
CO4	Analyses audiences, media & technology relationship, influence on cultural diversity
CO5	Evaluate the representation, audience, critical theories and changes in technology on communication
CO6	Formulate and develop understanding on relationship of media and cultural.

CO-PO Mapping:

COs	PO1	PO2	PO3	PO7	PO9	PO11	PO12	PO11	PSO1	PSO2	PSO4	PSO5
CO1	2	2	1	1	1	2	-	2	-	2	-	-
CO2	2	2	1	2	1	1	-	1	-	2	1	1
CO3	2	2	1	1	1	2	1	2	-	1	2	2
CO4	-	1	1	1	1	2	1	2	2	2	2	2
CO5	2	2	1	1	1	2	1	2	1	1	2	2
CO6	1	1	1	1	1	2	2	2	-	2	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



SEMESTER – II

Course code	: AECC			
Course Name	: English / MIL Communication			
Semester /Year	: II			
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Create linguistic skills
2. Improve language for better writing
3. To impart knowledge about advanced vocabulary for effective communication
4. To inculcate the knowledge of compositional and comprehension skills

Course Contents-

Unit 1: Sentence Formation:

Syntax- different types of sentence formation, Basic sentence formation, Transformation of sentences, Question tags and short answer.

Unit 2: Writing Skills:

Paragraph Writing, Story Writing, Dialogue Writing, Preparing questions for interviews.

Unit 3: Language Skills:

Use and importance of language in media, Nature and scope of media language, New trends in media language, Listing and using words commonly used in news and advertisements.

Unit 4: Synonyms & Antonyms:

Synonyms of different words, Antonyms of different words, Study of Jargons, Study of different quotations.

Unit 5: Translation :

What is translation?, Types of translation, Translating news and other media scripts.

Unit 6: Language skills and Presentation:

Speaking Skills and Presentation: Presentation Design and Delivery, Monologue Dialogue, Group Discussion, Effective Communication/ Mass – Communication, Interview, Public Speech, Effective Writing, Report Writing, Resume, Circular, Notice and letter writing.

Unit 7: Reading and Understanding:

Importance of English as a vehicle of Spoken and written

Department of Mass Communication



Communication, Close Reading comprehension summary Paraphrasing Analysis and interpretation, Translation (from Indian language to English and vice-versa), Introduction to Articles of eminent Indian authors, Short Stories of eminent Indian authors.

Suggested Books :

1. Prasad, P. The Functional Aspects of Communication skills, Delhi
2. Sen, Leena. Communication Skills, Prentice hall of India, New Delhi.
3. Gupta Tanu, Functional English for Communication , SAGE , New Delhi .
4. Wren,P.C.& Martin: High School Grammar & Composition, NewDelhi,S.Chand & Co. Ltd.
5. Agarwal, Malti:2008, Professional Communication, Meerut, Krishna Publication

Reference Books:

1. Danial Jones: English pronouncing Dictionary
2. Remedial English Grammar, Macmillan, New Delhi
3. Bhatnagar& Bell: Communication in English
4. Pal, R. and Suri, P.L. (2011). English Grammar and Composition.New Delhi: Sultan Chand Publication& Sons.

Course outcomes (COs):

CO1	Define sentence formation, writing and language skills
CO2	Understand the importance of language in media and communication
CO3	Apply knowledge about advanced vocabulary for effective communication
CO4	Classify synonyms and antonyms with quotations
CO5	Assess language ability, translation and presentation skills for media professional
CO6	Design and draft report writing , public speech, presentation and delivery

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	-	-	-	-	-	-	3	2	2	-	1	1	-	-	-
CO2	3	2	-	-	-	-	-	-	3	3	3	-	1	1	-	-	-
CO3	1	2	1	-	-	-	-	-	3	3	3	-	1	1	-	-	-
CO4	1	1	-	-	-	-	-	-	3	3	3	-	1	1	-	-	-
CO5	1	2	1	-	-	-	-	-	3	3	3	-	1	1	-	-	-
CO6	1	1	3	-	3	-	-	3	3	3	3	3	-	-	2	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Department of Mass Communication

**SEMESTER – II**

Course code	: HMC G 203:			
Course Name	: Photography- I			
Semester /Year	: II			
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit**Course Objectives:**

1. To discuss the history of Photography, moving images and Photo Journalism.
2. To practice how picture speaks thousand words by enlightening the learner on how.
3. For Explain various types of cameras, its components and accessories
4. Assess the importance of digital technology in photography

Course contents:**Unit I:** Introduction to Photography

A brief History of Photography- Camera Obscura to the daguerreotype process

Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge, Experiment (Leaping horse).

The photographic process (The Silver Halide Photography Process)

A brief glimpse into the Dark Room Development of a Photograph

Modernization of Photography and its use in Mass Media

History of Photography, Definition and origin of Photography.

The birth of Camera and its evolution, Types of photographic cameras (Pin-hole, SLR, TLR, D-SLR), Basic of digital photography

Unit II: Equipment of Photography: Cameras Lenses Tripods Monopods Camera bags Digital storage

Unit III: Lighting: The different types of lighting-Natural lighting-and Artificial Lighting The reflection of light recommended equipment for outdoor lighting. Introduction to indoor lighting and Photographing

Unit IV: Types of Photography and Photojournalism: News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography the basics of photojournalism and importance of context in photojournalism

Unit V: Editing Photo editing software : Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Department of Mass Communication



Text Books:

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
3. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
5. Lonely Planet's Best Ever Photography Tips by Richard T'Anson published by Lonely Planet

Reference Books:

1. Kumar Deepak , Photo and Print Journalism , Sumit Enterprises ,New Delhi
2. Sharma Sashiprabha , Photo patrkrita ke mool tatv , Kanishk Publishers New Delhi { hindi }
3. Dilwali, Ashok:2018, All About Photography, New Delhi, National Book Trust
4. Martin Keene: Practical Photojournalism: A Professional Guide; AE Publications, UK.
5. Gustavson, T. (2009). Camera: A History of Photography from Daguerreotype to Digital. New York: Sterling Innovation.

Course outcomes (COs):

CO1	Identify history, importance and concept of photography
CO2	Conceptual understanding of different elements and tools of photography
CO3	Apply the mechanism of lighting in photography
CO4	Illustrate the principles of composition to produce professional images.
CO5	Evaluate the basics of photojournalism and importance
CO6	Develop an understating for modern tool usage in photography

CO-PO Mapping:

COs	PO1	PO4	PO5	PO8	PO10	PO11	P012	PSO1	PSO2	PSO3
CO1	2	1	1	-	1	2	-	1	2	1
CO2	2	-	3	1	2	2	-	1	1	2
CO3	1	1	2	1	2	2	3	-	1	1
CO4	1	3	3	3	3	2	3	-	1	2
CO5	2	3	3	3	3	3	3	3	1	1
CO6	1	2	3	2	3	2	3	1	1	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



Course code	: HMC GL 203:			
Course Name	: Photography-I - Practical			
Semester /Year	: II			
	L	T	P	C
	0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To discuss about the basic of photography.
2. To practice of photography in different types of lights.
3. Explain various types of cameras, its components and accessories
4. Demonstrate the photo editing software to students

Course contents:

Working in groups of two/three the students will be required to undertake the Photography assignment. The genre can be decided by the faculty in charge. They must also undertake a photography based project, where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution. An observational field visit for photography assignment is also recommended.

Suggested Books:

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. All about Photography by Ashok Dilwali, National Book trust , 2010 New Delhi.
3. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
5. Lonely Planet's Best Ever Photography Tips by Richard l'Anson published by Lonely Planet

Reference Books:

1. Barnbuaum, Bruce : 2010, The Art of Photography, San Rafael-USA, Rocky nook
2. Peterson, Bryan:2011, Understanding Flash Photography, Penguin Random House
3. Dilwali, Ashok:2018, All About Photography, New Delhi, National Book Trust
4. Kelby, S. (2006).The Digital Photography.San Francisco: Peachpit Press.
5. Gustavson, T. (2009). Camera: A History of Photography from Daguerreotype to Digital. New York: Sterling Innovation.



Course outcomes (COs):

CO1	State the concepts of photography and its components.
CO2	Demonstrate different type of lighting in photography
CO3	Apply principles of composition to produce professional image.
CO4	Devise and plan to professional skills for photography, photo journalism
CO5	Evaluate the modern tool usage and software in photography
CO6	Prepare and produce professional image with uses of modern tools

CO-PO Mapping:

COs	PO1	PO2	PO3	PO5	PO6	PO7	PO8	PO11	PO12	PO11	PSO1	PSO3	PSO4
CO1	2	1	1	3	1	-	3	2	-	2	2	2	2
CO2	3	2	2	3	1	2	3	2	1	2	3	3	3
CO3	2	-	-	3	-	-	2	2	3	2	2	2	2
CO4	1	2	1	3	2	1	3	2	3	2	2	2	2
CO5	1	1	2	3	-	1	2	3	3	3	1	3	2
CO6	1	2	3	3	-	-	-	3	3	3	1	3	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Handwritten signature and initials in blue ink.



B.A. (HONS) JOURNALISM AND MASS COMMUNICATION

SEMESTER – III

Course code	: HMC C-301			
Course Name	: Introduction to Broadcast Media			
Semester /Year	: III			
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand the general concept of Broadcast media
2. Understanding the basics of technology
3. To identify, select and use appropriate audio (microphone) techniques
4. To understand the structure and function of production room.

Course Contents:

Unit 1 – Basics of Sound

Concepts of sound-scape, sound culture
Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound
Sound Design-Its Meaning with examples from different forms
Sound recording techniques
Introduction to microphones
Characteristics of Radio as a medium

Unit 2 – Basics of Visual

What is an image, electronic image, television image
Digital image, Edited Image(politics of an image)
What is a visual?(still to moving)
Visual Culture Changing ecology of images today, Characteristics of Television as a medium

Unit 3 – Writing and Editing Radio News

Elements of a Radio News Story: Gathering, Writing/Reporting. Radio news sources.
Elements of a Radio News Bulletins , Working in a Radio News Room
Introduction to Recording and Editing sound. (Editing news based capsule only). Selection of news for radio bulletin.

Unit 4 – Writing and Editing Television News

Basics of a Camera- (Lens & accessories)
Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept)
Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective.Writing for visuals, Relation between narration and visuals.

Department of Mass Communication



News presentation patterns in Doordarshan news and Private TV channels in India.
Elements of a Television News Story: Gathering, Writing/Reporting.
Elements of a Television News Bulletins
Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit 5- Broadcast News:

Critical Issues and Debates. Public Service Broadcasters – AIR and DD News – Voice of India? (Analysis of News on National Broadcasters)
Changing Character of Television News (24 –hrs news format, News Production cycle, News ‘Lingo’, News ‘Formulae’ ?
News as Event, Performance and Construction.

