

# **SHRI GURU RAM RAI UNIVERSITY**

[Estd. 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**

**M.A. JOURNALISM AND MASS COMMUNICATION**

**Postgraduate 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**



**CURRICULUM**  
**MASTER OF JOURNALISM AND MASS COMMUNICATION**  
**DEGREE PROGRAMME**

**1. Nomenclature:**

There will be full time Master's Degree Programme named as M A Mass Communication which will be written as MA Mass Communication. The duration of this programme shall be of two years (two full academic years) which shall be divided in to four semesters. Each semester will be of six months. Actual teaching in each semester is required minimum of 90 days. The examination for the first and third semester will normally be held in the month of December and for the second and fourth semester in the month of May or as convenient to the University.

**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 MA Mass Communication Course is 20 students. It may increase as per provisions of the University.

**5. Eligibility to apply for Admission:**

No candidate shall be eligible for admission to Two Year Full Time M.A. (M.A. Journalism and Mass Communication) unless he/she has successfully completed a three year Under Graduate Degree with prescribed number of Credits through the Examinations conducted by a University/Autonomous Institution or possesses such qualifications as recognized by the University. Further a candidate holding Three year Bachelor Degree in any discipline from a recognized University without credit system shall also be eligible. The maximum age of a candidate for taking admission in the programme and the gap between the last Degree/Diploma courses shall be as per the norms as prescribed by the university from time to time.

**6. Selection Procedure for Admission:**

A candidate willing to seek admission to MA ( M.A. Journalism and Mass Communication) need to have a minimum of **40%** in the passing exam followed by the counseling as per University norms..

**7. Duration of the Programme: Two years (4 Semesters)**



## MASTER OF JOURNALISM AND MASS COMMUNICATION OUTCOME BASED EDUCATION

### Programme outcome (POs)

<b>PO 1</b>	<b>Knowledge:</b> The students acquire knowledge and understanding in the field of Mass Communication their theories and fundamental concepts. It will enhance the global as well as regional knowledge.
<b>PO2</b>	<b>Problem Analysis:</b> The students will develop critical and analytical skills to identify and analyse social issues and problems and suggest improvements for better result. It provides a multi-disciplinary and inter- disciplinary perspective to the students and enables them to analyse and critique the existing policies and explore innovative solutions
<b>PO3</b>	<b>Design/development of solution :</b> Design solution to complex problem that meet specified needs with appropriate consideration for public health and safety cultural societal and environmental consideration
<b>PO4</b>	<b>Investigations:</b> The students will analyse and evaluate data on the basis of empirical evidence and critically evaluate practices, policies and theories following scientific approach of Investigations.
<b>PO5</b>	<b>Modern Tool Usage:</b> Modern appropriate technique is important for students to produce, create distribute and promotion media content. Equipped with ICTS skills and digital literacy.
<b>PO6</b>	<b>Team Learning:</b> The students will learn independent individual learning and collaborative team learning through practical sessions that provide opportunities to interact with industry and gain hands-on experience.
<b>PO7</b>	<b>Communication Skills:</b> The students will develop communication and presentation skills which will help in expressing ideas and views clearly and effectively with the community and society at large.
<b>PO8</b>	<b>Professionalism:</b> 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.
<b>PO9</b>	<b>Ethics:</b> The students will learn values and ethics and an ability to apply these with a sense of responsibility within the workplace and community which will transform them as responsible citizens.



<b>PO10</b>	<b>Environment and Sustainable Development:</b> The students will be able to impart solutions in societal and environmental contexts, and demonstrate the knowledge and need for sustainable development.
<b>PO11</b>	<b>Life-long Learning:</b> Acquire lifelong knowledge on different aspect of media, skills and technology and keep updating with the changing media scenario.
<b>PO12</b>	<b>Engineering and Society:</b> The students will able to use the knowledge of mass media by knowing the instrumental and technological functions of ICT tools, to write content, click photos and create broadcasting programmes, sounds , graphics design and visual with artistic imputes.

**Program Specific Outcome (PSOs)**

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



**STUDY & EVALUATION SCHEME**  
**CHOICE BASED CREDIT SYSTEM**  
**MASTER OF JOURNALISM AND MASS COMMUNICATION**

**Total Credit- 72**

**First Semester**

S. No.	Course Category	Course Code	Course Name	Evaluation scheme		Subject Total
				Sessional (Internal)	External (ESE)	
1	Core	MAMC/ C-101	Principle of Mass Communication	40	60	100
2	Core	MAMC/ C-102	Development of Media	40	60	100
3	Core	MAMC/ C-103	Print Media-I (Reporting and Editing)	40	60	100
4	Core	MAMC/ C-104	Electronic Media and Photography	40	60	100
5	Core	MAMC/ C-105	Advertising	40	60	100
6	Core	MAMC/ C-106	General Awareness and Current Affairs	40	60	100

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



**Second Semester**

S. No.	Course Category	Course Code	Course Name	Evaluation scheme		Subject Total
				Sessional (Internal)	External (ESE)	
7.	Core	MAMC/ C-201	<b>Development Communication</b>	40	60	100
8.	Core	MAMC/ C-202	<b>Communication Research - I</b>	40	60	100
9.	Core	MAMC/ C-203	<b>Media Law and Ethics</b>	40	60	100
10.	Core	MAMC/ C-204	<b>Public Relations and Corporate Communication</b>	40	60	100
11.	Core	MAMC/ C-205	<b>Media Management</b>	40	60	100
12.	Core	MAMC/ C-206	<b>Print Media Practical</b>	40	60	100
13.	Self Study I	MAMC/ SS-207	<b>Prayojan Moolak Hindi</b>	40	60	100

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

**Third Semester**

S. No.	Course Category	Course Code	Course Name	Evaluation scheme		Subject Total
				Sessional (Internal)	External (ESE)	
14.	Core	MAMC/ C-301	<b>Radio and Television Production Techniques</b>	40	60	100
15.	Core	MAMC/ C-302	<b>Communication Research-II</b>	40	60	100
16.	Core	MAMC/ C-303	<b>Advanced Advertising and Integrated Market Communication</b>	40	60	100
17.	Elective	MAMC/ E-304 A OR MAM C/ E 304 B	<b>Dissertation</b>  <b>Or</b>  <b>Project</b>	40	60	100
18.	Elective	MAMC/ E-305 A  <b>OR</b> MAMC/ E 305 B	<b>Intercultural &amp; International Communication</b>  <b>OR</b>  <b>Introduction to Social Media</b>	40	60	100
19.	Elective	MAMC/ E-306 A  <b>OR</b> MAM C/ E 306 B	<b>Human Rights and Mass Media</b>  <b>OR</b>  <b>Multimedia Communication</b>	40	60	100
20.	Self Study II	MAMC/SS 307	<b>Functional English</b>	40	60	100

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



## Fourth Semester

S. No.	Course Category	Course Code	Course Name	Evaluation scheme		Subject Total
				Sessional (Internal)	External (ESE)	
21.	Core	MAMC/C-401	<b>New Media Technology</b>	40	60	100
22.	Core	MAMC/C-402	<b>Environmental Communication</b>	40	60	100
23.	Core	MAMC/C-403	<b>Film Studies</b>	40	60	100
24.	Specialization (Elective)	MAMC/E-404 A  <b>OR</b> MAM C /E 404 B	<b>Radio Journalism and Production-II (Practical)</b> <b>OR</b> <b>Documentary Production (Practical)</b>	40	60	100
25.	Specialization (Elective)	MAMC/E-405 A  <b>OR</b> MAM C /E 405 B	<b>T.V. Journalism and Production – II (Practical)</b>  <b>OR</b> <b>Event Management (Practical)</b>	40	60	100
26.	Specialization (Elective)	MAMC/E-406 A  <b>OR</b> MAM C /E 406 B	<b>Print Media II – Specialized Reporting</b>  <b>OR</b> <b>Photo Journalism</b>	40	60	100
27.	Self Study III	MAMC/SS-407	<b>Folk Culture of Uttarakhand</b>	40	60	100

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

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**Examination Scheme:**

<b>Components</b>	<b>Presentation/ Assignment/ Project / I<sup>st</sup> Internal</b>	<b>II<sup>nd</sup> Internal</b>	<b>External (ESE)</b>
<b>Weight age(%)</b>	<b>Marks 20</b>	<b>Marks 20</b>	<b>Marks 60</b>

**M.A. JOURNALISM AND MASS COMMUNICATION**  
**SEMESTER - I**

<b>Course code</b>	<b>: MAMC/C101</b>			
<b>Course Name</b>	<b>: Principle of Mass Communication</b>			
<b>Semester /Year</b>	<b>: I</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

1. Introduce the nature of human communication and understand various means of communication.
2. To understand different models of Communication
3. Understand the emerging trends of communication system.
4. Importance of communication theories and its importance and relevance.

**Course Contents:****Unit 1: Introduction to Communication:**

Concept, nature, process and development of human communication

7 C's of effective communication

Functions of communication

Barriers to communication

Verbal and nonverbal communication

Intra-personal, inter-personal, small group, public and mass communication

Public speaking

**Unit 2: Communication Models:**

Scope, functions and limitations of communication models, development of communication

Models from simple to complex. Aristotle, SMCR, Shannon–Weaver model of communication, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, DeFleur, Gate-keeping, Convergence model.

**Unit 3: Communication Theories:**

Theories of direct and indirect influences,

Hypodermic Needle or Bullet, Two step, multi-step flow, Agenda setting, Uses and gratification, Cultivation, Dependency, Cognitive dissonance.

**Unit 4: Cultural Studies:**

Culture, ideology and hegemony

Media, democracy and the state

Political economy

Spiral of silence

Public sphere

Post-modernism, post-structuralism

The digital turn

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**Unit 5: Media system theories:**

Authoritarian, Libertarian, Social-responsibility, democratic and participant Mass media, public opinion and democracy. Ethical aspects of mass media, Media and social responsibility  
Traditional Media in India: Regional diversity, relevance, future.

**Suggested Books:**

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Issues in Mass Communication by JS Yadav & Pradeep Mathur
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication by De Fleur and B. Rokeach
5. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub, New Delhi.
6. Modern Communication Technologies by Y.K. Dsouza
7. Understanding Media: Marshal McLuhan

**Reference Books:**

1. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub. New Delhi.
2. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.

**Course outcomes (COs):**

<b>CO1</b>	Knowledge on communication forms
<b>CO2</b>	Able to introduce the basic theories and models of communication
<b>CO3</b>	Identify the ways in which communication and culture are related.
<b>CO4</b>	Explain and Analyse the sifting paradigm and concept of theories and models
<b>CO5</b>	Evaluate the media and mass communication impact on society
<b>CO6</b>	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
<b>CO1</b>	2	1	1	2	3	2	-	2	3	2	2
<b>CO2</b>	3	2	2	1	2	2	-	1	2	2	2
<b>CO3</b>	2	2	2	2	2	2	-	1	2	2	2
<b>CO4</b>	2	3	2	2	1	2	-	1	2	1	1
<b>CO5</b>	3	2	2	1	2	2	-	1	2	2	2
<b>CO6</b>	2	2	2	2	2	2	-	1	2	2	2

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



**SEMESTER - I**

<b>Course code</b>	<b>: MAMC/ C 102</b>			
<b>Course Name</b>	<b>: Development of Media</b>			
<b>Semester /Year</b>	<b>: I</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. To Understand historical perspective of media
2. To Understand Indian Press and freedom movement
3. To analyse the role of prominent personalities of Indian journalism
4. To understand folk and traditional media, print and new media

**Course Contents-**

**Unit 1:Invention of printing press and paper**

Pioneer publications in Europe and USA

Beginning of printing in India; early origins of newspapers in India

Issues of political freedom and press freedom in India

Birth of Indian language press-contribution of Raja Ram Mohan Roy

Birth of the Indian news agencies

The Indian press and freedom movement; Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press;

Historical development of important newspapers and magazines in English

Important personalities in Indian journalism (James Silk Buckingham, Kalinath Ray, Dyal Singh Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan,)

Press in India after independence:

Social, political and economic issues and the role of the press regarding issues like reservation, nationalization, privatization-globalisation, land reforms

**Unit 2 :Radio**

Development of radio as a medium of mass communication - technology innovations;

history of radio in India, radio as an instrument of propaganda during the World War II.

Emergence of AIR, commercial broadcasting, F. M radio - state and private initiatives.



### **Unit 3: Television**

Development of television as a medium of communication, historical perspective of television in India, satellite and cable television in India.

### **Unit 4 : Films**

**Early efforts** - film as a mass medium; historical development of Indian films - silent era – talkies, Indian cinema after independence; parallel cinema, commercial cinema; documentaries - issues and problems of Indian cinema.

### **Unit 5 :Folk Media**

Traditional media in India, regional diversity, content form, character, utility, evolution - future.

### **Unit-VI :New Media**

Development of new media; convergence, internet - online.

### **Suggested Books:**

1. Journalism in India, Rangaswamy Parthasarthy, 1991, Sterling Publishing Company, New Delhi.
2. The Press by Rau, M. Chelapati
3. Mass Communication and Journalism in India by Mehta, D.S.
4. A History of the Tribune by Ananda, Parkash
5. History of the Press in India by Natrajan, J.
6. Mass Communication in India by Kumar, Kewal J.
7. The Story of Journalism by Elizabeth Grey
8. The Newspaper: An-International History by Anthony Smith

### **Reference Books:**

- 1- History of the Press in India by Natrajan, J.
- 2- Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).



**Course outcomes (Cos):**

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

**CO-PO Mapping:**

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

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



**SEMESTER - I**

<b>Course code</b>	<b>: MAMC/C103</b>			
<b>Course Name</b>	<b>: Print Media – I ( Reporting and Editing)</b>			
<b>Semester /Year</b>	<b>: I</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. To Understand the News Concept, Sources and writing techniques.
2. To Understand investigative reporting, Features and Column writing.
3. To understand Editing and its importance.
4. To understand Use of technology in news gathering process.

**Course Contents-**

**Unit 1:COVERING NEWS-**

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, political, courts, city reporting, rural reporting, municipal corporation, health, education,sports, investigation, legislative, science & technology, entertainment, environment, disaster, conflict and war reporting.

**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: EDITING-**

**The newspaper & newsroom:** Newsroom, Organizational setup of a newspaper, Editorial department. Co-ordination with other departments design page setting, advertisement etc. pressure on news room; Time and space management.

**Unit 4: INTRODUCTIONS 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 Role and qualities of sub/copy-editor, News editor and Editor, chief of bureau, correspondents. News rating; front page, City/local page, Feature page.

**Editorial page:** Structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces, op. Ed page, Front page editorial.



**Unit 5: 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) Placement of pictures in pages. Photo features.

**Unit 6 : 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.

**Suggested Books:**

1. Reporting, B.N.Ahuja, 1990, Surjeet Publications, New Delhi.
2. Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
3. News Reporting & Editing, K.M.Srivastava, 1987, Sterling Pub. House, New Delhi.
4. The Complete Reporter by Jullian Harris and others Macmillan Publishing Co., New York.
5. The Professional Journalist by John Hobenberg Oxford IEH Publishing Company, New Delhi

**Reference Books:**

1. The Journalism Handbook by M.V. Kamath
2. Handbook of Journalism by Aggarwal VirBala, Gupta V.S.
3. Good News Bad News by Tharyan
4. Issues in Mass Communication by J. S. Yadava and Pardeep Mathur

**Course outcomes (COs):**

<b>CO1</b>	Identification of news, editorial page and print media terminology.
<b>CO2</b>	Understanding of news format, news gathering, editing process and media ethics
<b>CO3</b>	Explain Newspaper printing process and co-ordination of departments.
<b>CO4</b>	Able to Use of print media terminology, Page layout and designing.
<b>CO5</b>	Assess Press and field visit to know the working culture of press and execution
<b>CO6</b>	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
<b>CO1</b>	3	-	-	2	-	-	-	1	-	-	3	3	2	-	-	-	-
<b>CO2</b>	3	2	-	1	1	-	3	1	-	-	3	3	3	2	-	-	-
<b>CO3</b>	2	2	-	-	-	-	2	2	-	2	3	3	2	2	-	-	-
<b>CO4</b>	3	2	2	3	2	2	-	-	1	1	3	3	2	2	1	1	-
<b>CO5</b>	3	2	-	-	-	-	-	3	2	2	3	3	3	2	-	-	-
<b>CO6</b>	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 - I

<b>Course code</b> : MAMC/C104				
<b>Course Name</b> : Electronic Media and Photography				
<b>Semester /Year</b> : I				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

### Course Objectives:

1. To understand Evolution and growth of electronic media.
2. To understand technology sound, Visual graphics and recording system in broadcast media
3. Overview of the evolution and principles of broadcasting.
4. Develop and enhance writing skills for radio and television.

### **Course Contents**

#### **Unit 1: Radio**

Radio as a medium of mass communication  
History of radio in India  
As an instrument of government propaganda  
Role and impact of radio  
AIR, BBC, Voice of America etc  
FM radio, community radio, campus radio, web radio

#### **Unit 2:Television**

Advent of television in the world and in India  
Early days of Doordarshan  
Advent of colour television in India  
Entry of satellite TV  
TV as a major means of Entertainment  
Evolution of news television in India, major channels and media houses  
ENG and EFP  
Changing pattern in television industry

#### **Unit 3: Photography**

Basic process of professional still photography; Types of cameras, Understanding the structure and working of a professional camera;

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Various types of lenses, Camera shots, Depth of field  
Three points lighting, Digital Photography  
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

#### **Unit 4 : Photo journalism**

Definition and concept

Text Vs Photograph

Essentials of a press photograph

Qualities of a good photojournalist

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 underwater.

#### **Suggested Books:**

1. A Dictionary of Communication and Media Studies by Watson & Hill
2. Evolution of American Television by George Comstock
3. New Media Politics by McQuail & Siune (Ed.)
4. Mass Media and Society by Curran & Gurevitch (Ed.)
5. Modern Media and Communication by Joseph
6. Radio and TV Journalism by K.M. Shrivastava

#### **Reference Books:**

1. The Television Writers Handbook by Nash & Oakey
2. Faris Belt, The Elements of Photography, Focal Press, 2008
3. O.P.Sharma, Practical Photography, HINDU Pocket Books, 2010
4. Gustavson, T. (2009). Camera: A History of Photography from Daguerreotype to Digital. New York: Sterling Innovation.



**Course outcomes (COs):**

<b>CO1</b>	Describe the origin and evolution of electronic media
<b>CO2</b>	Explain the changing pattern in electronic media industry and photography
<b>CO3</b>	Illustrate different elements and tools of photography
<b>CO4</b>	Interpret the history, importance and concept of photography
<b>CO5</b>	Outline the principles and ethics of professional photojournalism
<b>CO6</b>	Create and compose professional images and developing specialization skills

**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
<b>CO1</b>	2	2	3	-	-	-	2	3	-	1	2	2	1	1	-	-	-
<b>CO2</b>	2	2	3	3	3	1	1	2	1	1	3	3	1	1	1	-	-
<b>CO3</b>	1	2	3	3	3	1	1	3	1	1	3	3	1	1	1	1	-
<b>CO4</b>	2	-	1	-	1	-	2	3	1	1	3	3	1	1	-	-	-
<b>CO5</b>	2	1	2	1	2	1	2	3	3	1	3	3	1	2	1	-	-
<b>CO6</b>	1	2	3	1	3	1	2	3	1	-	3	3	1	1	2	2	2

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



## SEMESTER - I

<b>Course code</b>	<b>: MAMC/C105</b>			
<b>Course Name</b>	<b>: Advertising</b>			
<b>Semester /Year</b>	<b>: I</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

### **Course Objectives:**

1. To understand the basic concept of advertising
2. To understand the basics and importance of advertisement.
3. To understand advertising agency management and importance.
4. To help understand the creation of an advertisement campaign.

### **Course Contents-**

#### **Unit 1: Evolution and growth of advertising**

Definitions of advertising

Features of advertising

Objective of advertising

History of advertising

Relevance of advertising in the marketing mix

Types of advertising

Importance of advertising for society

#### **Unit 2:-Classification of advertising**

Various media for advertising, medium and tools of media used in advertising, creative advertising,

National and global advertising scene

Socio-economic effects of advertising

#### **Unit 3: Ad agency management**

Media Plan, type and choice criteria, reach and frequency of advertisements, cost of advertisements, media strategy and scheduling, Account planning, account management, servicing, creative, contents, advertising appeals, media planning, campaign planning, HRD, etc.



**Unit 4:- Basic knowledge of apex bodies in advertising**

AAAI, ASCI etc., their code of conduct. Internet advertising, advertising as tool of Corporate Communication, Advertising Appeals. Radio and TV advertisement,

**Suggested Books:**

1. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
2. Handbook of Public Relations in India, D.S.Mehta, 1998, Allied Publishers, New Delhi.
3. Advertising by Wright, Winter, Zeigler
4. Creative Advertising by Moriarty, Sandra

**Reference Books:**

1. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
2. Sengupta. Subroto, Brand Positioning: Strategies for Competitive Advantage, Tata Mc Graw –Hill, New Delhi, 1990.
3. Wells Williams et.al Advertising Principles and Practices, 3<sup>rd</sup> ed. Prentice Hall, New Jersey, 1995.
4. Seitel, P. Fraser. The Practice of Public Relations, 6<sup>th</sup> ed, Prentice Hall, New Jersey, 1995.
5. Balan, R.K. Corporate Public Relations, Sterling Punishers Pvt. Ltd, New Delhi, 1992.

**Course outcomes (COs):**

<b>CO1</b>	Define basic concept, meaning, history, growth and classification of advertising
<b>CO2</b>	Understand objectives and practices of advertising
<b>CO3</b>	Explain ethics and laws of advertising.
<b>CO4</b>	Outline professional marketing media strategy, research and brand in advertising
<b>CO5</b>	Illustrate the medium and tools of media used in advertising
<b>CO6</b>	Write about apex bodies ,corporate communication and their ad appeal

**CO-PO Mapping:**

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

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

**SEMESTER - I**

<b>Course code</b>	<b>: MAMC/C106</b>			
<b>Course Name</b>	<b>: General Awareness and Current Affairs</b>			
<b>Semester /Year</b>	<b>: I</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

1. To aware about daily events and understand global activities.
2. To understand regional and national issues related to Social, economical and political impact
3. To enhance the analysing power of students.
4. Increase awareness of general knowledge and latest current affairs

**Course Contents:** This paper would cover the issues and events of regional, national and international importance during the preceding year effecting Indian, Social, Political economic, environment and security concerns etc.

**Suggested Books:**

1. Uttarakhand year book
2. Jagran varshiki
3. Manorama year book.

**Reference Books:**

1. News paper and magazine
2. Vinsar Uttarakhand year book, vinsar publication

**Course outcomes (COs):**

<b>CO1</b>	Describe international and national, issues and current affairs
<b>CO2</b>	Understand changing socio, economic, political and technological scenario
<b>CO3</b>	Interpret global conflict and role of media
<b>CO4</b>	Analyse the changes at national and international and media coverage
<b>CO5</b>	Examine the role of media in the thought process of human being
<b>CO6</b>	Generate new ideas and perception to see the changing scenario and give solutions.