Suggested Books :

1. Ravindran R.K , Radio, TV and Broadcast journalism , Anmol Publication , New Delhi
2. Aggarwal VR Bala, Handbook of Journalism and Mass Communication , Concept Publication , New Delhi
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 105)

Reference Books:

1. Crisell, A. (1986). Understanding Radio (2nd Ed). London and New York: Routledge
2. Thompson, R. (2005). Writing for Broadcast Journalists. London and New York: Routledge
3. Luthra,HR : 1986: Indian Broadasting, New Delhi, Publication Division,Govt. Of India
4. Ravindran,RK: 1999: Handbook of Radio TV and Broadcast Journalim, New Delhi, Anmol Publication (1st edt.)
5. Mehra,Ramesh : 2007: Media aur Prasaran, New Delhi,
6. Sharma,Kaushal : 2007:RadioPrasaran,NewDelhi,PratibhaPublication
7. Katheria,Naresh : 2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakshan
8. Kumar,Prashant : 2015,BharatMeinRadioPrasaran,NewDelhi,A.R.Publication

Suggested Resources & Documentaries-

1. News Bulletins in English and Hindi on National and Private channels (as teaching material) -
2. Documentary- ‘The future of Television News.’

Sessional & Tutorial: Credits: 01

(Marks : 30)

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms

Department of Mass Communication



Course outcomes (Cos):

CO1	Define concept of sound and technique, audio visual image , formation and writing
CO2	Understand basic of visuals, characteristics of audio visual mediums , news writing and editing
CO3	Illustrate the issues, debates and changing character of broadcast news.
CO4	Compare between audio and video news process, organisational setup with techniques
CO5	Discriminate the News presentation patterns in broadcasting
CO6	Make and create the writing script for different broadcast media in professional manner.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	2	3	-	3	1	-	3	3	3	3	3	3	1	1	1	1
CO2	3	-	-	2	2	-	2	2	1	2	3	3	2	1	2	-	2
CO3	3	2	1	3	3	2	3	1	1	3	3	3	3	2	3	3	3
CO4	2	3	2	1	1	2	2	2	2	2	2	3	2	2	-	-	-
CO5	2	2	-	-	-	-	2	2	-	2	2	3	2	2	-	-	-
CO6	3	3	2	3	3	2	3	3	2	3	3	3	3	3	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**SEMESTER – III**

Course code : HMC C- 302				
Course Name : History of the Media				
Semester /Year : III				
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand the dynamic role of the media in society
2. Understanding the evolution of Newspapers
3. To enhance understanding of the origin of the traditional print, electronic and web media.
4. Understand Brief history of sound and visual media

Course contents:**Unit I : Print Media**

Media and Modernity: Print Revolution, Telegraph, Morse code

Yellow Journalism

Evolution of Press in United States, Great Britain and France

History of the Press in India: Colonial Period, National Freedom Movement

Gandhi and Ambedkar as Journalists and Communicators

Media in the Post Independence Era

Emergency and Post Emergency Era

Changing Readership, Print Cultures,

Growth of Language Journalism in India

Origin, Growth and Development of News Agencies in India

Unit II : Radio

Early history of Radio in India

History of AIR: Evolution of AIR Programming

Patterns of State Control; the Demand for Autonomy

FM: Radio Privatization

Community Radio: Concept & Importance

Unit III : Television

Origin & History of TV

Growth and development of Doordarshan- SITE and Kheda Project

Chanda Committee, Verghese Committee, Joshi Committee, Vardhan Committee etc.

Commercialization of Programming (1980s)

The coming of Television and the State's Development Agenda

Formation of Prasar Bharati

Growth and Development of Private News channel in India

Invasion from the Skies: The Coming of Transnational Television (1990s)

Department of Mass Communication



Unit –IV: Cinema

Origin History, Growth of Cinema with special reference to India
Indian New Wave Cinema
Role of Cinema in Social Change: Critical analysis
Issues and Problems of Indian Cinema

Unit-V: New Media

Emergence of New Communication Technologies – Growth of the Internet, Social Media
Characteristics of New Media
Traditional vs new media
New Media: Future of Journalism
New Media and Convergence
Citizen Journalism

Suggested books:

1. Verma DS , History of Journalism , Pearl Book , New Delhi , 2007
2. Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
3. Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian Language Press, (New Delhi, Oxford 2003)
4. Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1- 32
5. Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) -39-57
6. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283) .
7. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"
8. Gupta VS , Handbook of Journalism and Mass Communication, Concept Publication , New Delhi

Reference Books:

1. Kumar J Keval: Mass-Communication in India, Jaico Publication, Mumbai.
2. Press in India: Annual report of the registrar of News paper for India:Publication Division, New Delhi.
3. Mass Communication in India: J.Vinanilum: Sage Publication New Delhi.
4. Parthasarthy, R. (2011). Journalism in India. New Delhi: Sterling Publishers Pvt. Lt
5. Journalism in India – Rangaswamy Parthasarathi
6. The Press, by Rao Chalpathy (National Book Trust)
7. Broadcasting in India, by Awasthi G.C.
8. KC Sharma, & JN Sharma, Journalism in India: History Growth Development (Oscar, 2008)
9. संचार और पत्रकारिता के विविध आयाम : प्रो.ओमप्रकाश सिंह
10. हिन्दी पत्रकारिता का इतिहास : जगदीश प्रसाद चतुर्वेदी
11. हिन्दी पत्रकारिता का वृहद इतिहास : अजुन तिवारी
12. हिन्दी पत्रकारिता के विविध आयाम : डॉ. वैद प्रताप वैदिक

Sessional & Tutorial

Credits : 01

(Marks : 30)

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

Department of Mass Communication



Course outcomes (Cos):

CO1	Able to enhance knowledge of evolution, development and growth of media
CO2	Describe the status of media in pre and post Independence phase, technological advances, economic dynamics, regulatory constraints and ethical concerns.
CO3	Interpret the role of media in National Freedom Movement, Social history & development.
CO4	Analyse and explain the contemporary media issues, present scenario, modernity and changing trends
CO5	Evaluate the emergence and effect of New Communication Technologies on different medium of communication
CO6	Develop critical understanding of future of different media and upcoming trends

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	-	-	-	-	-	-	2	-	1	-	3	1	-	-	-
CO2	3	3	-	1	-	-	3	-	2	1	1	-	3	3	-	-	-
CO3	3	3	1	1	-	-	-	-	1	-	1	-	3	2	-	-	-
CO4	1	3	1	2	-	-	-	-	-	1	2	-	2	2	-	-	-
CO5	1	3	3	-	2	-	-	-	2	2	2	-	3	3	-	-	-
CO6	3	3	-	2	2-	-	-	-	-	-	2	-	3	2	-	-	-

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**SEMESTER – III**

Course code : HMC C- 303				
Course Name : Advertising and Public Relations				
Semester /Year : III				
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the basic concept of advertising
2. To help understand the creation of an ad and pr campaign
3. To understand the structure of an Ad Agency
4. To impart the knowledge of public relation sectors

Course contents:**Unit 1-Introduction to Advertising**

Meaning and history of Advertising: Importance and Functions

- a. Advertising as a tool of communication,
- b. Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising

Types of advertising and New trends

Economic, cultural, Psychological and Social aspects of advertising,

Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes

Unit 2- Advertising through Print, electronic and online media

Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling Marketing Strategy and Research and Branding

Advertising department vs. Agency-Structure, and Functions

Advertising Budget Campaign Planning, Creation and Production

Unit-3 Public Relations-Concepts and practices

Introduction to Public Relations

Growth and development of PR

Importance, Role and Functions of PR

Principles and Tools of Public relations

Organisation of Public relations: In house department vs consultancy.

PR in govt. And Private Sectors

Govt's Print, Electronic, Publicity, Film and Related Media Organizations



Unit 4- PR-Publics and campaigns Research for PR

Managing promotions and functions PR Campaign-planning,
execution, evaluation Role of PR in Crisis management

Ethical issues in PR-Apex bodies in PR- IPRA code – PRSI, PSPF and their codes.

Unit 5 – Social Media Marketing

Social Media Technologies and Management

Integrated Marketing Communication

Developing Social Networks

Social Media Strategies, Tactics and Ethics

Social Media Tools

Measurement Strategies and ROI

Suggested Books:

1. Halder Ritwik , Advertising and Sales Promotion Management ,Himalaya Publication , New Delhi
2. Kumar KJ , Advertising Theory and Practice, Himalaya publication , New Delhi
3. Sarkar NN , Public Relations and Management ,Sterling , New Delhi
4. Sengupta Saliesh , Management of Public Relation and Communication , Vikas Publications , New Delhi

Reference Books:

1. Tellis, Gerard J. Effective Advertising; New Delhi, Response books, 2006.
2. Jib Fowles, Advertising and popular culture, (Sage Publications, 1996)
3. Mary Cross; Advertising and Culture, (Prentice Hall, 2001)
4. Sharma,S.& Kumar Deepak : 2003:Advertising Planning, implementation & Control,Jaipur, Mangaldeep Publication
5. Pant,N.C.: 2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication (1st edt.)
6. Kundra,Shipra : 2005: Introduction to Advertising and Public Relations, New Delhi Anmol Publication (1st edt.)
7. Mohan Savita : 2012: Trends in Advertising Management ,NewDelhi, Enkay Pub.
8. Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co

Credits : 02

(Pract. MM. 70 + Sessional MM. 30)

The Student will be assigned practical work related to relevant contents of the above paper (C-7).
The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.



Course outcomes (Cos):

CO1	Define basic concept, meaning, history of advertising and public relation.
CO2	Able to understand Theories and Models, principle and tools usage for AD and PR
CO3	Illustrate the objectives and practices of AD and PR
CO4	Analysis the ethics and laws of advertising and PR.
CO5	Evaluate the PR campaign planning their execution, growth and development
CO6	Develop the ability for professional marketing strategy, research and brand in Adverting and Public relation.

CO-PO Mapping:

COs	PO1	PO2	PO4	PO5	PO7	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	-	1	2	1	2	-	3	3	1	1
CO2	1	1	2	1	1	1	1	1	3	-	1	2	2
CO3	3	1	1	1	1	1	1	1	-	-	1	2	2
CO4	1	1	1	-	3	-	1	2	-	-	1	1	2
CO5	1	2	1	2	1	1	1	1	-	-	1	2	2
CO6	-	2	2	1	1	2	3	1	-	1	1	3	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



Course code	: HMC CL- 303			
Course Name	: Advertising and Public Relations- Practical			
Semester /Year	: III			
	L	T	P	C
	0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the basic concept of advertising
2. To help understand the creation of an ad and pr campaign
3. To understand the structure of an Advertising Agency
4. To impart the knowledge of public relation sectors

Practical's/ Assignments:

Writing press releases of the function and events, Making posters and pamphlets, using social media tools for the promotion of the institution, Design advertising campaign , The Student will be assigned practical work related to relevant contents. The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

Course outcomes (Cos):

CO1	Able to make copy with process of making an advertisement
CO2	Understand the skills for designing Advt. Campaign
CO3	Apply social media tools for promotional activities.
CO4	Distinguish between function and role of Advt. and PR sector
CO5	Evaluate the PR campaign and social media marketing
CO6	Able to create Advt. and PR professional with professionalism

CO-PO Mapping:

COs	PO1	PO2	PO4	PO5	PO7	PO9	PO10	PO12	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	1	1	1	-	2	2	1	1
CO2	2	1	1	2	1	2	3	-	-	1	3	1
CO3	1	1	2	3	2	2	3	1	-	-	3	-
CO4	1	1	1	3	1	3	3	3	1	-	3	3
CO5	1	1	3	3	1	3	3	1	1	-	2	2
CO6	1	1	1	2	-	2	3	3	-	2	3	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Department of Mass Communication



SEMESTER – III

Course code : SEC – 1				
Course Name : Radio Production				
Semester /Year : III				
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives-

1. Understand radio broadcast and its programme format
2. Introduce students to the presentation, interviewing skills for radio production
3. Impart the knowledge of broadcast production technique
4. To familiarize the students with the basic techniques of radio broadcasting.