**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
<b>CO1</b>	3	-	-	1	2	-	1	2	2	-	2	1	3	2	-	-	-
<b>CO2</b>	3	2	2	2	3	2	2	2	2	1	2	1	3	1	-	-	-
<b>CO3</b>	3	3	3	3	3	2	3	3	3	3	2	1	3	1	3	3	3
<b>CO4</b>	3	3	3	3	3	2	2	3	3	3	3	1	3	2	3	3	3
<b>CO5</b>	3	3	3	3	3	2	2	3	3	3	3	3	3	2	3	3	3
<b>CO6</b>	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3

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

**M.A. JOURNALISM AND MASS COMMUNICATION**  
**SEMESTER - II**

<b>Course code</b>	<b>: MAMC/C201</b>			
<b>Course Name</b>	<b>: Development Communication</b>			
<b>Semester /Year</b>	<b>: II</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

1. To understand Development Concept, and concerns
2. To understanding different aspects, issues and problems of development
3. To understand different Models of development
4. To Understand developed and developing countries

**Course Contents-****Unit 1:Development**

Concept, process and models of development ( Gandhian, Western, Eastern, Schumaker, Communist)  
Approaches to development, Genesis of development, Indicators of development  
Problems and issues in development

**Unit 2:Characteristics of developing societies**

Development dichotomies – socio-economic gaps and its implications  
Gap and its implications, gap between developed and developing societies.  
Social change, modernization, Globalisation and development

**Unit 3 : Concept-Definition-Philosophy-process-theories (economic, political and social)**

Role of media in development communication; Indian  
Indian experiences of Development communication  
Strategies in development communication  
Social, cultural and economic barriers  
Problems faced in effective communication.  
Writing development messages for rural audience; specific requirements of media  
Writing with special reference to media and television.

**Unit 4: Democratic decentralization**

Panchayati Raj - planning at national, state, regional, district, block and village levels.  
Development support communication; Population and family welfare- health-Education  
Environment. Developmental agricultural and rural extension agencies: governmental, semi  
governmental and non-governmental organizations.



**Suggested Books:**

1. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt. Ltd., New Delhi.
2. Development Communication in India, Raghvan.
3. A Manual of Development Journalism (Press Institute of India): Alam Chalkels.
4. Rural Communication (A.M.C.) : Prof . R. Sinha & Gavdi.
5. Communication & Social Development in India (Sterling) : B. Kupu Swamy.
6. The Community Newspaper : Karris & Hocks.
7. Reporting Agriculture : William Ward B.
8. Agricultural Journalism : Rodnary Fox.

**Reference Books:**

1. Srinivas Mekote and H. Laslie Steovs, Communication for Development in the Third World, 2<sup>nd</sup> Edition, Sage, 2001.
2. India's Changing Villages : Human Factor : Dubae S.C.
3. Mass Media & National Development: Wilbur Schramm
4. Wilbur Schramm, Mass Media and National Development, Stanford, Calif, orthia 1964.
5. Hunt Dian, Economic Theories of Development: An Analysis of the Competing Paradigms, Harvesters Whitsheaf, New York, 1989.
6. Joshi P.C., Communication and National Development. Anamika Publication, New Delhi, 2002

**Course outcomes (COs):**

<b>CO1</b>	Define and describe the concept, process and indicators of development and relation with media
<b>CO2</b>	Conceptual understanding of different models of development and approaches of Development communication
<b>CO3</b>	Identify and explain different agencies, programmes, schemes and policies related to development
<b>CO4</b>	Compare the divide between Developed and Developing societies
<b>CO5</b>	Examine the major challenges, problems, issues in development and development journalism
<b>CO6</b>	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
<b>CO1</b>	3	3	-	1	-	-	-	-	1	-	1	-	3	3	-	-	-
<b>CO2</b>	3	3	-	1	-	-	-	-	1	-	1	-	3	3	-	-	-
<b>CO3</b>	1	3	1	3	-	-	-	-	1	2	2	-	2	2	-	-	-
<b>CO4</b>	3	2	-	1	-	-	-	-	1	-	1	-	1	1	-	-	-
<b>CO5</b>	1	3	2	2	-	-	-	-	2	1	1	-	3	2	-	-	-
<b>CO6</b>	1	1	3	-	3	-	-	-	3	3	3	3	1	1	3	2	3

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



**SEMESTER - II**

<b>Course code</b>	<b>: MAMC/C202</b>			
<b>Course Name</b>	<b>: Communication Research-I</b>			
<b>Semester /Year</b>	<b>: II</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

1. To understand the research process and discuss major aspects of research
2. Meaning and significance of communication research
3. To know about various research methodologies.
4. To know about data collection process and analysis of data.

**Course Contents-****Unit 1: Communication and Research**

Meaning of research, pure and applied research, scientific approach to social science  
 Research, Concept and scope of communication research, need and importance in the Indian  
 Context, areas of research in communication: source analysis, message analysis audience  
 Analysis, media analysis and effect analysis

**Unit 2: Research Problem**

Research problem, criteria for selecting a research problem  
 Formulation of research problem, Research Design, its types and components  
 Synopsis, its meaning and importance, Elements, variables, hypothesis

**Unit 3: Data Collection and Analysis**

Methods of data collection: Historical, experimental, survey, case study, content analysis, interview  
 and observation Sampling

**Unit 4: Measuring variables**

Levels of measurement, measure of central tendency, validity and reliability, measures of dispersion,  
 correlation and co-efficient of correlation)  
 Research Report, Writing the research report, significance of bibliography, index Appendices,  
 footnotes.

**Suggested Books:**

1. Research Methodology, C.R.Kothari.
2. Media & Communication Research Methods, Arthur Asa Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.



**Reference Books:**

1. Media Research Methods, Gunter, 2000 Sage, New Delhi Pub. India Pvt. Ltd.
2. Gupta S.C. and Kapoor K.V. Fundamentals of Mathematical Statistics, Sultan Chand & Sons, Delhi, 1994.
3. Rebecca B. Rubin et.al. Communication Research Measures, The Guilfor Press, New York, 1994.
4. Susanna, Horning Priest. Doing Media Research: An Introduction, Sage, New Delhi, 1996
5. Arthur, A. Berger. Media Research Techniques, Sage, New Delhi, 1996.

**Course outcomes (COs):**

<b>CO1</b>	Define basic concepts, methods and stages of research
<b>CO2</b>	Understand the sampling methods and technique
<b>CO3</b>	Demonstrate the ability to choose methods, designs to gather data., appropriate to research aims and objectives
<b>CO4</b>	Analysis the data techniques and tabulation
<b>CO5</b>	Asses and devise internet as a source to write research report, ethical prospective of mass media research
<b>CO6</b>	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
<b>CO1</b>	1	1	1	3	1	-	2	2	-	1	1	-
<b>CO2</b>	1	2	1	3	1	1	1	2	-	1	1	-
<b>CO3</b>	1	2	2	3	2	1	2	2	1	1	1	1
<b>CO4</b>	1	2	1	3	2	1	2	2	-	1	1	-
<b>CO5</b>	1	2	2	3	2	3	2	3	2	1	-	2
<b>CO6</b>	1	2	3	3	3	2	3	3	2	1	1	3

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



**SEMESTER - II**

<b>Course code</b>	<b>: MAMC/C203</b>			
<b>Course Name</b>	<b>: Media Laws and Ethics</b>			
<b>Semester /Year</b>	<b>: II</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives :**

1. Discuss different laws related to mass media.
2. To understand journalistic ethics.
3. Understanding of Fundamental rights and restrictions.
4. To understand contempt of court, defamation and other important aspects.

**Course Contents-**

**Unit 1:Constitution of India**

Preamble, fundamental rights-freedom of speech and expression and their limits  
Directive principles of state policy, Fundamental duties  
Provisions of declaring emergency, their effects of emergency on media,  
Reporting legislature, Parliamentary privileges and media  
Indian Constitution and media , Role of media in democracy

**Unit 2:Press laws**

History of press laws in India: Contempt of Courts Act 1971- civil and criminal law of  
Defamation- relevant provisions of Indian Penal Code with reference to sedition,  
Crime against women and children; laws dealing with obscenity;  
Official Secrets Act 1923, Right to Information- Press and registration of Books Act 1867.  
Working Journalists and other newspapers employees (Conditions of service and Miscellaneous  
Provisions) Act, 1955;- Cinematograph Act, 1953; Prasar Bharti Act;  
WTO agreement and intellectual property right legislations, media and public interest litigation.

**Unit 3: Cyber Laws and Ethics**

Development of interest; Social networking sites, Types of Cybercrimes, Issue of privacy  
on net, Hacking and ethical hacking; Regulation Laws in Different countries digital media  
ethics, new media and popular culture. Power and control in new platforms, surveillance  
society, ethical and legal issues.

**Unit 4: Media Ethics**

Media's ethical problems including privacy, right to reply, sting operations Guarding against  
communal writing and sensational and yellow journalism, Freebies, bias, coloured reports. Ethical



issues related with ownership of media and national, transnational monopoly, Private treaties between media and corporate houses. Role of Press Council of India and its broad guidelines for the press, paid news Codes suggested for the media by Press council, Editors Guild of India, Advertising Council of India, PRSI, NBA Accountability and independence of Media.

**Suggested Books:**

1. Media Credibility by Aggarwal, S.K.
2. Mass Media: Laws and Regulations by Rayudu, C.S.
3. History of Press, Press Laws and Communication by Ahuja, B.N.
4. Press and Pressure by Mankakar, D.R.
5. Freedom and Fraud of the Press by Ghosh, Kekar
6. Press and Press Laws in India by Ghosh, Hemendra Prasad
7. Media Ethics and Laws by Jan R. Hakeculdar

**Reference Books:**

1. Dixit, Anil K:2006, Press Laws and Media Ethics, Reference Press
2. Basu, D.D., 2020, Introduction to The Constitution of India, Gurgaon, Lexis Nexis
3. Basu, D.D. 2005, Law of the Press in India, N. Delhi, Prentice Hall of India
4. Singh, Srikant:Janmadhyam Kanoon evam Uttardayitva, N.Delhi, Satyam Publishing House
5. Singh, S.Swaroop : 2004,PressaurBhartiyaSansad, N.Delhi,ClassicalPublishingCo.
6. Patterson Philip, (2013), Media Ethics: Issues and Cases. Chennai, India: McGraw-Hill Education.
7. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.

**Course outcomes (COs):**

<b>CO1</b>	Define ethical framework of media laws and ethics
<b>CO2</b>	Explain and Identify technology and ethical parameters in news writing
<b>CO3</b>	Interpreted the regulatory bodies and their functions
<b>CO4</b>	Analyse media social responsibility and accountability factors
<b>CO5</b>	Criticize the media content debates and issues
<b>CO6</b>	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
<b>CO1</b>	2	2	3	1	2	-	2	-	2	1	1	1	1
<b>CO2</b>	1	1	3	2	2	-	2	2	2	1	2	2	2
<b>CO3</b>	3	1	3	1	2	-	2	-	2	-	-	2	2
<b>CO4</b>	1	2	3	1	2	-	2	-	2	-	-	2	3
<b>CO5</b>	1	1	3	3	2	2	2	-	2	3	3	2	2
<b>CO6</b>	1	3	3	3	2	2	2	-	2	1	3	3	2

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



**SEMESTER - II**

<b>Course code</b>	<b>: MAMC/C204</b>			
<b>Course Name</b>	<b>: Public Relations and Corporate Communications</b>			
<b>Semester /Year</b>	<b>: II</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. To Understand Public relations and its importance
2. To understand strategy planning and campaign in Advertisement and Public Relation projects.
3. To understand e-PR concept and objectives.
4. Understand the importance of Advertisement, PR and corporate communication in an organization.

**Course Contents-**

**Unit 1:Public relations –**

Definitions of public relations, publicity, propaganda, public affairs,lobbying, etc.)  
Ethics of PR (PRSI code of ethics).  
Interface of PR with various management disciplines (HRD, finance, marketing, law,etc.)  
Tools for PR (interpersonal, mass media and targeted media)

**Unit 2: Evolution and history of public relations –**

Definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, opinion building, etc.). Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy, PRSI code of ethics).