Course Contents-

Unit 1 – Broadcast Formats Public service advertisements-

- Jingles
- Radio magazine
- Interview
- Talk Show
- Discussion
- Feature
- Documentary

Unit 2: Broadcast Production Techniques

Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing.
Personnel in Production process – Role and Responsibilities

Unit 3- Stages of Radio Production

Pre-Production – (Idea, research, RADIO script)
Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges) Editing, Creative use of Sound Editing.

Suggested Exercise- Producing any Radio format mentioned in the Unit 1- (Duration-5 minutes).

Only introductory in nature. These formats will be dealt with in detail in Advanced Broadcast paper.

**Suggested Books:**

- 1- Kandwal CD , Principles .and Practices of Broadcasting , Wisdom Publication , Delhi
- 2- Neelamalar M , Radio Program Production , PHI Learning Private Limited , Delhi .
- 3- Sharma Kaushal , Radio Prasaran , Prathiba Prathisthan , New Delhi { hindi}
- 4- Ravindran RK , Handbook of Radio Tv and Broadcast Journalis , Anmol Publication , New Delhi

Reference Books:

1. Boyd, A. (1997).Broadcast Journalism: Techniques of Radio and TV News (Media Manuals). London: Focal Press.
2. Sengupta, A. (2006).Electronic Journalism: Principles and Practices. New Delhi: Authors Press.
3. Sharda, K. (2000).Script to Screen: An Introduction to TV Journalism.New Delhi:Macmillan.
4. Mcleish R. (2005). Radio Production, Oxford: Focal Press.

Course outcomes (Cos):

CO1	Define different format of radio broadcast and stages
CO2	Explain broadcast language , terms and radio script
CO3	Demonstrate knowledge on radio broadcast production techniques
CO4	Differentiate different stages of radio production
CO5	Evaluate the changing trend in Radio Production
CO6	Develop and construct programmes using production technique

CO-PO Mapping:

COs	PO1	PO2	PO5	PO8	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	2	-	1	-	3	1	1	1	1
CO2	2	-	2	1	3	2	1	2	2	2	2	-
CO3	1	2	1	-	1	1	3	2	2	1	1	1
CO4	1	1	1	1	2	2	2	-	2	2	1	-
CO5	1	2	3	1	3	2	3	-	2	2	1	-
CO6	1	1	3	3	3	3	3	1	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



Course code	: SECL – 1				
Course Name	: Radio Production- Practical				
Semester /Year	: III				
		L	T	P	C
		0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand radio broadcast and its programme format
2. Introduce students to the presentation, interviewing skills for radio production
3. Impart the knowledge of broadcast production technique
4. To familiarize the students with the basic techniques of radio broadcasting.

Practicals/ Assignments

Create script for Fauji bhaiyon ke liye, Mahila Jagat, yuva Jagat Bal Jagat, infotainment and entertainment based program. Trace the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of cassette technology. Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges) Editing, Creative use of Sound Editing.

Suggested Books:

1. Aspinall, R. (1971) Radio Production, Paris: UNESCO.
2. Flemming, C. (2002) The Radio Handbook, London: Routledge.
3. Keith, M. (1990) Radio Production, Art & Science, London: Focal Press.
4. McLeish, R. (1988) Techniques of Radio Production, London: Focal Press.
5. Nisbett, A. (1994) Using Microphones, London: Focal Press.
6. Siegel, E.H. (1992) Creative Radio Production, London: Focal Press.

Reference Books:

1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV News (Media Manuals). London: Focal Press.
2. Sengupta, A. (2006). Electronic Journalism: Principles and Practices. New Delhi: Authors Press.
3. Chatterji, P.C. (1991). Broadcasting in India. New Delhi: Sage.
4. Sharda, K. (2000). Script to Screen: An Introduction to TV Journalism. New Delhi: Macmillan.
5. Mcleish R. (2005). Radio Production, Oxford: Focal Press.
6. P.C Chatterjee, Broadcasting in India, New Delhi, Sage.



Course outcomes (Cos):

CO1	Identify the basic techniques of broadcasting.
CO2	Develop the conceptual understating of skills making interview, radio programs and jingles
CO3	Develop and produce script for radio formats
CO4	Analyse the execution, requisite, challenges in radio program production
CO5	Evaluate Radio Professional by using modern tools
CO6	Produce Studio based Radio programmes in different formats

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO8	PO9	PO10	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	-	2	-	-	2	2	3	2	-	-
CO2	1	1	2	2	2	1	2	2	2	-	1	3	1
CO3	-	2	1	2	-	1	2	2	3	-	-	2	2
CO4	1	2	3	1	3	2	1	3	3	-	1	-	2
CO5	1	1	1	1	2	2	2	3	3	-	1	-	2
CO6	-	-	2	2	3	2	2	3	3	-	1	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**SEMESTER – III**

Course code	: HMC G– 304			
Course Name	: Film Appreciation			
Semester /Year	: III			
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Develop understanding and importance of film language and terminology
2. Understand the relationship between film form and its historical cultural contexts
3. To understand the elements of film
4. To understand the genre of Indian and Western cinema

Course contents:**Unit I - Language of Cinema**

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Difference between story, plot, screenplay

Unit II - Film Form and Style

German Expressionism and Film Noir

Italian Neorealism

French New-Wave

Genre and the development of Classical Hollywood Cinema

Unit III - Alternative Visions

Third Cinema and Non Fiction Cinema

Introduction to Feminist Film Theory

Auteur- Film Authorship with a special focus on Ray or Kurosawa

Unit IV - Hindi Cinema

1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)

New Wave Cinema and the Formula Film

Globalization and Indian Cinema, The Indian Diaspora and Bollywood

The multiplex Era Film Culture

Recommended Screenings or clips-**Unit I -**

1. Rear Window by Alfred Hitchcock (Language of Cinema)
2. Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
3. Man with a Movie Camera by Dziga Vertov

Department of Mass Communication



4. Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
5. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
6. Pather Panchali by Satyajit Ray
7. The hour of the Furnaces by Fernando Solanas

Unit IV -

1. Nishant by ShyamBenegal/ Aakrosh by Govind Nihalani (Indian New wave)
2. Pyaasa by Guru Dutt

Suggested books:

1. Tiwari Vinod , Film Patrkarita , Vaani Prakashan , New Delhi { Hindi }
2. Kumar, J. Keval.(2006) Mass Communication in India. Jaico Publication.
3. Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
4. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).

Reference Books:

1. MaricSetton; Film as an art and appreciation, (NCERT, New Delhi).
2. Renu Saran: History of Indian Cinema; Diamond Books.
3. Kuhn, A &Westwall G., (2012), Dictionary of Film Studies. Oxford, United Kingdom: Oxford University Press.
4. Hayward, Susan. (2018) Cinema Studies The Key Concepts. London and New York:Routledge.

Course Outcomes (COs):

CO1	Understand the film form and its historical context
CO2	Explain the elements and technology of cinema
CO3	Illustrate the difference between camera shots, angles, movement
CO4	Relate and distinguish different film form, genre and style of cinema
CO5	Assess the changing scenario and genre of films and techniques worldwide
CO6	Construct a deeper meaning on authorship, feminist theory and genre of film

CO-PO Mapping:

COs	PO1	PO2	PO3	PO5	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	-	2	2	2	2	2	-	2	2	3	3
CO2	3	3	-	3	1	2	3	2	1	-	1	3	3
CO3	2	3	1	1	2	2	2	2	2	-	1	3	3
CO4	3	3	2	2	1	2	3	3	1	2	2	2	2
CO5	2	2	-	2	2	2	2	2	2	2	2	3	3
CO6	3	3	-	3	1	2	3	2	3	-	1	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Department of Mass Communication

**B.A. (HONS) JOURNALISM AND MASS COMMUNICATION****SEMESTER – IV**

Course code	: HMC C –401			
Course Name	: Introduction to New Media			
Semester /Year	: IV			
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the concept of new media
2. To aware about blogs, website and social media platforms
3. To understand concept of mediated Communication
4. Evaluate the impact of New Media on culture and society

Course contents:**Unit 1 : Key Concepts and Theory**

Defining new media, terminologies and their meanings – Digital media, new media, online media et al. ; Information society and new media, Technological Determinism, Computer-mediated-Communication (CMC), Networked Society.

Unit 2 : Understanding Virtual Cultures and Digital Journalism

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media. Role of social media in social change.

Unit 3 : Digitization of Journalism

Authorship and what it mean in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics, Social platforms, cyber crime, threats and viral messages.

Unit 4 : Overview of Web Writing

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures, web portals, writing for news for websites. Use of pics and videos for websites.

Unit 5 : Visual and Content Design

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog. Types of blogs, importance and benefit for owner.



Suggested Books :

1. Singh Kumar Samir , Electronic Media Communication , Jnanada Prakashan , New Delhi
2. Kumar J Keval Mass communication in India , Jaico , New Delhi .
3. Bansal SK ,Journalism and Electronic Media , APH publishing , New Delhi
4. Bhattacharjee shymali , Media and Mass Communication An Intoduction , Kanishka Publication , New Delhi

Reference Books:

1. Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly. New Media: A Critical Introduction. 2nd ed. (Routledge, 2008)
2. Manovich, Lev. The Language of New Media. Cambridge, (MIT press, 2001)
3. Papacharissi, Zizi, ed. A Networked Self: Identity, Community, and Culture on Social Network Sites. (New York: Routledge, 2011)
4. Bell, David and Barbara Kennedy, eds. The Cyber Cultures Reader. 2nd ed. (New York: Routledge, 2007)

Course Outcomes (COs):

CO1	Define new media terminologies and uses
CO2	Understand virtual culture, digital Journalism ethics and role of new media
CO3	Apply skills in web writing .web campaign, planning and use of new media.
CO4	Devise Visual and Content Design techniques
CO5	Evaluation of various social media platforms its uses, challenges and reach to general public.
CO6	Application of various ideas to create content for digital media

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	2	-	3	3	-	1	-	2	1	3	3	2	-	1	-	-
CO2	2	2	-	3	2	-	3	-	-	1	3	3	2	1	-	-	2
CO3	2	2	1	2	2	1	3	2	2	2	2	3	1	2	3	2	2
CO4	1	-	-	-	-	-	-	-	1	1	2	3	1	2	1	-	-
CO5	1	-	-	-	-	-	-	-	-	-	2	3	-	-	-	-	-
CO6	3	2	2	3	2	1	3	2	2	2	3	3	3	2	3	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



Course code	: HMC CL -401			
Course Name	: Introduction to New Media - Practical			
Semester /Year	: IV			
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the practical aspects of new media.
2. To gain proficiency in specific uses of various types of social media platforms
3. To understand how to create own presence on social media professionally.
4. To understand the basics of content writing on new media platforms.

Practical's/ Assignments-

New media and its uses, Use of new media in our daily life and organizational purpose, Social media platforms and their use, Participatory communication, Features of different social media platforms/apps, Web page layout, Creating blog, Cyber ethics and Writing content for various new media platforms.

Suggested Books:

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.

Reference Books:

1. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
2. O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next Generation's software. Oreilly.com, retrieved from- http://oreilly.com/web2/archive/whatis_web-20.html



Course Outcomes (COs):

CO1	Identify the practical aspects of new media, ethical issues and facts.
CO2	Able to understand the use of digital media tools for different developmental activities
CO3	Develop skill of user generated content for web and social media
CO4	Analyze the power of new media by its uses and benefits with certain drawback.
CO5	Evaluate various laws and ethical parameter for content writing
CO6	Formulate quality content for new media in different genres

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	-	1	-	-	-	2	-	-	-	3	3	1	2	1	-	-
CO2	2	1	1	1	2	1	-	-	-	1	2	3	1	1	1	-	-
CO3	3	2	1	3	3	1	3	2	2	2	3	3	2	2	3	3	3
CO4	2	2	-	2	2	-	2	-	1	1	2	3	1	-	2	1	1
CO5	3	2	-	3	3	-	3	-	1	2	2	3	2	2	3	3	3
CO6	3	2	1	3	3	1	3	1	2	1	2	3	2	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**SEMESTER – IV**

Course code	: HMC C– 402			
Course Name	: Development Communication			
Semester /Year	: IV			
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand the concept of development
2. To Understand the role of media in development
3. To understand the models of development
4. To understand different approaches of development

Course contents:**Unit 1 - Development: Concept, concerns, paradigms**

Concept and indications of Development
 Measurement of development
 Development versus growth
 Human development
 Development as freedom
 Models of development
 Basic needs model
 Nehruvian model
 Gandhian model
 Panchayati raj - Democratic decentralization
 Developing countries versus developed countries
 UN millennium dev goals
 Sustainable Development Goals (SDGs)
 Problems and issues in development

Unit 2 -Development communication: Concept and approaches

Paradigms of development: Dominant paradigm, dependency, alternative paradigm
 Dev communication approaches: diffusion of innovation, empathy, magic multiplier
 Alternative Dev comm. approaches:
 Sustainable Development
 Participatory Development
 Inclusive Development
 Gender and development
 Development support communication: definition, genesis, area woods triangle
 Five Year Plans & Indian Development
 NITI Ayog: objective, & its structure
 Success stories in Development Communication
 Department of Mass Communication



Unit 3 - Role of media in development

Mass Media as a tool for development

Role of development agencies and NGOs in development communication

Critical appraisal of dev communication programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA

Cyber media and development – E-Governance, E-Chaupal, National Knowledge Network, ICT for development

Narrow casting Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

Development Communication in India **Problems and issues**

Communication for development and social change

Impact of LPG reforms on Indian economy and development

Unit 4 - Practicing development communication

Strategies for designing messages for print

Community radio and development

Television programmes for rural India (KrishiDarshan)

Using new media technologies for development.

Development journalism – concept – relevance

Development Journalism and rural reporting in India

Unit 5 - Rural Journalism

Information needs in rural areas

Use of traditional media for development in rural areas

Rural newspapers

Agricultural communication and rural development

Critical appraisal of mainstream media's reportage on rural problems and issues

Specific features of tribal society

Information needs in tribal setting

Challenges and Issues in tribal Communities

Critical appraisal of mainstream media's reportage on tribal problems and issues

Suggested Books:

1. Uma Narula. Development Communication: Theory and Practice. HarAnand. 2004.
2. Dr. Anil Kumar : Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007.
3. Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
4. Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.

Reference Books:

1. Melkote, S. R. and Steeves, H. L. Communication for Development in the Third World: Theory and Practice for Empowerment, 2nd Edition. (London: Sage, 2001)

Department of Mass Communication



2. Mody, B. (ed.) International and Development Communication: A 21st Century Perspective, 2nd Edition, (Thousand Oaks, CA: Sage Publications, 2003)
3. Roy, S. Globalisation, ICT and Developing Nations: Challenges in the Information Age, (New Delhi: Sage,2005)
4. Joshi, P.C. (2002). Communication and National Development. Anamika Publishers
5. Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009.
6. Kiran Prasad, Communication For Development, BR Publishing Corporation, Delhi, 2004
7. AmartyaSen : Development as freedom, Alfred A Knopf, New York, 1999. DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
8. World Bank, World Development Report, various issues.

Course outcomes (COs):

CO1	Define and describe the concept, process and indicators of development and relation with media
CO2	Conceptual understanding of different models of development and approaches of Development communication
CO3	Identify and explain different agencies, programmes, schemes and policies related to development
CO4	Compare the divide between Developed and Developing societies
CO5	Examine the major challenges, problems, issues in development and development journalism
CO6	Able to create and produce report, stories, news, design ICT and strategy campaign for development.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	-	1	-	-	-	-	1	-	1	-	3	3	-	-	-
CO2	3	3	-	1	-	-	-	-	1	-	1	-	3	3	-	-	-
CO3	1	3	1	3	-	-	-	-	1	2	2	-	2	2	-	-	-
CO4	3	2	-	1	-	-	-	-	1	-	1	-	1	1	-	-	-
CO5	1	3	2	2	-	-	-	-	2	1	1	-	3	2	-	-	-
CO6	1	1	3	-	3	-	-	-	3	3	3	3	1	1	3	2	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**SEMESTER – IV**

Course code	: HMC C – 403			
Course Name	: Media Ethics and the Law			
Semester /Year	: IV			
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives-

1. To Understand Media Laws
2. Understanding Media ethics
3. Student will learn know media laws when writing news
4. Impart the knowledge of cyber laws and cyber security.

Course contents:**Unit-1: Ethical Framework and Media practice-**

Freedom of expression (Article 19(1)(a) and Article 19(1)(2))
 Freedom of expression and defamation- Libel and slander
 Issues of privacy and Surveillance in Society
 Right to Information
 Idea of Fair Trial/Trial by Media
 Intellectual Property Rights
 Media ethics and cultural dependence

Student Presentations-

- Photocopied material for Study Packs in India; Aaron Swartz.
- Attack on Freedom of artists and authors

Unit 2 : Media Technology and Ethical Parameters- Live reporting and ethics

Legality and Ethicality of Sting Operations, Phone Tapping etc
 Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court) Discussion of Important cases-eg- Operation Westend
 Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Student Presentations-

- Tehelka's Westend.
- School Teacher Uma Khurana case

Unit 3- Representation and ethics Advertisement and Women Pornography

Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc

Student Presentations-

- Students will submit on above mentioned topics.

Department of Mass Communication



Unit 4- Media and Regulation

Regulatory bodies, Codes and Ethical Guidelines

Self Regulation

Media Content- Debates on morality and Accountability:

Taste, Culture and Taboo

Censorship and media debates

Unit 5- Media and Social Responsibility

Economic Pressures

Media reportage of marginalized sections- children, dalits, tribal's, Gender

Media coverage of violence and related laws - inflammatory writing (IPC 353),

Sedition- Incitement to violence, hate Speech.

Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists

Suggested Books :

1. Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
2. Saxena Ambrish ,Right to Information and Freedom Of Press , Kanishka Publishers ,New DELhi
3. S Kundra , Media Laws and Indian Constitution , Anmol Publication , New Delhi
4. Singh Om prakash , patkarika ka kannon , Classical Publication , New Delhi { Hindi}

Reference Books:

1. C.S. Rayudu& S.B. NageswarRao Mass Media Laws and Regulations (Himalaya Publishing House, 2013)
2. DD Basu. Law of the Press, (Prentice Hall, New Delhi, 2006)
3. Menon, P. K. Journalistic Ethics (Pointer Publishers, Jaipur, 2005)
4. Stephen J.A. Ward, Global Media Ethics, Problems and Perspectives, Wiley Blackwell 2013
5. Keval J. Kumar, *Mass Communication In India*, Jaico Publishing House, 2015
6. Trikha,NK:2012, Press Vidhi, Varanasi, Vishvidyala Prakashan
7. R.S. Myneni:2020, Media Law, New Delhi, Asia Law House
8. Prasad, Kiran:2011, Media Law In India, Kluwer Law International

Sessional & Tutorial - Credits : 01 (Marks : 30)

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.



Course outcomes (COs):

CO1	Define ethical framework of media laws and ethics
CO2	Explain and Identify technology and ethical parameters in news writing
CO3	Interpreted the regulatory bodies and their functions
CO4	Analyse media social responsibility and accountability factors
CO5	Criticize the media content debates and issues
CO6	Develop critical thinking to create awareness related to Media coverage of violence and law with case studies

CO-PO Mapping:

COs	PO1	PO2	PO7	PO10	PO11	PO12	PO11	PO12	PO11	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	1	2	-	2	-	2	1	1	1	1
CO2	1	1	3	2	2	-	2	2	2	1	2	2	2
CO3	3	1	3	1	2	-	2	-	2	-	-	2	2
CO4	1	2	3	1	2	-	2	-	2	-	-	2	3
CO5	1	1	3	3	2	2	2	-	2	3	3	2	2
CO6	1	3	3	3	2	2	2	-	2	1	3	3	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



SEMESTER – IV

Course code	: SEC – 2			
Course Name	: Documentary Production			
Semester /Year	: IV			
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand concept and modes of Documentary
2. Student will understand the relevance of documentary
3. Students will be able to know the structure and scripting the documentary
4. To knowledge about grammar of editing, production, pre and post production.

Course contents:

Unit 1: Understanding the Documentary

Introduction to the debate on realism

Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive and Poetic

Ethical Debates in the Documentary Encounter

Defining the Subject/Social Actor/Participant

Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different

Posturing of the Narration, Participant, Filmmaker, & Audience

Camcorder Cults, Documentary

Unit 2- Documentary Production: Pre-Production

Researching the Documentary

Research: Library, Archives, location, life stories, ethnography

Writing a concept: telling a story

Writing a Treatment, Proposal and Budgeting

Structure and scripting the documentary

Issues of Funding and Pitching

Issues of Primary and Secondary Audience

Unit 3- Documentary Production: Production

Documentary Sound

Documentary Cinematography – a responsive filmic encounter

Location Research

Technologies and Techniques

Shooting Schedule, Shot Breakdown, & Call list

Production Team, Meetings, Checklist

Crowd Funding

Department of Mass Communication



Unit 4 - Documentary Production: Post-Production

Grammar of editing , Transitions: Scenic Realism & Sound Effects and Visual Effects
Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy
Distribution and Exhibition Spaces (Traditional and Online)
Festivals and International Market ,Box office documentaries

Suggested Screenings:

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Nightmail by Basil Wright
4. Bombay Our City by Anand Patwardhan
5. Black Audio Collective
6. City of Photos by Nishtha Jain
7. Films by PSBT

Suggested Books :

1. Michel Rabger , Direct the Documentary , Focal , N.York
2. Kumar, J. Keval.(2006) Mass Communication in India. Jaico Publication.
3. Trisha Das How to Write a Documentary Double Take by PSBT , DOX magazine

Reference Books:

1. Belavad, Vasuki.(2013)Video Production, India: Oxford university Press.
2. Hayward, Susan. (2018) Cinema Studies The Key Concepts. London and New York: Routledge.
3. Sikov,ed. (2010) Film studies and production. New York: Columbia university press
4. Mascelli, Joseph V. (1998) The Five C's of Cinematography. Los Angeles, CA: Silman James Press.