**Unit 3: Interface of PR with various management disciplines -** (human resources and development, finance, marketing, management services, planning and development, etc.) - publics in PR, PR tools (interpersonal, mass media and selective media) - PR in industry (Public Sector, Private Sector and MNCs) - PR in Central and State Governments and the functioning of various media units of the State and Union Governments.

Writing for PR : Internal and External Publics (house journals – printed and electronic, bulletin, boards, open houses, suggestion boxes, video magazines, speeches, articles, etc.). Writing for media (press release/backgrounder, press brief, features, rejoinders, etc.).

**Unit 4: PR in industry, in central and state governments**

Role of PR in crisis communication  
PR writings: House journals, bulletin boards, suggestion boxes, In house documentaries, presentations etc) PR writing for media (press release/backgrounder, press brief, rejoinders, etc.)  
PR - law and ethics of PR (defamation, copyright, invasion of privacy, PRSI code of ethics).



**Unit 5: Corporate communication: Advent, role, strategic importance**

- Corporate culture, corporate philosophy, corporate citizenship
- Skills and talents of a corporate communicator
- Building a distinct corporate identity

**Suggested Books:**

1. Reader in Public Opinion & Mass Communication : Morris, Janowitz and Paul Hirsch (ed.).
2. Public Relations– A Scientific Approach : Sahai, Baldeo.
3. Handbook of Public Relations in India : Mehta, D.S.
4. Corporate Public Relations : Balan K.R.
5. Public Relations Handbook : Dilenschneider, Robert L. and Forrestal, Dan J.
6. Public Relations Principles Cases and Problems : Moore, Frazier H., Kalupa, Frank B.
7. Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.
8. Public Relations Concept : J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.

**Reference Books:**

1. Madhumita Chatterji, Corporate social Responsibility, Oxford University Press, 2011
2. Iqbal S. Sachdeva, Public Relations –Principles and Practices, Oxford University Press, 2009.
3. Jethwani, Jaishree J.: Corporate Communication, Oxford University Press
4. Chatterji, Madhumita, Corporate Social Responsibility, Oxford University Press

**Course outcomes (COs):**

<b>CO1</b>	Identify the basic concept, history and objectives of public relation
<b>CO2</b>	Understand theories and practices of PR and Corporate Communication
<b>CO3</b>	Develop the ability to design professional marketing strategy and research in PR
<b>CO4</b>	Illustrate the ethics and laws of PR and Corporate Communication
<b>CO5</b>	Critically examine the corporate communication advent, role and strategic management
<b>CO6</b>	Able to understand to write for PR and other media writing with Interface of PR and various management disciplines.

**CO-PO Mapping:**

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

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

**SEMESTER - II**

<b>Course code</b>	<b>: MAMC/C205</b>			
<b>Course Name</b>	<b>: Media Management</b>			
<b>Semester /Year</b>	<b>: II</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. To understand characteristics of media management and media marketing
2. To understand the ownership pattern of different media organizations.
3. To understand functions and organizational structure of various departments.
4. To understand media promotional activities.

**Course Contents-****Unit 1: Media Management**

Principles of management, Functions & Significance

Media - a profession and industry

Ownership pattern of newspaper, radio and TV : Private Ltd., Public Ltd.; Individual Ownership, Partner, Trust, Society Transnational ownership, Cross media ownership; Mergers and acquisitions

**Unit 2: Business and legal aspects of media management**

Advertising, PR, Brand Promotion & Marketing Strategies, HRD,

Employee/employer Relationship, customer relationship

Problems specific to media management

**Unit 3: Editorial Management**

Changing role of editorial staffs and other media persons

Editorial response system

Organisational structure in newspapers, television and Radio, Space/Time, Circulation-Reach  
Promotion-Market survey techniques

**Unit 4: Personal Management and Financial management**

Production, Cost, Capital Cost, Commercial Polity

Budgeting, Production Scheduling, Media Scheduling

**Suggested Books:**

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
2. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
3. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi.
4. Media for Managers by Frank M. Corrado
5. Principles of Management by Henry H. Albers

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**Reference Books:**

1. The Indian Media Business, Response Books: VanitaKohli
2. Media Management: K.P Yadav: Adhyayan Publishers & Distributors.
3. Singhal, M. (2014). Media Management. New Delhi: Random Publication.
4. Hannagan, T.(2008). Management Concepts & Practices. England: Prentice Hall.
5. Kotler, P. and Armstrong G. (2008). Principles of Marketing (12th Edition). India:Prentice Hall.
6. Ramaswamy, V.S. and Namakumari, S. (2002). Marketing Management. Macmillan India Limited.

**Course outcomes (COs):**

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

**CO-PO Mapping:**

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

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



**SEMESTER - II**

<b>Course code</b>	<b>: MAMC/C 206</b>			
<b>Course Name</b>	<b>: Print Media Practical</b>			
<b>Semester /Year</b>	<b>: II</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>

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

**Course Objectives:**

1. To understand how to write news on different aspects.
2. To understand specialised reporting
3. To write news on investigative issue
4. To understand opinion pole

**Course Contents-**

This Segment will mainly consist of practical in various areas of reporting enumerated in the first semester; at least five assignments mentioned in the first semester will be given to the students on each topic. All Topics including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court, legislative and other allied areas of reporting including Election survey project: exit pool, opinion survey etc. will also be evaluated by the internal/ external faculty.

Similarly, not less than five assignments in each area of editing will have to be completed by the students and assessed by internal/ external faculty. They will also have to bring out the practice journals, mini/ lab newspaper magazines and do page make up and lay out exercises, Assignments will also be given and assessed in news selection, subbing editorial and article writing.

The Performance of the students will be evaluated by the external and internal examiner together. It will also include the publication work during the proceeding academic year and contribution of the students. The practical examination will be held preferably at the end of the semester.

Students will have to organise press conferences, organise press briefing, writing press releases, editorials on current issues, conduct interview of personalities and making of their own demo newspaper including all formalities for learning purpose.

**Suggested Books:**

1. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, NewDelhi
2. ModernNewspaperspractice, by Hodgson F. W. Heinemann London, 1984.

**Reference Books:**

1. The Journalist's Handbook, M V Kamath, Vikas Publishing.
2. Professional Journalism, M V Kamath, Vikas Publishing.
3. Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
4. Media Laws and Ethics, by Nanda, V, Kanishka Publishers 2018



**Course outcomes (COs):**

<b>CO1</b>	Define media, terminology, facts, software and reporting
<b>CO2</b>	Understand reporting, page design and layout technology and changing trends.
<b>CO3</b>	Application of layout and design, editing principles, writing techniques and software for news paper production
<b>CO4</b>	Explain process and function of news paper department, coordination and new trends
<b>CO5</b>	Evaluate the role of technology and impact of news papers on society.
<b>CO6</b>	Create and design news, news package, feature, edit page article and editorial.

**CO-PO Mapping:**

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

**SEMESTER - II**

<b>Course code</b>	: MAMC / SS207			
<b>Course Name</b>	: Self Study - प्रयोजनमूलक हिन्दी (Functional Hindi)			
<b>Semester /Year</b>	: II			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

1. To understand importance of Hindi language and to strengthen oral communication skills in Hindi.
2. To understand grammar and inculcate the knowledge of grammar in Hindi Language.
3. To understand how to use appropriate word in Hindi language.
4. Understanding how to write paragraphs and passages in Hindi language.

**Course Contents:**

1. अपठित गद्यावतरण
2. संक्षिप्तिकरण
3. व्याकरण और संरचना – लिंग, वचन, कारक तथा कला के शुद्ध प्रयोग, वाक्य शुद्धि, वाक्य विष्लेषण एवं संश्लेषण
4. मुहावरे, पर्यायवाची, विलोम व समानार्थी शब्द
5. व्यावसायिक एवं कार्यालयी पत्र लेखन
6. अनुवाद – अंग्रेजी से हिन्दी
7. प्रतिवेदन (रिपोर्ट)
8. निबन्ध लेखन
9. संस्मरण लेखन
10. उत्तराखण्ड के प्रसिद्ध हिन्दी साहित्यकार –
 

<b>(I)</b> चन्द्रकुंवर बर्वाल	<b>(II)</b> पीताम्बरदत्त बडथवाल	<b>(III)</b> विद्यासागर नौटियाल
<b>(IV)</b> भजन सिंह 'सिंह'	<b>(V)</b> शैलेश मटियानी	<b>(VI)</b> गोविन्द चातक
<b>(VII)</b> गौरा पंत 'शिवानी'	<b>(VIII)</b> मनोहर श्याम जोशी	<b>(IX)</b> पंकज बिष्ट
<b>(X)</b> मंगलेश डबराल		

**Suggested Books:**

1. अनुवाद परंपरा और प्रयोग, गोपाल शर्मा, तक्षशिला प्रकाशन
2. अनुवाद कला: सिद्धांत और प्रयोग, कैलाश चंद भाटिया, तक्षशिला प्रकाशन
3. राजभाषा हिंदी में वैज्ञानिक साहित्य के अनुवाद की दिशाएं, हरिमोहन, तक्षशिला प्रकाशन

**Reference Books:**

1. प्रयोजनमूलक हिंदी और जनसंचार, राजेंद्र मिश्रा, तक्षशिला प्रकाशन
2. प्रयोजनमूलक हिंदी के विविध रूप, राजेंद्र मिश्रा, तक्षशिला प्रकाशन



**Course outcomes (COs):**

CO1	हिंदी भाषा और व्याकरण का ज्ञान प्राप्त
CO2	ई-गवर्नेंस भाषा को समझना
CO3	अनुवाद विज्ञान के विभिन्न क्षेत्रों की जांच
CO4	भाषा व्याकरण और अनुवाद विज्ञान का विश्लेषण
CO5	उत्तराखण्ड के प्रसिद्ध हिन्दी साहित्यकारों के योगदान का मूल्यांकन
CO6	भाषा व्याकरण और अनुवाद विज्ञान में दक्षता तथा लेखन

**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	1	1	-	-	-	3	3	-	1	3	-	1	1	1	1	1
CO2	3	1	1	-	3	-	3	3	-	-	3	-	1	1	1	1	1
CO3	2	1	1	-	2	-	3	3	-	-	3	-	1	1	1	1	1
CO4	1	1	-	-	1	-	3	3	-	-	3	-	1	1	1	1	1
CO5	1	1	1	-	3	-	3	3	-	1	3	-	1	1	1	1	1
CO6	2	2	2	-	3	-	3	3	-	2	3	3	1	1	2	3	3

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

**M.A. JOURNALISM AND MASS COMMUNICATION****SEMESTER - III**

<b>Course code</b>	<b>: MAMC/C301</b>			
<b>Course Name</b>	<b>: Radio &amp; Television Production Techniques</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. Understand different stages of production of radio programmes
2. Develop ability to write script for radio advertisement
3. Understand how to produce news for Radio
4. Radio Stations-Managements in public and private Sectors

**Course Contents-****Unit 1 : Radio**

Basic principles of audio production  
 Making of a radio station  
 Acoustics  
 Microphones  
 Field and studio recording  
 Use and mixing of sound, audio, effects, music

**Unit 2: Voice modulation**

Key elements of radio writing, anchoring, Radio Jockey  
 Formats of radio programmes  
 Announcement, talks, features-documentaries, plays, dialogue, writing, newsreel,  
 Discussion, interviews, news-writing, commercial/jingles, music

**Unit 3: Television**

Making of a television studio, crew  
 Key elements of television writing, television news, documentary/feature,  
 Discussions, interview, drama, commercials programme presentation  
 Kinds of cameras, camera mountings, angles, movements, shots

**Unit 4 : Writing a script**

Visualizing and shooting script strategy of production  
 Picture composition  
 Logging, editing, dubbing graphics, special effects  
 Lighting, Art direction, Costume, make up

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**Suggested Books:**

1. Radio production, robert mcleish, 1999, focal press, oxford.
2. Television production, ralph donald & thomas spann, 2004, surjeet publications, new delhi.
3. Editing film and video on the desktop by thomas a.
4. TV production by gerald millerson.
5. Film production by steven bernstein.
6. Creating special effects for tv and video: barnard wilkie.
7. Single camera video production by r.b. musburger.
8. Documentary for the small screen by p. kriwaczek.

**Reference Books:**

1. Writing and Production for Television and Film; Sage, India by John Riber.
2. Editing and postproduction by Declan Mcgrath.
3. Ravindran,R.K. :1999 :Hand Book of Radio T.V and Broadcast Journalism, New Delhi,Anmol Publication (1st edt.)
4. Sinha,P.C : 2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1st edt.)
5. Todorovic,Aleksendar Louis: 2006: Television Technology, New Delhi, Focal
6. Friedmann,Anthony : 2007 : Writing for Visual Media, New Delhi, Focal Press (2nd edt.)
7. Boyd,Andrew: 2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5th edt.)

**Course outcomes (COs):**

<b>CO1</b>	Identify different format, function ,recording of radio and TV broadcast
<b>CO2</b>	Explain broadcast language , terms of TV and radio
<b>CO3</b>	Demonstrate knowledge on TV, radio broadcast production techniques
<b>CO4</b>	Analyse and discuss basic principles of audio video production technique
<b>CO5</b>	Distinguish the visualizing and shooting script strategy of production
<b>CO6</b>	Create and produce script for TV and Radio

**CO-PO Mapping:**

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

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



**SEMESTER - III**

<b>Course code</b>	<b>: MAMC/C302</b>			
<b>Course Name</b>	<b>: Communication Research-II</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**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

**Course Contents:**

**Unit 1:Basic understanding-** of Convergence of theoretical perspectives in evolving research (paradigms) in media, such as, Frankfurt School and American Empirical school and cultural studies

**Unit 2:Experimental method, exploratory studies.**

Semiotic research analysis

Longitudinal Studies comprising Cohort and panel Study methods, trend study

Qualitative data collection: Questionnaires, field notes, schedule, diaries

Qualitative empirical methods: Ethnography, unstructured/semi-structured interviewing, participant observation, focus groups, textual analysis

Analysis techniques (non-statistical): Grounded theory method, finding patterns, constant comparative method, concept mapping, critical discourse analysis, semiotics,

Parts of a research report: Introduction; Literature Review; Theoretical Framework

Research Questions; Method; Results; Discussion; Limitations of Study;

Preparing funded research • Research ethics; plagiarism and informed consent

**Unit 3: Latest trends in contemporary mass communication research**

New trends in Mass Communication Research

Challenges in digital and new media research.

Heightened selectivity and media audience

Basic understanding of Internet and its use in MCR

Linear and wide-angle perspective of media effects.

**Unit 4: Statistical tools**

Report writing

Styles of reference writing ( APA, EPA, MLA, footnotes etc.)

Statistical softwares

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**Suggested Books:**

1. Research Methodology: Methods and Techniques, by C.R Kothari, New Age International, 2004
2. मीडिया शोध, मनोज दयाल, हरियाणा साहित्य अकादमी, चंडीगढ़, 2004.

**Reference Books:**

1. Media & Communication Research Methods, Arthur Asa
2. Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.
3. Media Research Methods, Gunter, 2000 Sage, New Delhi Pub. IndiaPvt. Ltd.
4. Paneerselvam; Research Methodology, (New Delhi, Prentice Hall of India, 2007).
5. Churton, Mel; Theory and Method, (Hampshire, Mc Millan, 2000).

**Course outcomes (COs):**

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

**CO-PO Mapping:**

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

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





**SEMESTER - III**

<b>Course code</b>	<b>: MAMC/ C 303</b>			
<b>Course Name</b>	<b>: Advanced Advertising and Integrated Market Communication</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. To understand the basic concept of advertising
2. To understand the basics and importance of advertisement.
3. To know the concept of integrated marketing communication.
4. To aware about marketing mix.

**Course Contents-**

**Unit 1 : Introduction**

The Advertisement as Communication, Scope and importance  
Capitalism and the Advertising Industry  
Theories of Advertising - Information, Service, Ideology  
Grammar of Advertisements – print, audio-visual

**Unit 2 :Consumer Behaviour: Internal and External factors influencing**

AIDA model, DAGMAR model, Maslow's Hierarchy model  
The Brand: concept and management, strategy and structure, positioning, image and personality  
Campaign planning and brief writing, crafting online campaigns: social media and vWOM  
campaigns, metrics, analytics, and viral analysis

**Unit 3: Advertising through Print, Electronic and Online media**

Types of media for advertising  
Segmentation, Positioning and Targeting  
Media selection, Planning, Scheduling, budgeting  
Market strategy and Branding

**Unit 4: Understanding Integrated Marketing Communication**

Meaning and concept  
Key features, Objectives and components of IMC  
Theoretical Underpinnings and Models of IMC  
Benefits and Barriers  
Relevance of IMC for digital promotion



**Unit 5: Advertising Research**

Market research and advertising research

Pre-test research, post-test research, Audience Research, need and motivation theory of market research, major theorist of market research (psycho graphic/life style research, psycho-physiological research

**Unit 6 : Promotional Elements and Tools**

Understanding Promotional mix

IMC tools

Personal selling

Advertising

Public Relations

Direct and Database Marketing

Sales promotion

Online communication / Interactive marketing

**Suggested Books:**

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
4. Heath Robert L, Handbook of Public Relations, Sage Publications,
5. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
6. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

**Reference Books:**

1. Jethwaney Jaishri, Advertising, Phoenix Publishing House
2. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House

**Course outcomes (COs):**

<b>CO1</b>	Describe advertising concept, theory, role, scope and importance
<b>CO2</b>	Explain consumer behaviour, models, theories and factors influencing
<b>CO3</b>	Apply Integrate Marketing Communication tools and techniques in advertising
<b>CO4</b>	Analyse Market research and advertising research model and process
<b>CO5</b>	Distinguish online communication and Interactive marketing with professional uses of advertisement
<b>CO6</b>	Design and create advertisement for media with promotional elements and tools

**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
<b>CO1</b>	2	1	-	-	-	-	-	2	1	-	3	1	2	2	-	-	-
<b>CO2</b>	2	1	-	-	2	1	2	2	1	-	2	2	2	1	-	-	-
<b>CO3</b>	1	1	2	-	2	1	2	3	1	-	3	3	1	-	2	1	1
<b>CO4</b>	1	3	3	-	3	3	3	3	1	-	3	3	1	-	2	2	2
<b>CO5</b>	1	1	3	-	3	2	3	3	1	-	3	3	1	-	1	1	1
<b>CO6</b>	1	1	3	-	3	1	3	3	-	-	3	3	1	-	2	2	3

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



### SEMESTER - III

<b>Course code</b>	<b>: MAMC/E- 304 A</b>			
<b>Course Name</b>	<b>: Dissertation</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

#### **Course Objectives:**

1. To understand the concept of Dissertation and how to select a particular dissertation topic.
2. To understand research, types of research, research methods and mythology
3. To understand the use of info graphics and different kinds of charts
4. Explain data collection techniques and data presentation

#### **Course Contents:**

Each Student is required to start initial work on his/her Dissertation in the Second Semester. The student will have to submit the synopsis just after the end of Second Semester. Each student has to submit three copies of Dissertation by the End of Third Semester.

Every Student will have to do a dissertation in any area of Mass communication under the guidance of faculty member of the study centre. The objective of dissertation is to enable a student to have an in depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavour to create new knowledge in any area of mass communication.

**Note:** It will be evaluated finally after viva by the external and internal examiner.

#### **Suggested Books:**

1. Introduction to Communication Studies, by John Fiske. Routledge Publications, 1982.
2. Media Research Techniques, by Arthur Asa Berger. Sage Publications, 1998.

#### **Reference 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



**Course outcomes (COs):**

<b>CO1</b>	Define research and techniques
<b>CO2</b>	Understand different stages of research
<b>CO3</b>	Apply appropriate research method designs to gather data.
<b>CO4</b>	Demonstrate of different data and sampling mythology
<b>CO5</b>	Outline and analysis the framework of research report
<b>CO6</b>	Create research based dissertation, projects and prepare synopsis

**CO-PO Mapping:**

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

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



### SEMESTER - III

<b>Course code</b>	<b>: MAMC/E 304 B</b>			
<b>Course Name</b>	<b>: Project</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

#### **Course Objectives:**

1. To understand what is project and submit the synopsis of project before work on it.
2. The objective of project is to enable the student to have an in depth knowledge of the subject.
3. Uses of information graphics and different kinds of charts in project.
4. Discussion of the findings in relation to the project.

#### **Course Contents:**

Each Student is required to start initial work on his/her Project in the Second Semester. The student will have to submit the synopsis just after the end of Second Semester. Each student has to submit three copies of Project by the End of Third Semester.

Every Student will have to do a project report in any area of Mass communication under the guidance of faculty member of the study centre. The objective of project is to enable a student to have an in depth knowledge of the subject of his/her choice. It should be a research and practical or field based effort and should endeavour to create new knowledge in any area of mass communication.

**Note:** It will be evaluated finally after viva by the external and internal examiner.

#### **Suggested Books:**

1. Research Methodology: Methods and Techniques, C.R. Kothari, New Age International, New Delhi
2. How to write dissertations and Project Reports by Kathleen McMillan and Jonathan weyers. Publisher Pearson education India.

#### **Reference Books:**

1. Handbook on Proposal Drafting and Project Management in development sector by Rajesh Malhotra.
2. Ranjit Kumar, Research Methodology– A Step-by-Step Guide for Beginners, Pearson, 2005



**Course outcomes (COs):**

<b>CO1</b>	Identify study area and review of literature
<b>CO2</b>	Explain relevance and importance of project with use of models
<b>CO3</b>	Construct a detailed plan of a research project.
<b>CO4</b>	Demonstrate of different data and sampling mythology
<b>CO5</b>	Consider and measure the collect data to be used in project
<b>CO6</b>	Make a design and manage a piece of original project with use of modern tools

**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
<b>CO1</b>	1	3	3	3	3	1	2	3	1	2	2	2	1	1	1	1	1
<b>CO2</b>	1	2	3	1	2	1	3	3	1	2	2	2	1	1	1	1	1
<b>CO3</b>	1	1	3	2	3	1	2	3	1	2	3	3	1	1	1	1	1
<b>CO4</b>	1	2	3	3	3	1	2	3	1	3	3	3	1	1	2	2	2
<b>CO5</b>	1	3	3	3	2	1	3	3	1	3	3	3	1	1	2	2	2
<b>CO6</b>	1	3	3	3	3	2	3	3	1	2	3	3	1	1	3	3	3

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



**SEMESTER - III**

<b>Course code</b>	<b>: MAMC/E 305 A</b>			
<b>Course Name</b>	<b>: Intercultural &amp; International Communication</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. Understand various dimensions of international communication
2. Understand and functions of western news values.
3. Understand UNESCO’s efforts in removal of imbalance of news.
4. Understand how communication and information as a tool of equality and exploitation.