Course Outcomes (COs):

CO1	Define documentary, various types and production techniques
CO2	Understand current issues, research, scripting and ethics
CO3	Illustrate effectively on complex issues with society by making documentary
CO4	Analysis voice, writing and shooting for documentary
CO5	Assess stages of documentary production, distribution and exhibition
CO6	Develop the skill to create and produce documentary with modern tools

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO8	PO10	PO11	PO12	PS01	PSO2	PSO3	PSO4
CO1	3	1	1	1	2	1	2	2	-	2	2	-	1
CO2	2	3	2	-	-	1	1	2	-	1	3	-	2
CO3	-	2	1	3	-	-	2	2	2	1	-	3	3
CO4	1	3	3	3	3	3	3	3	3	1	1	3	3
CO5	3	2	-	-	2	2	2	2	3	2	1	1	1
CO6	2	1	-	2	3	-	2	1	3	1	2	2	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



Course code	: SECL – 2			
Course Name	: Documentary Production- Practical			
Semester /Year	: IV			
	L	T	P	C
	0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Students will able understand documentary production
2. The students will learn stages of documentary production
3. The students will produce documentary work

Course contents:

The student will learn the technical and narrative skill needed to complete 5 to 10 minutes documentary films. The course will teach them to become the adaptable and practical documentary maker in today’s media landscape. The students will understand the process of documentary production: planning research writing script presentencing anchoring voice over narration shooting with professional camera.

Suggested Practical Exercise – Making a short documentary (5-10 minutes)

Suggested Books:

1. Erik Barnow and Krishnaswamy Documentary
2. Charles Musser “Documentary” in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333
3. Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36
4. Trisha Das How to Write a Documentary Double Take by PSBT , DOX magazine
5. Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Reference Books:

1. K P Jayasankar& Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.
2. Belavad, Vasuki.(2013)Video Production, India: Oxford university Press.
3. Hayward, Susan. (2018) Cinema Studies The Key Concepts. London and New York: Routledge.
4. Sikov,ed. (2010) Film studies and production. New York: Columbia university press
5. Kumar, J. Keval.(2006) Mass Communication in India. Jaico Publication.
6. Mascelli, Joseph V. (1998) The Five C’s of Cinematography. Los Angeles, CA: Silman James Press.

Department of Mass Communication



Course outcomes (COs):

CO1	Identity different stages of documentary production techniques
CO2	Demonstrate research skills in collecting evidences
CO3	Prepare and produce the structure and script of the documentary
CO4	Plan to make documentary on any socio-economic and current issues
CO5	Evaluate the role of narrator, actor ,audience, participations in documentary cinematography
CO6	Design research base writing, script presenting anchoring, voice over narration, shooting with professional camera

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO8	PO10	PO11	PO12	PS01	PSO2	PSO3	PSO4
CO1	2	-	-	-	-	-	1	1	2	3	2	-	1
CO2	1	2	-	3	-	2	1	1	3	-	2	3	1
CO3	1	2	2	2	-	2	2	2	3	1	1	3	2
CO4	1	2	3	2	2	2	3	3	3	1	2	3	2
CO5	2	1	1	-	2	2	3	2	1	1	2	3	1
CO6	1	2	2	-	3	2	3	1	3	2	2	3	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



SEMESTER – IV

Course code	: HMC G- 404			
Course Name	: Multi-Media Journalism			
Semester /Year	: IV			
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand the introduction and basis of Multimedia reporting
2. Understanding the importance of Multimedia Journalism
3. The use of sound and video footage in multimedia
4. To Understand Audio video content and mobile journalism

Course contents:

Unit 1 : Introduction to Multimedia

Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit 2 : Print Process of Production:

Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.

Unit 3 : Photograph

Photo on Screen: Rule of thirds, focal point, Composition. Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutline's as an important part of storytelling. Placements & Visual Design

Unit 4 : Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit 5 : Mobile journalism

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs. linear narratives, elements of an interactive writer.

Department of Mass Communication



Final project incorporating elements from all the previous Unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested Books :

1. Singh Kumar Samir , Electronic Media Communication , Jnanada Prakashan , New Delhi
2. Bansal KS , Journalism and Electronic Media , APH publications , New Delhi
3. Bhattacharjee Shymali , Media and Mass Communication An Introduction , Kanishka Publication , New Delhi
4. Sengupta Aditya , Electronic Journalism Principles and Practices , Authors Press , New Delhi

Reference Books:

1. Video journalism: Multimedia Storytelling, Routledge, 2017
2. Koontz, H. (2010). Essential of Management. New Delhi: Tata McGraw-Hill Education
3. Hannagan, T.(2008). Management Concepts & Practices. England: Prentice Hall.
4. Ramaswamy, V.S. and Namakumari, S. (2002). Marketing Management. Macmillan India Limited.
5. Pradip Ninan Thomas, Political Economy of Communications in India, Sage.


Course outcomes (COs):

CO1	Define multimedia and basic of multimedia media reporting
CO2	Demonstrate decision making skills of multimedia content
CO3	Apply understanding on ethical issues related to online sources
CO4	Able to illustrate skills to explain and identify content of multimedia production
CO5	Assess combine content to form interactive narrative for web
CO6	Able to compose and plan multimedia content using multimedia software

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO10	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	-	1	1	-	3	1	1	-
CO2	1	3	1	2	-	1	3	2	2	3	2
CO3	2	2	-	1	-	1	-	-	2	1	1
CO4	2	-	2	-	3	2	3	-	1	2	2
CO5	3	1	-	-	1	1	3	3	1	1	-
CO6	1	3	1	2	-	1	3	2	2	3	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated


Department of Mass Communication

**B.A. (HONS) JOURNALISM AND MASS COMMUNICATION****SEMESTER – V**

Course code	: HMC C– 501			
Course Name	: Global Media and Politics			
Semester /Year	: V			
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand Global media
2. Understand Global Politics
3. Understanding of international Communication
4. Understanding Cold war and International organizations

Course Contents:**Unit 1: Media and international communication:**

The advent of popular media- a brief overview
Propaganda in the inter-war years: Nazi Propaganda,
Radio and international communication

Unit II: Media and super power rivalry:

Media during the Cold War, Vietnam War, Disintegration of USSR;
Radio free Europe, Radio Liberty, Voice of America Communication debates: NWICO,
McBride Commission and UNESCO
Unequal development and Third World concerns: North-South, Rich – Poor

Unit III : Global Conflict and Global Media:

World Wars and Media Coverage post 1990: Rise of Al Jazeera
The Gulf Wars: CNN's satellite transmission, embedded Journalism
9/11 and implications for the media

Unit IV: Media and Cultural Globalization:

Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization,
the English language Local/Global, Local/Hybrid

Unit V: Media and the Global market :

Discourses of Globalisation: barrier-free economy, multinationals,
Technological developments, digital divide
Media conglomerates and monopolies: Ted Turner/Rupert Murdoch
Global and regional integrations: Zee TV as a Pan-Indian Channel;
Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Department of Mass Communication



Suggested Books :

1. Chakrabarty Suhas , Press and Media The Global Dimension , Kanishka Publication , New Delhi
2. Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
3. DayaKishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
4. Zahida Hussain and Vanita Ray. Media and communications in the third world Countries ,Gyan Publications,2007.

Reference Books:

1. Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi, 2007.
2. Patnaik, B.N &Imtiaz Hasnain(ed). Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla,2006.
3. Monroe, Price. Media Globalisation' Media and Sovereignty, MIT press, Cambridge,2002.
4. Singh, Yogendra. Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.
5. Silvia Tony, (2006), Global News: Perspective on the information age. Delhi, India: Surjeet Publication.

Sessional & Tutorial - Credits : 01

(Marks : 30)

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

Course outcomes (COs):

CO1	Identify the role of media in international communication
CO2	Able to understand media management and the global market
CO3	Able to interpret role of global media in global politics
CO4	Able to analyse the impact of cultural and globalisation on media
CO5	Able to judge the impact of cultural and globalisation on media
CO6	Construct an understanding of globalisation, global conflict, culture and media

CO-PO Mapping:

COs	PO1	PO2	PO4	PO7	PO11	PO12	PSO1	PSO2	PSO4	PSO5
CO1	2	1	1	-	2	-	1	2	1	1
CO2	2	1	1	1	1	-	-	1	1	1
CO3	1	3	2	1	-	-	1	2	2	2
CO4	-	2	2	1	1	-	2	2	1	3
CO5	2	1	1	-	2	-	1	2	1	1
CO6	2	1	1	1	1	-	-	1	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Department of Mass Communication



SEMESTER – V

Course code	: HMC C– 502			
Course Name	: Advanced Broadcast Media			
Semester /Year	: V			
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand Public service broadcasting
2. To Understand Community Radio and participatory communication
3. To understand Private broadcasting
4. To understand the genres of broadcasting

Course Contents:

Unit I : Public Service Broadcasting

Public Service Model in India (Policy and laws)
Global Overview of Public Service Broadcasting
Community Radio, Community Video
Participatory Communication , Campus Radio

Unit II : Private Broadcasting

Private Broadcasting Model in India; Policy and Laws
Structure, Functions and Working of a Broadcast Channel
Public and Private partnership in television and Radio programming (India and Britain case studies)

Unit III: Broadcast Genres

Why am I the 'Idiot Box'?
Debates, Issues and Concerns of Television Genre
Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.

Unit IV : Advanced Broadcast Production I (Radio)

Writing and Producing for Radio
Public Service Advertisements
Jingles , Radio Magazine shows
News bulletin production
Discussions arrangements
Produce discussions shows on environment, New Education Policy – 2020 and Health awareness.



UNIT V : Advanced Broadcast Production II - (Television)

Mixing Genres in Television Production

Music Video for social comment/as documentary

Mixing ENG and EFP

Reconstruction in News based Programming

Produce a news bulletin for TV. Record a group discussion for TV on disaster management.

Right to Information act – 2005 and its importance.

Suggestive projects -

1. Script writing
2. Presentation of experimental genere in Radio/ TV
3. Presentation about PSBT and such organizations.
4. Script on Music Presentation
5. Presentation of Commercial Channel functions.
6. Presentation on global broadcasting models & Indian Broadcasting Models

Suggested Books :

1. Kandwal CD , Principles and Practice of Broadcasting , Wisdom Publication ,New delhi
2. Ravindran RK , Handbook of Radio Tv and Broadcast Journalism , Anmol Publication, New Delhi
3. Saxena Ambrish, Radio in New Avatar AM to FM, kanishka , Delhi
4. Sharma Vijay , Prashran Takniki , Ishika Publication ,Jaipur

Reference Books:

1. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
2. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002)
3. Sharma,Kaushal : 2007:RadioPrasaran,NewDelhi,PratibhaPublication
4. Katheria,Naresh : 2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakshan
5. Bhatt, S.C., Satellite Invasion of India, (1stEdition), New Delhi: Gyan Publication House, 1994.



Course outcomes (COs):

CO1	Define terminology, facts and devices of broadcast media.
CO2	Global overview of Public Service Broadcasting, PPP mode and RTI
CO3	Relate public service and private broadcasting policies and laws, writing
CO4	Able to analyse the issues and concern related to broadcast genres
CO5	To evaluate the content, value, impact and audience interest for broadcast media.
CO6	Design and compose news, debate and other entertaining programs according to different genres.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	-	-	-	-	-	-	-	-	-	2	-	2	1	-	-	-
CO2	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
CO3	2	-	-	-	1	-	2	-	-	-	2	-	-	-	-	-	-
CO4	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
CO5	1	-	-	2	1	-	2	-	1	-	2	-	1	2	1	1	2
CO6	2	-	-	2	3	-	3	2	2	-	2	-	2	2	2	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



Course code	: HMC CL- 502				
Course Name	: Advanced Broadcast Media –Practical				
Semester /Year	: V				
		L	T	P	C
		0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

- 1- To do presentation on experimental genre in Radio/ TV
- 2- To do Presentation on Commercial Channel functions
- 3- To create script radio/TV

Practical: Credits: 02

(Pract. MM. 70 + Sessional MM. 30)

The Student will be assigned practical work related to relevant contents of the above paper (C-12). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

Suggestive projects -

Script writing , Presentation of experimental genre in Radio/ TV , Presentation about PSBT and such organizations., Script on Music Presentation , Presentation of Commercial Channel functions, Presentation on global broadcasting models & Indian Broadcasting Models

Suggested Books :

1. Kandwal CD , Principles and Practice of Broadcasting , Wisdom Publication ,New delhi
2. Ravindran RK , Handbook of Radio Tv and Broadcast Journalism , Anmol Publication, New Delhi
3. Saxena Ambrish, Radio in New Avatar AM to FM, kanishka , Delhi
4. Sharma Vijay , Prashran Takniki , Ishika Publication ,Jaipur

Reference Books:

1. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
2. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002)
3. Sharma,Kaushal : 2007:RadioPrasaran,NewDelhi,PratibhaPublication
4. Katheria,Naresh : 2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakshan
5. Bhatt, S.C., Satellite Invasion of India, (1stEdition), New Delhi: Gyan Publication House, 1994.



Course outcomes (COs):

CO1	Define terminology, facts and devices of broadcast media.
CO2	Interpret Global overview of Public Service Broadcasting, PPP mode and RTI
CO3	Demonstrate global and Indian audio-visual program with case studies
CO4	Plan to visit broadcast station and make report
CO5	To evaluate the content, value, impact and audience interest for broadcast media.
CO6	Design and compose news, debate and other entertaining programs according to different genres.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	-	-	-	3	-	1	-	2	1	3	3	2	1	-	-	-
CO2	2	1	1	-	3	-	1	-	2	1	1	3	2	-	-	-	-
CO3	2	2	2	1	3	1	3	1	-	3	2	-	2	-	-	-	-
CO4	2	3	2	2	3	2	3	1	-	3	1	3	2	2	1	1	1
CO5	2	3	2	2	3	2	3	1	1	3	2	3	2	2	1	1	2
CO6	2	3	2	2	3	2	3	2	2	3	2	3	2	2	2	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



SEMESTER - V

Course code	: DSE – 1				
Course Name	: Media Industry and Management				
Semester /Year	: V				
		L	T	P	C
		5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand concept of management
2. To Understand fundamentals of management
3. Understanding Issues and challenges of Media Industry
4. To understand media organization structure and Media Economics.

Course Contents:

Unit - 1 Media Management: Concept and Perspective

Concept, origin and growth of Media Management

Fundamentals of management

Management School of Thought

Unit - 2 - Media Industry: Issues & Challenges

Media industry as manufacturers- Manufacturing Consent, news and content management.

Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts

Changing Ownership patterns

Unit – 3- Structure of news media organizations in India

Role responsibilities & Hierarchy

Workflow & Need of Management

Shift Patterns, Circulation & Guidelines

Unit - 4 - Media Economics, Strategic Management and Marketing

Understanding Media Economics- Economic thought, Theoretical foundations,

Issue and Concerns of media economics. Capital inflow, budgeting,

Financial management and personnel Management, Strategic Management, Market forces

Unit - 5 Case Studies

Visionary Leadership- Media Entrepreneurs,

Qualities and Functions of media managers

Indian and International Media Giants- Case Studies



Suggested Books :

1. Vinita Kohli Khandeka, Indian Media Business, Sage
2. Saxena, S.C. (2000). Principles and practices of management. PratiyogitaSahitya
3. Ramaswamy, V.S. and Namakumari, S. (2002). Marketing Management. Macmillan India Limited
4. Haldar Ritwik , Advertising and Sales promotion Management , Himalaya publishers , New Delhi

Reference Books:

1. Koontz, H. (2010). Essential of Management. New Delhi: Tata McGraw-Hill Education.
2. Singhal, M. (2014). Media Management. New Delhi: Random Publication.
3. Kotler, P. and Armstrong G. (2008). Principles of Marketing (12th Edition). India: Prentice Hall.
4. Ramaswamy, V.S. and Namakumari, S. (2002). Marketing Management. Macmillan India Limited.

Course outcomes (COs):

CO1	Define the concept and fundamental of media management
CO2	Inculcate understanding on structure and functions of news media organisation
CO3	Explain the issue, concerns of media management, challenges of media industry
CO4	Analysis the media economics, strategic management with case studies
CO5	Evaluate the structure of news media organizations in India
CO6	Develop an understating of market force and management strategy

CO-PO Mapping:

COs	PO1	PO2	PO4	PO7	PO8	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	-	1	2	2	2	-	3	2
CO2	2	1	1	2	3	3	1	-	1	2
CO3	1	2	2	2	-	-	-	-	-	1
CO4	1	2	3	-	1	1	1	-	-	1
CO5	1	2	1	-	2	2	2	-	1	1
CO6	1	2	2	1	-	2	2	-	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



SEMESTER - V

Course code : DSE – 2				
Course Name : Media Gender and Human Rights				
Semester /Year : V				
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand Media and society
2. To Understand Urban and Rural divide
3. Understand the concept of Gender framework
4. Understand the role of media regarding Human rights

Course Contents:

Unit I : Media and the social world

Media impact on individual and society
Democratic Polity and mass media
Media and Cultural Change
Rural Urban Divide in India: grassroots media

Unit II : Conceptual Frameworks in Gender studies

Feminist Theory
History of Media and Gender debates in India (Case studies)
Media and Gender - Theoretical concerns.
Media and Masculinity
Media: Power and Contestation
Public Sphere and its critique
“Public sphere” of the disempowered
Media and Social Difference: class, gender, race etc.

UNIT-III: Genres

Genres – Romance, Television, Soap Opera, Sports

Presentation:

- a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family.
- b) Project on use of internet by the marginalized groups.

Unit IV: Media and Human Rights

Human Rights- Theoretical perspectives, Critique
Universal Declaration of Human Rights
Human Rights and Media (Case Studies)
Contemporary Human rights Issues: National and Global
Role of UN and Its Specialized Agencies for the Protection of Human Rights
Human Rights Institutions: Amnesty International; NGOs; Red Cross
National Human Rights Commission - Role, Duties and Functions;
National Commission for Women-Structure, Role

Department of Mass Communication



Presentation:

- a) Representation of Human Rights issues and violations in International and Media
- b) Contemporary Human rights Issues: National and Global

Unit V: Media & Gender consciousness

Portrayal of women in Mass Media (Cinema, TV, Print media)
Role of Media in Women development & welfare
Human Rights and Crimes against women
Human Rights and Right to freedom of Speech and Expression
Human Rights and Right to Development

Suggested Books:

1. Donnelly Jack , Universal Human Rights , Rawat Pus , Jaipur.
2. Saxena Ambrish , Right to Information and Freedom of Press , Kanishka Pubication , New Delhi
3. Kataria, Pooja, (2007), Women and Media, Regal Publications, New Delhi.
4. Mathur, K. (2004). Countering Gender Violence, Sage Publication, New Delhi

Reference Books:

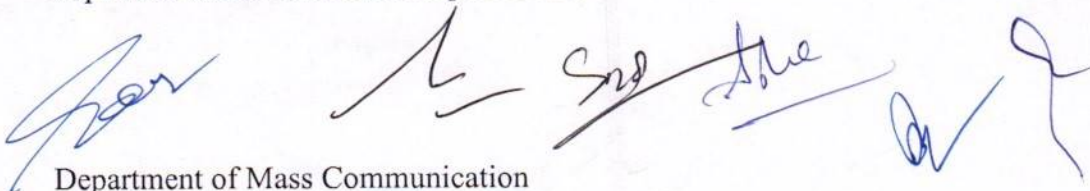
1. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009. 278-290.
2. Bannerjee, Menon&Priyameds.Human Rights, gender and Environment, Pearson & Co. 2010
3. Pilcher, J. & Whelehan, I. (2004). 50 key Concepts in Gender Studies, Sage Publication, New Delhi.
4. Basu, A. & Jefferey, P. (2004). Appropriating Gender, Routledge, London.
5. Karla Mantilla, "Gendertrolling: Misogyny Adapts to New Media." Feminist Studies 39, no. 2, A Special Issue: Categorizing Sexualities. (2013): 563-570
6. IGNOU, (2008). Mass Media and Contemporary Social Issues, Communication Division, New Delhi.
7. Gopala Bhargava (2001). Human rights concern of the Future, New Delhi: Gyan
8. H.O Aggarwal (2000) International Law & Human rights. Allahabad: Central Law Publications.
9. UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
10. Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994)
11. UNESCO, Yearbook on Human Rights.

Sessional & Tutorial

Credits : 01

(Marks : 30)

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.



Department of Mass Communication



Course outcomes (COs):

CO1	Define different aspects of human rights and gender studies
CO2	Understand the historical growth, different movements related to human rights and gender studies.
CO3	Identify and examine the work of national and international committees and organizations related to human rights
CO4	Explain the human rights, gender issues and relation of media, social world.
CO5	Evaluate the role of media in protection ,promotion of gender issues, human rights and presentation
CO6	Develop understanding laws and ethics related to gender, human right and gender consciousness

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	2	3	-	-	2	-	2	1	1	-	3	2	-	-	-
CO2	3	3	1	1	-	-	2	-	2	-	2	-	2	2	-	-	-
CO3	1	2	2	3	-	-	2	-	2	-	1	-	2	2	-	-	-
CO4	1	3	2	3	-	-	2	-	1	1	1	-	2	2	-	-	-
CO5	2	3	2	3	-	-	2	-	2	2	2	-	1	1	-	-	-
CO6	1	3	1	2	-	-	3	-	1	1	1	-	1	1	-	-	-

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**SEMESTER - V**

Course code	: DSE – 3				
Course Name	: Photography - II				
Semester /Year	: V				
		L	T	P	C
		4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand concept of Photography
2. To know the basic history of photography
3. To Understand the mechanisms of photography
4. To make decisions regarding photography composition

Course contents:**Unit 1 - Introduction to Photography**

A brief History of Photography- Camera Obscura to the daguerreotype process
Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge, Experiment (Leaping horse).

The photographic process (The Silver Halide Photography Process)

A brief glimpse into the Dark Room Development of a Photograph

Modernization of Photography and its use in Mass Media

Unit 2- Understanding the mechanisms of Photography

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)

Lenses (types and their perspective/angle of view)

Aperture (f-stop & T-stop) , Shutters (Focal plane & Lens shutter)

Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and focus and depth of field

Unit 3 - Understanding Light and Shadow

Natural light and Artificial Light

The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.

Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes

Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc)

Three Point Lighting Technique and Metering for Light

Filters and Use of a Flash Unit

Unit 4 - Digital Photography and Editing

camera body and lenses, Image resolution, ,Image Formats Raw/JPEG, Exposer Triangle, ISO, Shutter speed, Aperture, Depth of field, Brightness, Contrast, Mid tones, Highlights, Colour tones
Basics of Photoshop ,Photoediting software Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

Department of Mass Communication



Unit V - Photojournalism

Photojournalism , Elements of Visual news story telling,

History of photojournalism,

Role of photojournalists in a newsroom.

Communicating with the desk, briefing and debriefing.

Principles and Ethics and of photojournalism.

Caption Writing, Management of photographs and Digital archives. Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime. Developing specialisations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, nature, and landscape.

Suggested Books:

1. Kumar Deepak , Photo and Print Journalism , Sumit Enterprises , New Delhi
2. O.P.Sharma, Practical Photography, HINDU Pocket Books, 2010
3. Dilwali Ashok ,All about Photography, National Book trust , 2010 New Delhi.
4. Sharma Sashiprabha , photo patkarita ka mool tatv , kanishk Publishers , New Delhi

Reference Books:

1. Faris Belt, The Elements of Photography, Focal Press, 2008
2. Kelby, S. (2006). *The Digital Photography*. San Francisco: Peachpit Press.
3. Long, Ben. (2012). *Complete Digital Photography*. Delmar Cengage Learning.
4. Gustavson, T. (2009). *Camera: A History of Photography from Daguerreotype to Digital*. New York: Sterling Innovation.

Course outcomes (COs):

CO1	Define history, importance and process of photography.
CO2	Conceptual understanding of mechanism of photography
CO3	Apply the mechanism of lighting technique in photography
CO4	Illustrate the principle of composition to produce digital photographs
CO5	Evaluate and explain evolution, function and professional ethics of photojournalism
CO6	Able to create and produce photography using updating media software

CO-PO Mapping:

COs	PO1	PO2	PO4	PO5	PO10	PO11	PO12	PO11	PSO1	PSO2	PSO3
CO1	3	2	1	2	2	2	-	2	2	2	1
CO2	3	2	2	3	2	2	1	2	1	1	3
CO3	2	-	2	3	3	2	2	2	-	-	3
CO4	1	-	2	3	3	3	3	3	-	2	3
CO5	1	1	1	3	3	1	1	1	1	1	3
CO6	1	1	1	3	3	1	3	1	2	1	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Department of Mass Communication



Course code	: DSE – 3			
Course Name	: Photography – II- Practical			
Semester /Year	: V			
	L	T	P	C
	0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand the process and mechanisms of photography in detail
2. To know the professional use of different types of lighting in photography
3. To create edited photograph with the help of relevant software
4. Students should be able to photo composition, exposure and print quality, using both analog and digital technology

Course contents:

Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge. They must also undertake a web based art project or installation where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution. An observational field project on use of new media in Panchayats/rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign.

Suggested Books

1. Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan
2. Sontag The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
3. All about Photography by Ashok Dilwali, National Book trust , 2010 New Delhi.
4. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
5. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Reference Books:

1. Faris Belt, The Elements of Photography, Focal Press, 2008
2. O.P.Sharma, Practical Photography, HINDU Pocket Books, 2010
3. Kelby, S. (2006).The Digital Photography.San Francisco: Peachpit Press.
4. Long, Ben. (2012). Complete Digital Photography. Delmar Cengage Learning.
5. Peterson, B. (2010). Understanding Exposure. Amphoto Books
6. Gustavson, T. (2009). Camera: A History of Photography from Daguerreotype to Digital. New York: Sterling Innovation.
7. Kobre, Kenneth, 2010, Photojournalism: The professionals' Approach, Sixth Edition. Focal Press
8. Horton, Brian.(2001), Associated Press Guide to Photojournalism, McGraw-Hill Education



Course outcomes (COs):

CO1	Define concepts of photography and its components.
CO2	Explain uses and applicability of different type of lighting in photography
CO3	Demonstrate professional images using photo editing software
CO4	Plan professional photography based activity to enhance skill
CO5	Select and exhibit the photography in different professional platform
CO6	Produce and edit professional image with modern tools

CO-PO Mapping:

COs	PO1	PO2	PO3	PO5	PO6	PO7	PO8	PO11	PO12	PSO1	PSO3	PSO4
CO1	2	1	1	3	1	-	3	2	1	2	2	2
CO2	3	2	2	3	1	2	3	2	2	3	3	3
CO3	2	-	-	3	-	-	2	2	3	2	2	2
CO4	1	2	1	3	2	1	3	2	3	2	2	2
CO5	1	1	1	2	1	1	3	2	3	2	3	2
CO6	1	1	1	3	1	-	3	2	3	2	3	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**B.A. (HONS) JOURNALISM AND MASS COMMUNICATION****SEMESTER - VI**

Course code	: HMC C- 601			
Course Name	: Advanced New Media			
Semester /Year	: VI			
	L	T	P	C
	4	0	0	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand basics of new media frame work
2. To Understand Sociology of the internet
3. Understanding media control and surroundings
4. Understanding participatory culture and digital production

Course Contents:**Unit 1 : Basics of New Media Frameworks – Genres and Environments**

Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema – Emergence of OTT platforms, OTT : Extension of Television?, Global Audience Web Series – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, In shots, short stories et al.; guerrilla media; curation media, festival; media spaces

Unit 2 : Sociology of the Internet and New Media

Social Construction of Technology, Utopian-Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture. Power and control in new platforms, surveillance society, ethical and legal issues, Surveillance and the state, Cyber security and issues of privacy

Unit 3 : Critical New Media

Who controls New Media, Questions surrounding net neutrality and related issues. Surveillance and the state, Cyber security and issues of privacy, The Internet and public sphere, politics and public sphere in the digital age.

Unit 4 : Participatory culture

Convergence Culture - social media and participatory media culture, Digital fandom and online communities, Identity, Gender and new media- digital media and identities, New media campaigns.

Unit 5 : Project and Production

Mobile Journalism , Project and Production

Photos for web – forms and format, still, gallery, slideshow

Data journalism – forms and format,

Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and micro blogs etc, scripting/production, social media marketing and publicity in you tube, Instagram and other social media platform.

Department of Mass Communication



Suggested Books:

1. "New Media and New Technologies" by Lister Dovey, Giddings, Grant & Kelly. (2003).
2. Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
3. Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.
4. Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.
5. May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from -http://www.vanityfair.com/culture/features/2008/07/internet 200807
6. "Privacy vs. the Internet: Americans Should Not Be Forced to Choose" (ACLU report, 2008) Nakamura, "Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet"

Reference Books:

1. Nath,Shyam, 2002 : Assessing the State of Web Journalism, New Delhi, Author
2. Ahmad,Tabraj,2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication
3. Menon,Shailja,2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press
4. Verma,Deepika,2020:TheEra ofNewMedia,NewDelhi,A.R.Publication (2nd Edition)
5. Verma, Deepika, 2020: Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub. Co.
6. Lev Manovich. 2001. "What is New Media?" In The Language of New Media, Cambridge: MIT Press. pp. 19-48.\
7. Bennett James,2012 , Design Fundamentals for New Media. Massachusetts, United States:Cengage Learning.
8. Siapera Eugenia, 2011, Understanding New Media. California, United States: SAGE Publishing.

Course outcomes (COs):

CO1	Define sociology of the Internet and New Media
CO2	Describe virtual culture and Digital Journalism.
CO3	Relate the need of cyber security and privacy for new media
CO4	Illustrate digital production and social media projects
CO5	Evaluate convergence culture, social media and participatory media culture
CO6	Produce the digital media content with using modern media tools

CO-PO Mapping:

Course	PO1	PO2	PO3	PO4	PO5	PO7	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	2	1	2	2	1	2	3	1	2
CO2	3	3	2	2	2	1	3	2	1	3	2	2	2
CO3	2	1	2	1	2	3	1	2	1	-	1	1	1
CO4	1	1	3	1	3	1	3	3	3	2	1	3	3
CO5	2	1	2	1	2	2	3	2	3	1	2	3	2
CO6	1	1	2	2	3	-	3	3	3	1	2	3	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Department of Mass Communication



Course code	: HMC CL- 601				
Course Name	: Advanced New Media- Practical				
Semester /Year	: VI				
		L	T	P	C
		0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand basics of new media frame work
2. To Understand Sociology of the internet
3. Understanding media control and surroundings
4. Understanding participatory culture and digital production

Course Contents:

Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge. An observational field project on use of new media in Panchayats /rural area like the Bharat Broadband Project leading to a monograph/short is also recommended. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign. New media campaigns, Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and micro blogs etc. related to one of the above three Units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening.

Suggested books

1. "New Media and New Technologies" by Lister Dovey, Giddings, Grant & Kelly. (2003).
2. Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
3. Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.
4. Bosker, "Randi Zuckerberg: Anonymity online has to go away" Negroponte, N. (1996).
5. Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.

Reference Books:

1. Nath, Shyam, 2002 : Assessing the State of Web Journalism, New Delhi, Author
2. Ahmad, Tabraj, 2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication
3. Menon, Shailja, 2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press
4. Verma, Deepika, 2020: The Era of New Media, New Delhi, A.R. Publication (2nd Edition)
5. Verma, Deepika, 2020: Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub. Co.

Department of Mass Communication



6. Lev Manovich. 2001. "What is New Media?" In The Language of New Media, Cambridge: MIT Press. pp. 19-48.\
7. Flew Terry, (2014), New Media: An Introduction. Oxford, United Kingdom: Oxford University Press
8. Bennett James, (2012), Design Fundamentals for New Media. Massachusetts, United States:Cengage Learning.
9. Siapera Eugenia, (2011), Understanding New Media. California, United States: SAGE Publishing.
10. Jenkins Henry, (2008), Convergence Culture: Where Old and New Media Collide. New York, United States: New York University Press.

Course outcomes (COs):

CO1	Identify new media framework, genres and environment
CO2	Trace cyber security, issues of privacy related to new media
CO3	Create and Produce digital media content for online media platform
CO4	Outline participate culture and new media tools apply
CO5	Debate on convergence culture, surveillance of new media
CO6	Create and formulate professional of Mobile Journalism and formulate digital Project and Production

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO8	PO9	PO10	PO11	PO12	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	1	2	2	2	1	2	1	1
CO2	1	1	1	2	1	2	1	1	2	2	1	1	1
CO3	2	1	2	1	2	2	3	1	2	3	3	2	2
CO4	1	1	3	1	2	3	1	2	2	3	1	3	2
CO5	1	2	3	3	3	3	3	3	3	3	1	2	2
CO6	1	1	2	2	3	-	3	1	2	3	3	2	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

**SEMESTER - VI**

Course code	: HMC C- 602			
Course Name	: Communication Research and Methods			
Semester /Year	: VI			
	L	T	P	C
	4	0	0	4

L - Lecture T - Tutorial P - Practical C - Credit

Course Objectives:

1. To Understand the concept of Research
2. To Understand the basic functions of research
3. To understand sampling and its importance
4. To understand analysis methods in research

Course contents:**Unit I - Introduction to Research**

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II - Methods of Media Research

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III - Sampling

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV- Methods of analysis and report writing

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report

Unit V - Ethnographies and other Methods

Readership and Audience Surveys
Ethnographies, textual analysis, discourse analysis
Ethical perspectives of mass media research

Department of Mass Communication

**Suggested Books:**

1. Gupta Om , Media and Communication Research , Gyan publication , Delhi
2. Wimmers D Roger , Mass Media Research , Cengage learning , New Delhi
3. Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
4. मी-डया शोध, मनोज दयाल, ह1रयाणा सा-हQय अकादमी, चंडीगढ, 2004

Reference Books:

1. Reinard, J.; Introduction to Communication Research, (McGraw Hill, 2001)
2. Sarantakos, S.; Social Research, (Palgrave, New York, 1988)
3. Gillian Rose; Visual Methodologies, (New Delhi, Sage Publications, 2007)
4. Young, P.V; Scientific Social Surveys and Research, (Prentice Hall of India Pvt. Ltd., 1984)
5. Hansen, Anders & et al. ;Mass Communication Research Methods London, (Mc Millan, 1988)
6. J.S Yadava, Communication Research : Some reflection, IIMC Mineo.
7. Ranjit Kumar, Research Methodology– A Step-by-Step Guide for Beginners, Pearson, 2005
8. Wilkinson, Bhandarkar, "Methodology and Tecniooes Of Social Reserch" Himalaya Publishing . Hovie 2003.
9. Paneerselvam; Research Methodology, (New Delhi, Prentice Hall of India, 2007).