**Course Contents-**

**Unit 1: Definition, concept and scope**

Relationship between culture and communication  
Basic understanding of culture as a social institution - value systems  
Inter-Cultural communication, Modern mass media as vehicles of intercultural communication

**Unit 2: Barriers in inter-cultural communication-** (Reference to Religious, political and economic pressures, inter-cultural conflicts and communication)

Impact of new technology on culture  
Globalization effects on culture and communication  
Mass media as a culture manufacturing industry  
Culture, communication and folk media

**Unit 3: Definitions and issues in International Communication**

Political, economic and cultural dimensions of international communication  
Communication and information as a tool of equality and exploitation  
International news flow-imbalance  
International, regional and internal disparities in media growth  
Communication as a human right

**Unit 4: International news agencies and syndicates-** their Organizational structure and functions

Critique of western news values, Information- prompted Cultural imperialism  
Impact of new communication technology on news flow - satellite communication- its  
Historical background-status-progress-effects-information super highways-international  
Tele communication and regulatory organizations  
Effects of globalization on media systems and their functions  
NWICO, Major players in international communication.



**Suggested Books:**

1. An Introduction to Intellectual Fred. E. Jandt. Communication, 2004, Sage Pub. India Pvt., New Delhi.
2. Galtung, J. & R.G. Vincent (1992). Global Glasnost; Toward a New World
3. Information and Communication Order by Cresskill, NJ; Hampton Press.
4. Harasim, Linda M. (2003). Global Networks; Computers and International Communication, New York, Longman.
5. Herman, Edward S and Robert W. McChesney, (1997), Global Media: The new missionaries of corporate capital. London and Washington; Cassell. Kamalipour,
6. Yahya, (2003), (ed.), Global Communication. Boulder, CO; Wdsworth.
7. Lewis, Patrica, (1993), (ed.). Alternative Media; Linking Global to the Local. Paris, UNESCO Publications.

**Reference Books:**

1. Handbook of International & Interlaectural Communication, Willam .
2. Martin, J.N. & Nakayama, T.K. (2002). Readings in Intercultural Communication. Experiences and contexts (McGraw- Hill, 2001)
3. Samovar, Porter, Understanding Intercultural Communication: The Working Principles, 2009.
4. Thombre, A, Ramesh N. Rao Specifications of Intercultural Communication : The Indian Context (SAGE Publications India Pvt Ltd, 2015)

**Course outcomes (COs):**

<b>CO1</b>	Define concept and scope of intercultural and international communication
<b>CO2</b>	Understand the mass mediated communication system with case studies
<b>CO3</b>	Explain the effects of globalization on media systems
<b>CO4</b>	Analysis and discussion on Issues in international communication
<b>CO5</b>	Evaluate democratization of information flow and media systems
<b>CO6</b>	Develop and critical thinking on international news agencies and syndicates

**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
<b>CO1</b>	1	1	-	-	-	-	2	2	-	-	2	2	1	2	-	-	-
<b>CO2</b>	1	1	-	-	2	1	2	2	-	-	2	2	1	1	-	-	-
<b>CO3</b>	1	1	-	-	2	-	2	1	-	-	2	2	-	1	-	-	-
<b>CO4</b>	1	2	1	2	2	-	2	2	-	-	2	2	-	1	1	1	1
<b>CO5</b>	1	2	1	1	2	1	2	2	-	-	2	2	-	1	1	1	1
<b>CO6</b>	1	2	2	1	2	2	1	2	-	-	2	2	-	1	1	1	1

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





**SEMESTER - III**

<b>Course code</b>	<b>: MAMC/E 305 B</b>			
<b>Course Name</b>	<b>: Introduction to Social Media</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. To understand the concept of social media
2. To aware about blogs, website and social media platforms
3. To understand concept of participatory communication.
4. Evaluate the impact of social media on culture and society.

**Course Contents-**

**Unit 1: Social Media- a new paradigm**

The Digital Experience – mobile, cyberspace, online, apps  
Technology and Literacy Redefined - Internet, Intranet, www.  
The User & The Fourth Screen- representation & reproduction  
Changing Character of Communication-Ethical Issues?

**Unit 2: Social Media Technologies & Applications**

Analogue and digital technology  
Digitization of media  
Media convergence  
ICT-scope and role

**Unit 3: 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.  
Use of social media in politics  
Cyber security  
New media ethics

**Unit 4: Impact of Social Media**

Internet/Online activism  
Citizen Journalism  
Cyber crime  
Democratization /Digital Divide  
Audience analysis & content planning

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**Suggested Books:**

1. Bennett, W. Lance. *New Media Power: The Internet and Global Activism* 2003.
2. Castells. *Manual The Network Society: a cross-cultural perspective*,
3. Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45), 2004.
4. Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging" *New Media & Society*, Vol. 6, No. 1, 2004.
5. Lister Martin. *New Media – A critical Introduction*. Routledge, 2009

**Reference Books:**

1. *Understanding digital culture* by Vincent Miller. Sage Publications, 2011.
2. *Social Media: Language, Policy and Management*, by Deepika Verma, New Delhi, Parikalpna Pub. Co. 2020.

**Course outcomes (COs):**

<b>CO1</b>	Define social media terminologies and their meaning
<b>CO2</b>	Describe virtual culture, social media ethics, cyber-crime and laws
<b>CO3</b>	Explain social media technology its application and new paradigm
<b>CO4</b>	Analyze sociology of the Internet and new media
<b>CO5</b>	Evaluate the impact of social media, advantages, limitation and risk factors
<b>CO6</b>	To create & dissect multimedia content planning and visual design.

**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
<b>CO1</b>	2	1	3	-	2	1	3	3	-	-	3	3	2	2	-	-	-
<b>CO2</b>	2	1	3	-	3	2	3	3	2	-	3	3	2	1	-	-	-
<b>CO3</b>	1	1	3	3	-	-	3	3	-	-	3	3	-	2	1	1	1
<b>CO4</b>	2	1	3	-	3	-	3	3	1	-	3	3	-	1	1	1	1
<b>CO5</b>	2	2	3	1	3	1	3	3	-	-	3	3	-	1	1	1	1
<b>CO6</b>	1	1	3	1	3	-	7	7	-	-	3	3	-	1	2	2	2

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



**SEMESTER - III**

<b>Course code</b>	<b>: MAMC/E 306 A</b>			
<b>Course Name</b>	<b>: Human Rights and Mass Media</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. To understand significance of Human Rights.
2. To Understand Human Rights and role of United Nations.
3. To understand importance and role National Human Rights commission of India.
4. To understand the role of NGO’s, Red Cross, and Media for Human Rights in India.

**Course Contents-**

**Unit 1: Concept, Scope and need of Human Rights**

Human rights in early ages  
Law terms and phrases and their uses in Human Rights  
Human rights, importance, declaration

**Unit 2: Human Rights and Media**

Human Rights and Democracy, Human Rights & Education  
Human Rights and environmental air and water pollution  
Human Rights and Communal Riots  
Human Rights in the terrorized areas  
Human Rights, Hunger and Health.  
Role of media for saving human rights  
Human rights; live with dignity and equal opportunity with merit for betterment.  
Human Rights and right to freedom of speech and expression

**Unit 3: Human Rights issues**

Human Rights and Crimes against women  
Human Rights of Accused persons  
Human Rights and child labour, bonded labour  
Human Rights and death, torture in police lockups

**Unit 4: Human Rights Organizations**

National Commission on Human Rights  
State Commission for Human Rights  
United Nation and related organization



**Suggested Books:**

- 1- Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
- 2- Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.
- 3- UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
- 4- UN Centre for Human Rights, Minority Rights (Geneva: World Campaign for Human Rights, 1998).
- 5- UNESCO, Human Rights of Women (Paris: UNESCO, 1999).
- 6- Nagendra Singh, Enforcement of Human Rights (Calcutta: E L House, 1986).
- 7- UNESCO, Yearbook on Human Rights.

**Reference Books:**

- 1- Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994).
- 2- Mathur, K. (2004). Countering Gender Violence, Sage Publication, New Delhi
- 3- IGNOU, (2008). Mass Media and Contemporary Social Issues, Communication Division, New Delhi.
- 4- Gopala Bhargava (2001). Human rights concern of the Future, New Delhi: Gyan
- 5- H.O Aggarwal (2000) International Law & Human rights. Allahabad: Central Law Publications.

**Course outcomes (COs):**

<b>CO1</b>	Identify the evolution, growth, law and terminology of human rights
<b>CO2</b>	Understand the conceptual frame work between media, gender and human rights
<b>CO3</b>	Explain different human rights issues in contemporary society
<b>CO4</b>	Able to analyse, representation of human rights and gender issues in media
<b>CO5</b>	Assess the role of national commission, media freedom and their impact on society
<b>CO6</b>	Develop understanding on laws and ethics related to gender and human right

**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
<b>CO1</b>	3	1	2	2	3	2	2	2	-	2	3	-	3	1	-	-	-
<b>CO2</b>	3	2	2	3	3	2	2	3	2	2	3	-	3	1	1	1	1
<b>CO3</b>	3	3	3	3	3	2	2	3	3	3	3	-	3	1	3	3	3
<b>CO4</b>	3	3	3	3	3	2	2	3	3	3	3	-	3	1	3	3	3
<b>CO5</b>	3	3	3	3	3	2	2	3	3	3	3	-	3	1	3	3	3
<b>CO6</b>	3	3	3	3	3	3	2	3	3	3	3	-	3	1	3	3	3

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



**SEMESTER - III**

<b>Course code</b>	<b>: MAMC/E 306 B</b>			
<b>Course Name</b>	<b>: Multi-Media Communication</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**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:Networked society**

Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond Interactivity, Crowd sourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts.

**Unit 2:CAR/CAJ**

Mobile journalism, Newsroom for online journalism

**Unit 3: Backpack journalism**

Non-linear storytelling,

New Styles for writing -visual language, micro-content, narrative journalism

**Unit 4: Marketing for the web –**

SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques,

Journalism as conversation – Audience development, Social media, Blogs, Comments,

Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz

Ethical practices involving the Internet and social media

Mobile Journalism

Photos for web – forms and format, still, gallery, slideshow Audio for web –forms and format, Internet Radio, Audioboo, Soundcloud, Podcasts, Broadcast yourself

Video for web –forms and format, Narrowcasting, Personal casting, Internet Television,

Broadcast yourself, live streaming

Data journalism – forms and format, data mine



**Suggested Books:**

1. Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.
2. Web Journalism: Practice and Promise of a New Medium by James Glen.
3. Online Journalism: Principles and Practices of News for the Web by James C. Frost.
4. Digitizing the News: Innovation in Online Newspapers.
5. Online News: Journalism and Internet by Stuart Allen.

**Reference Books:**

1. A journalist’s guide to the internet: Callahan, Chirtopher.
2. Online journalism : Jim Hall
3. Video journalism: Multimedia Storytelling, Routledge, 2017
4. Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.
5. Christin, Anne-Marie, ed. A History of Writing: From Hieroglyph to Multimedia, Flammarion-Pere Castor, 2002.
6. Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.
7. Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.

**Course outcomes (COs):**

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

**CO-PO Mapping:**

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

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

**SEMESTER - III**

<b>Course code</b>	<b>: MAMC/ SS307</b>			
<b>Course Name</b>	<b>: Functional English</b>			
<b>Semester /Year</b>	<b>: III</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

1. To understand English grammar and its uses.
2. To understand proper use of parts of speech.
3. To understand degrees of comparison, direct and indirect speech, active and passive voice.
4. To impart knowledge about advanced vocabulary for effective communication.

**Course Contents-****Unit 1: Grammar and usages**

Sentence : Subject and Predicate; Phrase and clause

Number, Person and Gender

Parts of Speech

Preposition and usages

Degrees of comparison, Gerund and Infinitives.

Time and Tense

Articles

Direct and Indirect Speech

Voice : Active and Passive

Vocabulary building: homophones, word formation, one word substitution synonyms, homonyms.

**Unit 2: Comprehension and Composition**

Reading Comprehension of preferably public information texts.

Paragraph and précis writing.

Formal Correspondence.

Public Speech

Drafting of Reports and Projects.

**Unit 3: Translation and Essay Writing**

Essay writing on current affairs

Translation from Hindi to English and Vice Versa

**Unit 4: Phonetics and Phonology**

Sound and letters

Stress and reduction

Syllables, accent and narration

Voicing and devoicing of consonants

Alterations of sounds.