Course outcomes (COs):

CO1	Understand the concept and process of research
CO2	Able to apply the technique and tools of research
CO3	Develop ability to have insight about different communication research method
CO4	Conduct investigation for relevant future research and projects in communication
CO5	Evaluate different steps of research methods and their approaches
CO6	Able to formulate a research plan and research design

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO7	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	1	1	-	1	2	-	-	-	-
CO2	-	2	3	3	2	2	2	3	-	-	2
CO3	2	2	2	2	1	1	1	-	-	2	2
CO4	2	2	2	2	1	1	1	-	-	2	2
CO5	1	3	3	3	1	1	2	-	1	2	3
CO6											

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



Course code	: HMC CL- 602				
Course Name	: Communication Research and Methods -Practical				
Semester /Year	: VI				
		L	T	P	C
		0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand the concept of Research
2. To Understand the basic functions of research
3. To understand sampling and its importance
4. To understand analysis methods in research

Course contents:

The students will find a topic of interest or issue of concern, Review academic communication research on your topic/issues, Develop a research question, identify a best method to study your topic / issues and questions and state how you will conduct your research , combine all steps in to one paper.

Suggested Books:

1. Wimmers D Roger , Mass Media Research , Cengage learning , New Delhi
2. Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
3. मीडिया शोध, मनोज दयाल, हरियाणा सा-हय अकादमी, चंडीगढ़, 2004

Reference Books:

1. Reinard, J.; Introduction to Communication Research, (McGraw Hill, 2001)
2. Sarantakos, S.; Social Research, (Palgrave, New York, 1988)
3. J.S Yadava, Communication Research: Some reflection, IIMC Mineo.



Course outcomes (COs):

CO1	Define basic concepts, methods and stages of research
CO2	Understand the sampling methods and technique
CO3	Demonstrate the ability to choose methods, designs to gather data., appropriate to research aims and objectives
CO4	Analysis the data techniques and tabulation
CO5	Asses and devise internet as a source to write research report, ethical prospective of mass media research
CO6	Design and develop skill in data analysis, prepare synopsis, dissertation, projects and presentation

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO7	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	3	1	-	2	2	-	1	1	-
CO2	1	2	1	3	1	1	1	2	-	1	1	-
CO3	1	2	2	3	2	1	2	2	1	1	1	1
CO4	1	2	1	3	2	1	2	2	-	1	1	-
CO5	1	2	2	3	2	3	2	3	2	1	-	2
CO6	1	2	3	3	3	2	3	3	2	1	1	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]



SEMESTER - VI

Course code : DSE 4				
Course Name : FUNDAMENTAL OF ECONOMICS & INDIAN ECONOMY				
Semester /Year : VI				
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand and aware about the basic of economic terms
2. To understand the nature of Indian economy
3. To understand Role of SEBI , FDI and FII
4. To understand Indian economy and rural India

Course Contents:

Unit-I -Economic terms

1. Meaning of economy
2. Understanding of basic economic terms
 - (i) Sensex-Index
 - (ii) Inflation & deflation
 - (iii) Cost of Living Index
 - (iv) FDI
 - (v) FII
 - (vi) Balance of Payment
 - (vii) HDI
 - (viii)GDP
3. Understanding of Stock market Markets: Bulls & Bears

Unit-II - Indian Economy

Nature of Indian Economy (reasons for underdevelopment)
 Indian Economy 5-year plans
 Realities of Indian Economy based on HDI
 Mixed Economy: Public Sector Undertakings and Private Enterprises
 Role of SEBI

Unit-III Globalization and Economic Reforms

Globalization and opening up of Indian Economy
 Indian Economy and Privatization
 Disinvestment and Indian Economy
 Economic Reforms and Indian Society
 Indian economy and rural India

Unit-IV - Foreign trade and FDI

Importance of foreign trade for a developing economy
 Foreign trade and balance of payment.
 Foreign Exchange Reserve – its importance and use
 Role of FII & FDI in Indian Economy

Department of Mass Communication



Suggested books :

1. Brahmananda, P.R. and V.R. Panchmukhi (Eds.) (2001), Development Experience in the Indian Economy : Inter-State Perspectives, Bookwell, Delhi.
2. Chakravarty, S. 1987, Development Planning: The Indian Experience, Oxford University Press, New Delhi.
3. Datt, R. (Ed.) 2001, Second Generation Economic Reforms in India, Deep Publications, New Delhi.
4. Government of India, Economic Survey, (Annual), Ministry of Finance, New Delhi.

Reference Books:

1. Dana, M.S. (2000), International Economics: Study, Guide and Work Book, (5th Edition), Routledge Publishers, London.
2. Kenen, P.B. (1995), Economic and Monetary Union in Europe, Cambridge University Press, UK.
3. Kindleberger, C.P. (1973), International Economics, R.D. Irwin, Homewood.
4. Krugman, P.R. and M. Obstfeld (1994), International Economics : Theory and Policy, Glenview, Foresman.
4. United Nations Development Programme, Human Development Report 8 2010, Palgrave Macmillan (2010).

Course outcomes (COs):

CO1	To provide understanding of core economic terms, concepts and feature
CO2	Interpret various indicator of economy
CO3	Able to analyse globalisation and economic reforms
CO4	Able to relate the changes in world –Indian economy
CO5	Argue FDI policies and Foreign trade for a developing economy
CO6	Devise mix economy concept and their relevance

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO6	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	-	-	-	2	-	2	2	-	-	-
CO2	2	2	1	1	1	2	-	2	2	-	-	-
CO3	2	2	1	-	1	2	-	1	1	-	-	-
CO4	1	2	1	2	1	2	-	-	2	-	-	-
CO5	1	3	1	1	1	2	-	-	2	-	-	-
CO6	1	1	2	1	1	2	-	-	2	-	-	-

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



SEMESTER - VI

Course code	: DSE 5				
Course Name	: Contemporary India and International Affairs				
Semester /Year	: VI				
		L	T	P	C
		5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand Indian polity
2. To know about salient feature of Indian constitution
3. To understand decentralisation of power
4. To understand parliamentary democracy in India

Course Contents:

Unit-I : The Indian Polity

Salient Features of Indian Constitution: Relevance of Fundamental Rights and Directive Principles
Parliamentary Democracy (Federal and Unitary features)
Centre-State Relations: Issues of Regionalism
Decentralization of Power
Legislative Procedures-From Bill to Act.
Indian Judicial System: Judicial Activism
General Elections: Electoral Reforms, Politics of Vote Bank
Major National and Regional political parties in India and their changing trends

UNIT-II Genesis and Foundation Of India's Foreign Policy: Principles And Objectives

India In World Politics: Relation With USA, UK, Russia, China, Middle East
India And Its Neighbors-Pakistan, Nepal, Bangladesh, Sri Lanka
India's Nuclear Policy and Emerging Challenges to India's Foreign Policy.

UNIT-III: International Organizations

The BRIC countries
International Organizations: UN and its organs International Financial Institutions: World Bank, International Monetary Fund (IMF) and World Trade Organization (WTO)
Regional cooperation; SAARC, ASEAN, EU, GCC and others

Unit-IV Major Issues and Concerns

Population Explosion, Corruption, Illiteracy, Public Health and hygiene Poverty, Caste Conflicts
Communal tensions, Gender Inequality, Reservation Issues

Department of Mass Communication



Suggested Books :

1. Basu, D.D. : 2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India
2. Kashyap,Subhash:2011,Hamari Sansad, New Delhi, National Book Trust
3. Jain,Pukhraj :2015,Bhartiya Shasan Evam Rajniti, New Delhi, Sahitya Bhawan
4. Jain,Pukhrajand Rajesh:2015, Bhartiya Samvidhan, Delhi, SBPD Publishing House

Reference Books:

1. S.N . dubey- indian govt.and pol.
2. Jones , Morris, the government and politics of india.
3. Kaushik , Sushila, Bhartiya sashand aur Rajniti.
4. Paimer and Perkins: International Relations
5. Nautiyal , Annpurna(ed.), India and the new world order.

Course outcomes (COs):

CO1	Knowledge of Indian constitution and polity system
CO2	Able to interpret principle and objectives of Indian foreign policy
CO3	Construct critical thinking on political parties and changing trends in India
CO4	Distinguish between Indian and world politics.
CO5	Analysis the role and function of international organization
CO6	Devise solution to major issues and concerns through media

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO6	PO11	PO12	PSO1	PSO2	PSO4	PSO5
CO1	1	1	-	-	-	2	-	1	1	-	-
CO2	1	2	2	1	-	1	-	1	1	-	-
CO3	1	2	2	2	-	2	-	1	1	--	-
CO4	2	3	1	2	1	1	-	1	1	-	-
CO5	1	1	1	2	1	1	-	1	1	-	-
CO6	1	2	2	2	1	2	-	1	1	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated



SEMESTER - VI

Course code : DSE 6				
Course Name : Dissertation				
Semester /Year : VI				
	L	T	P	C
	5	1	0	6

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives :

1. To Understand the concept of Dissertation
2. Relevance of dissertation
3. Identify research problem, formulate hypothesis and prepare research design of the topic
4. To impart knowledge about research methodology

Sessional & Tutorial- Credits: 01

(Marks : 30)

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

Note: It will be obligatory for a student to go on Attachment (Apprenticeship training) of 21 days with a media establishment (Print/ Electronic)/ allied Institutions. They are also expected to go on field visits. The students shall have to bear expenses for the attachment and other visits related to the course.

Suggested Books :

1. Research Methodology, Cauvery.R, SudhanayakU.K, Girija.M and Meenakshi.R, S.Chand& Company Ltd, New Delhi.
2. Research Methodology: Methods and Techniques, C.R. Kothari, New Age International, New Delhi

Reference Books:

3. Dominick and Wimmer, Mass Media Research- Processes, Approaches & Applications, Cengage Learning,2011
4. J.S Yadava, Communication Research : Some reflection, IIMC Mineo
5. Ranjit Kumar, Research Methodology– A Step-by-Step Guide for Beginners, Pearson, 2005
6. Gerard Guhrrie, Basic Research Methods: An Entry to Social Science Research, SAGE, 2010.