Reading of passages

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**Unit 5:** Emphasis especially on functional and conversational English

**Suggested Books:**

1. T. Bala Subryamanyam: A text book of English phonetics for Indian students, McMillan David Crystl, linguistics, penguin.
2. A remedial English grammar for foreign students
3. Principles and practices of language teaching.- Kadambari Sharma and Tripti Tuteja
4. Osborn, Michael and Suzanna Osborn, Public Speaking, 3<sup>rd</sup> edition, Hongaton Mifflin Co., 1994.
5. McGregor, Graham and White, R.S. The Art of Listening, (eds.) Croom Helm, Sydney, 1986.
6. Devito A. Joseph. Human Communication – The Basic Course, Harper Collins, 6<sup>th</sup> ed., New York.
7. Natalie Rogers. How to Speak without Fear, Goyl Saab, Delhi, 1982.

**Reference Books:**

1. Handbook of English grammer and Usage, McGraw Hill
2. High School English Grammar & Composition , Wren & Martin
3. Sethi, J &etal.A Practice Course in English Pronunciation. New Delhi: Prentice Hall of India.
4. Pal, R. and Suri, P.L. (2011). English Grammar and Composition.New Delhi: Sultan Chand Publication& Sons.
5. Leena, S. (2009).Communication Skills, New Delhi: Prentice Hall of India.

**Course outcomes (COs):**

<b>CO1</b>	Define sentence formation, writing and language skills
<b>CO2</b>	Understand the importance of language in media and communication
<b>CO3</b>	Apply knowledge about advanced vocabulary for effective communication
<b>CO4</b>	Classify synonyms and antonyms with quotations
<b>CO5</b>	Assess language ability, translation and presentation skills for media professional
<b>CO6</b>	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
<b>CO1</b>	3	2	-	-	-	-	-	-	3	2	2	-	1	1	-	-	-
<b>CO2</b>	3	2	-	-	-	-	-	-	3	3	3	-	1	1	-	-	-
<b>CO3</b>	1	2	1	-	-	-	-	-	3	3	3	-	1	1	-	-	-
<b>CO4</b>	1	1	-	-	-	-	-	-	3	3	3	-	1	1	-	-	-
<b>CO5</b>	1	2	1	-	-	-	-	-	3	3	3	-	1	1	-	-	-
<b>CO6</b>	1	1	3	-	3	-	-	3	3	3	3	3	-	-	2	3	3

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



**M.A. JOURNALISM AND MASS COMMUNICATION**  
**SEMESTER - IV**

<b>Course code</b>	<b>: MAMC/C 401</b>			
<b>Course Name</b>	<b>: New Media Technology</b>			
<b>Semester /Year</b>	<b>: IV</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

1. To understand Communication Technology and its concept and scope.
2. To understand cyber/Online journalism and its importance.
3. To understand new media, its reach and impact on society.
4. To study the content of new media and its types.

**Course Contents-****Unit 1: Introduction to new media technology**

Internet, its historical perspective

Information and Communication technology

Basic understanding of Internet from the viewpoint of Mass Communication, Defining new media, terminologies and their meanings – Digital media, new media, online media

**Unit 2: Understanding of basic terminology-**

Web servers,

Web Browsers, URL, Home Page, Search engine, Internet Protocols.

Basic knowledge of Multimedia.

Web page, social media, Blog, Vlog

**Unit 3: Web page development- inserting, linking; editing and publishing**

Cyber Journalism: Digital news paper, News portal, On-line editions of newspapers- management and economics: cyber newspapers-creation, feed, marketing, revenue and expenditure,

Online editing and publishing. Ethical issues in blogging and other internet writing

Merits and demerits of cyber journalism over traditional newspapers, Socio-economic aspects of cyber journalism

**Unit 4: 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, Use of social media in politics, Cyber security New media ethics Piracy, Copyright, Copyleft and Open Source, New Media and Ethics, Social platforms, cyber crime, threats and viral messages.

**Department of Mass Communication**



**Suggested Books:**

- 1- Handbook of New Media, Liverow.
- 2- The ABC's Of Internet, Crumlsh, 1998, BPB Publications, NewDelhi.
- 3- A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher.
- 4- Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web by Andrew Bonim.
- 5- ABC of the Internet by Crumilish
- 6- Information Technology by Danis P. Curtin.
- 7- Illustrated World of Internet by Anil Madan.
- 8- How the Internet Works by Preston Gralla.

**Reference Books:**

- 1- Chakravarthy,Jagdish, 2004 : Net, Media and the Mass Communication, New Delhi, Author Press
- 2- Ray, Tapas, 2009: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt.Ltd

**Course outcomes (COs):**

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

**CO-PO Mapping:**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO7</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	3	2	1	2	2	1	2	2	1	2	3	1	2
<b>CO2</b>	3	3	2	2	2	1	3	2	1	3	2	2	2
<b>CO3</b>	2	1	2	1	2	3	1	2	1	-	1	1	1
<b>CO4</b>	1	1	3	1	3	1	3	3	3	2	1	3	3
<b>CO5</b>	2	1	2	1	2	2	3	2	3	1	2	3	2
<b>CO6</b>	1	1	2	2	3	-	3	3	3	1	2	3	2

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

**SEMESTER - IV**

<b>Course code</b>	<b>: MAMC/C 402</b>			
<b>Course Name</b>	<b>: Environmental Communication</b>			
<b>Semester /Year</b>	<b>: IV</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. To impart basic knowledge of environmental studies
2. To create awareness about the role of media in environmental promotion
3. To develop an attitude of concern for the environment.
4. To provide understanding how media professionals can contribute in creating awareness

**Course Contents-****Unit 1: Environmental Communication: Concept, objectives and scope.**

Environmental Ethics and Media.

Mass Communication Channels available for communication environmental issues.

Newspaper reporting and writing

Magazine feature writing

Visual and electronic reporting.

**Unit 2: Environmental issues (Local, national and global):**

Global warming, Ozone layer depletion, Deforestation, Acid rains, Natural disasters (earthquakes, cloud bursts, flash floods)

Indicators of Environmental degradation

Social Indicators

**Unit 3: Natural Resources (forest, water, wildlife):**

Human population growth, factors responsible for population explosion, social and economic impacts of population explosion on environment and media.

Sustainability Principles and Ecological integrity and Mass Communication Participatory Communication and Environmental Management.

Sources of information and Research Techniques.

Risk Perception, Risk Realities.

**Unit 4: Environmental Public Relations and Advertising Campaigns:**

Environmental organization related with environment UNEP, WWF, IUCN, WCED, EARTHSCAN, BNHS, NEERI, CEE, WII Speaking for the Environment, Environmental persuading, negotiating lobbying, letter writing campaigns, etc.



**Suggested Books:**

- 1- Scientific Outlook. London by Bertrand Russell, George Allen & Unwin Ltd. (1954)
- 2- Science Communication and Development, J. V. Vilanilam, Sage Publications. New Delhi, (1993)
- 3- Writing science news for the mass media, D.W. Burkett , Gulf publishing company, Rodas, Texas, USA, (1973)
- 4- Environmental communication and public sphere, Robert Cox, London; Sage publications, (2006).

**Reference Books:**

1. Global Negotiations Vol I and II, by Binod Agarwal (ed).Centre for Science and Environment.
2. N. K. Uberoi, (2010). Environmental Studies, Excel Books, New Delhi.
3. P. C Joshi & Namita Joshi (2009). A Text Book of Environmental Science, A. P. H. Pub. New Delhi.
4. Dr B. S. Chauhan, 2008, Environmental Studies, Laxmi Publication, University Science Press, New Delhi.
5. Anubha Kaushik & C. P. Kaushik (2010). Environmental Studies, New Age International.

**Course outcomes (COs):**

<b>CO1</b>	Enhance knowledge on various dimensions of environment and environmental communication
<b>CO2</b>	Describe the natural resources, explosion , effects and Environmental Management
<b>CO3</b>	Environmental Public Relations and Advertising Campaigns, role of Environmental organization
<b>CO4</b>	Explain the objectives, scope and importance of Environmental journalism
<b>CO5</b>	Evaluate and identify the environment issues and problems, Indicators of Environmental degradation
<b>CO6</b>	Develop the deep understating about environment and 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
<b>CO1</b>	3	2	-	1	-	3	-	2	1	-	3	-	1	3	1	-	-
<b>CO2</b>	2	2	-	2	-	3	1	2	2	-	2	-	3	1	-	-	-
<b>CO3</b>	2	3	3	3	3	3	2	3	3	2	3	1	3	2	1	1	-
<b>CO4</b>	3	2	-	3	-	3	-	2	2	1	2	-	3	3	-	-	1
<b>CO5</b>	1	1	1	3	2	3	1	2	1	1	2	-	2	3	1	-	-
<b>CO6</b>	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 - IV**

<b>Course code</b>	<b>: MAMC/C 403</b>			
<b>Course Name</b>	<b>: Film Studies</b>			
<b>Semester /Year</b>	<b>: IV</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

1. To understand brief history of world and Indian cinema.
2. To understand European science expression and American talkies.
3. To understand post war and the Japanese cinema.
4. To develop an understanding of films as a medium of communication.

**Course Contents-****Unit 1 : Brief History of World Cinema**

The pioneers- Lumiere Brothers, Melies, Griffith, Hollywood, Silent Era- Charles Chamlin, The European Science- Expressionism, Sergei Eisenstein; American Talkies and production House; Neo Realism, Luchino Visconti, Jean Renoir, Alfred Hitchcock, Post War period; Japanese Cinema  
New wave Films, Jean Lue Godard, Contemporary Scene.  
The position of Cinema in Developing Countries.

**Unit 2 : Brief History of Indian Cinema**

The Pioneers Phalke; The Talkies; The Studio Culture; Coming of the Superstars; Fifties and Sixties; The Big Budget and Multi-starrers; The Angry Young Man, Rise of Multiplex and Crossover Cinema.  
Profiles of Satyajit Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra, B.R. Chopra, Ramanand Sagar  
The Development of Cinema in Uttarakhand.  
The parallel Cinema.  
Genres in Indian Cinema Romance, Action, Thriller, Horror, Mythology.

**Unit 3: Film Making**

Budgeting  
Scripting and Screenplay  
Raw Stock, Film Formats  
Functions of producer, Director, Choreographer, Lyricist, Music Director, Art Director, Production Crew Casting, Location hunting.  
Post production  
Recent Technological Innovations in Cinema  
Distribution and Exhibition of Films in India.  
Film Appreciation, Film Criticism, Film Reviews.



**Suggested Books:**

1. Indian Film by Eric Baranenn&Krishnaswamy; (OVP, 2nd Edition, 1980).
2. How films are made, KhwajaAhemad Abbas, (National Book Trust, 1977).
3. Film as an art and appreciation, MaricSetton; (NCERT, New Delhi).

**Reference Books:**

1. Eric Baranenn&Krishnaswamy; Indian Film (OVP, 2nd Edition, 1980).
2. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).
3. KhwajaAhemad Abbas, How films are made (National Book Trust, 1977).
4. MaricSetton; Film as an art and appreciation, (NCERT, New Delhi).
5. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).
6. Hindi cinema ek adhyayan, rajesh kumar, Taxshila prakashan

**Course Outcomes (COs):**

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

**CO-PO Mapping:**

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

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

**SEMESTER – IV****(Specialization Elective)**

<b>Course code</b>	<b>: MAMC/ E 404 A</b>			
<b>Course Name</b>	<b>: Radio Journalism and Production – II (Practical)</b>			
<b>Semester /Year</b>	<b>: IV</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>

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

1. To understand Evolution of Radio in Indian scenario and its significance
2. To work efficiently on Sound recording with different kind of microphones.
3. Demonstrate the basics of sound recording techniques
4. Analyse the scripting and conceptualize radio programmes

**Course Contents-**

Practical work shall be carried out by the students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

**Sound Recording :** Handling with different kinds of microphones.

Script Writing: Writing of different kinds of script.

**Editing :** Different kinds of Audio editing techniques.

**Programmes :** Field and studio interviews, phone in programme, studio discussions, Talk, Panel discussion, Radio Play, Commentary.

**Radio News:** News reporting/ writing, News editing, Planning production and compilation of news and other programs.

Radio News Reading: Radio News reading/ Presentation.

Radio Programme Production : Organizing and participating.

Studio Production of Radio News Reel and current affairs programme, Radio Documentary Production.

**Evaluation :** The Practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related practical work done during the proceeding academic year. The practical examination will be held preferable at the end of the semester.

**Note :** 30 days attachment (Apprentice Training) with media establishment (Print / Electronic/ Allied Institution) will be obligatory before appearing in End Semester Practical Examination.



**Suggested Books:**

1. SC Bhatt ,Broadcast Journalism-Basic principles
2. Parthsarathi ,Here is the News
3. Broadcast Journalism, Cohler, David Keith, Prentice Hall.
4. Perspective on Radio and T.V., Smith S. Leslie, Harper and Row
5. News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication, New Delhi.
6. रेडियो और दूरदर्शन पत्रकारिता, डॉ. हरिमोहन पाठक, तक्षशिला प्रकाशन नई दिल्ली।
7. जनमाध्यम प्रौद्योगिकी, और विचारधारा: रेडियो, टेलीविजन, केबल टेलीविजन के संदर्भ में, जगदीश्वर चतुर्वेदी, अनामिका प्रकाशन, नई दिल्ली

**Reference Books:**

1. Broadcast Journalism, Boyd Andrew, Focal Press, Oxford.
2. Electronic Madhyam Radio Evam Doordarshan By Prof. Ram Mohan Pathak
3. Radio Prasaran Ki Nai Technique By Dr. Kishor Sinha
4. Radio aur Doordarshan Patrakarita By Prof. Harimohan
5. Mass Communication in India, Kewal J. Kumar

**Course outcomes (Cos):**

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

**CO-PO Mapping:**

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

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



**SEMESTER - IV**

<b>Course code</b>	<b>: MAMC/ E 404 B</b>			
<b>Course Name</b>	<b>: Documentary Production (Practical)</b>			
<b>Semester /Year</b>	<b>: IV</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>

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

**Course Objectives:**

1. To Understand Documentary
2. Student will understand the relevance of documentary
3. Students will able to know the structure and scripting the documentary
4. To develop script writing skills for documentary.

**Course Contents-**

Practical work shall be carried out by the students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

**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: Problematics of ‘Voice of God’ Narrator & Different Posturings 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

**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

**Evaluation:** The Practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related practical work done during the preceding academic year. The practical examination will be held preferable at the end of the semester. The students have to making a short documentary (10-20 minutes).



**Note :** 30 days attachment (Apprentice Training) with media establishment (Print / Electronic/ Allied Institution) will be obligatory before appearing in End Semester Practical Examination

**Suggested Books:**

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Bombay Our City by AnandPatwardhan

**Reference Books:**

1. A Fly in the Curry: Independent Documentary Film in India, by K P Jayasankar& Anjali Monterio, Hardcover, Sage, 2015.
2. Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.
3. Edgar, Robert.(2015)The language of Film. Bloomsbury: London.
4. Hayward, Susan. (2018) Cinema Studies The Key Concepts. London and New York: Routledge.
5. Sikov,ed. (2010) Film studies and production. New York: Columbia university press
6. Kumar, J. Keval.(2006) Mass Communication in India. Jaico Publication.

**Course outcomes (COs):**

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

**CO-PO Mapping:**

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

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

**SEMESTER - IV**

<b>Course code</b>	<b>: MAMC/ E 405 A</b>			
<b>Course Name</b>	<b>: T.V. Journalism and Production - II (Practical)</b>			
<b>Semester /Year</b>	<b>: IV</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>

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

**Course Objectives:**

1. Handling different kinds of Video camera, shooting with TV camera.
2. Practice of different kinds of Video editing techniques.
3. To practice for studio interviews, studio discussions.
4. Develop and enhance writing skills for different television programmes

**Course Contents-**

Practical work shall be carried out by the Students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

**Video Camera** : Handling different kinds of Video camera, shooting with TV camera,  
Studio Lights: Use of studio lights,

Script Writing: Writing of different kinds of script.

**Editing** : Different kinds of Video editing techniques- cut, mix and dissolve use of cutaway, AB roll editing.

**Interview**: Techniques, field and studio interviews, studio discussions.

Chat Show: Organizing and participating in Chat Show.

**Making Documentaries**: T.V. Documentary Production.

T.V. News: News reporting/ writing: News editing, planning production and compilation of news programs.

**T.V. News Reading and Anchoring.** : Television news reading/ presentation and anchoring.

**Note:** The Students are required to maintain record of the assignments/ practical exercises for evaluation at the time of practical examination.

**Evaluation** : The practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related Practical work done during the proceeding academic year. The practical examination will be held preferably at the end of the semester.

**Note :** 30 days attachment (Apprentice Training) with media establishment (Print / Electronic/ Allied Institution) will be obligatory before appearing in End Semester Practical Examination.



**Suggested Books:**

1. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals) by A. Boyd, Focal Press, London (1997).
2. Electronic Journalism: Principles and Practices. A. Sengupta, New Delhi: Authors Press, (2006).
3. Broadcasting in India, by P.C. Chatterji, New Delhi: Sage, (1991).
4. Script to Screen: An Introduction to TV Journalism by K. Sharda, New Delhi: Macmillan, (2000).
5. Radio and TV Journalism. New Delhi by K.M. Shivastava, Sterling Publications Pvt. Ltd. (1989).

**Reference Books:**

1. K P Jayasankar & Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.
2. Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.
3. Sinha, P.C : 2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1st ed.)
4. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
5. Television Journalism By Ivor Yorke, Routledge.

**Course outcomes (COs):**

<b>CO1</b>	Identify the different kinds of video camera with functions
<b>CO2</b>	Demonstrate the basic video editing techniques of broadcasting
<b>CO3</b>	Produce Studio based TV programmes in different formats
<b>CO4</b>	Plan to make a documentary with skilled production techniques
<b>CO5</b>	Assess the television techniques for making interview, chat show and discussion
<b>CO6</b>	Prepare, produce writing script, studio and outdoor program with editing techniques.

**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
<b>CO1</b>	3	-	3	-	3	3	3	3	1	-	3	3	3	3	2	2	2
<b>CO2</b>	3	1	3	-	3	2	3	3	1	-	3	3	2	2	2	2	2
<b>CO3</b>	1	1	3	-	3	-	3	3	-	-	3	3	1	1	1	1	1
<b>CO4</b>	2	3	3	-	3	2	3	3	-	1	3	3	2	2	2	2	2
<b>CO5</b>	2	2	3	-	3	3	3	3	-	-	3	3	1	1	3	3	3
<b>CO6</b>	1	1	3	-	3	2	3	3	-	-	3	3	1	1	3	3	3

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



**SEMESTER - IV**

<b>Course code</b>	<b>: MAMC/ E 405 B</b>			
<b>Course Name</b>	<b>: Event Management</b>			
<b>Semester /Year</b>	<b>: IV</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. Understand the concept of event management.
2. Understand of the use of various management theories of management.
3. Understand how to coordinate with the team.
4. Understand the importance to event management.

**Course Contents-**

**Unit 1 : Introduction to event Management**

Size & type of event, Event Team, Code of ethics, Principles of event Management, concept & designing, Analysis of concept, Logistics of concept.

**Unit 2 : Planning tools**

Feasibility, Keys to success, SWOT Analysis, Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools.

**Unit 3: Managing Strategies**

Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics, Leadership skills, Managing team, Group development, Managing meetings

**Unit 4 : Presentation skills**

Presentation skills and use of computer in events,

Written communications, (Official, semi-official, Invoice). Verbal communications,

**Unit 5 : Research & planning:**

Types and category, Sports, Rallies, Wedding, Preparing event proposal, Use of planning tools, Security, Occupational safety, Crowded management

**Event Logistics:** Logistic policy, procedures, performance standards functional areas, Concept, theme, Fabrication, light & sound, handling vendors



**Suggested Books:**

1. Event Management By Lynn Van Der Wagen & Brenda R Carlos.
2. Successful Event Management By Anton Shone & Bryn Parry
3. Tulsian P C – Business Organisation & Management
4. Prasad L.M.- Principle of management
5. Successful Event Management By Anton Shone & Bryn Parry

**Reference Books:**

1. Event Marketing & Management by Sanjaya Singh Gaur, Sanjay V. Saggere, Vikas Publishing, 2010
2. Hospitality Marketing & Management by J. M. Mrthews, Avishkar Publisher, 2006.
3. Successful Event Management: A Practical Handbook, byAnton Shone, Bryn Parry, Cengage Learning EME, 2004.
4. .Event Planning, by Judy Alley, John Wiley and Sons, 2008
5. Event Studies: Theory, Research and Policy for Planned Events by Donald Getz, 2007
6. Risk Management for Meetings and Events by Julia Rutherford, Silvers 2007

**Course outcomes (COs):**

<b>CO1</b>	Describe all the steps of planning and organizing an event
<b>CO2</b>	Discuss ways of strategic marketing and media planning for events
<b>CO3</b>	Demonstrate knowledge and ability to identify of risk areas, evaluate safety measures
<b>CO4</b>	Plan an event and Formulate research, planning and logistic related to various events
<b>CO5</b>	Assess the SWOT analysis of event management organisation
<b>CO6</b>	Prepare and produce event proposal and develop presentation skill with the help of ICT tools

**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
<b>CO1</b>	2	1	3	1	2	2	3	3	-	-	3	3	2	2	2	1	1
<b>CO2</b>	2	2	3	-	3	2	3	3	-	-	3	3	2	2	2	2	2
<b>CO3</b>	3	2	3	1	3	2	3	3	1	1	3	3	2	2	2	2	2
<b>CO4</b>	2	3	3	3	3	3	3	3	1	1	3	3	1	1	3	3	3
<b>CO5</b>	1	3	3	1	3	2	3	3	1	1	3	3	-	-	1	1	1
<b>CO6</b>	1	3	3	3	3	3	3	3	1	1	3	3	1	1	3	3	3

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



**SEMESTER - IV**

<b>Course code</b>	<b>: MAMC/ E 406 A</b>			
<b>Course Name</b>	<b>: Print Media – II Specialized Reporting</b>			
<b>Semester /Year</b>	<b>: IV</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. Understand the process of online reporting in various platforms.
2. Understand the basics of parliament news coverage.
3. Develop the general understanding of art, culture and sports reporting.
4. Understanding the basics of economic reporting.

**Course Contents-**

**Unit 1:**

Specialized reporting  
Evolution of specialized reporting  
Relevance of specialized reporting in contemporary times  
Creativity in specialized reporting

**Unit 2:**

Crime reporting  
Court reporting  
Election reporting  
Conflict reporting  
Terrorism reporting  
Health reporting

**Unit-3:**

Science reporting  
Environment reporting  
Development reporting  
Rural and Agricultural reporting

**Unit-4:**

Culture, art and literature reporting  
Lifestyle reporting  
Economic and commerce reporting  
Sports reporting  
Defence reporting  
Education reporting  
International reporting

**Suggested Books:**

1. The complete reporter: Jullian harris and others Macmillan publishing co., new york.
2. New reporting & editing, K.M. Srivastava, 1987, sterling pub. House, new delhi.



3. Basic journalism, parathasarthi, 1997, Macmillan India pvt. Ltd., New Delhi.
4. Journalism in India by Parthasarthi, R.
5. The press by Rau, M. Chelapati
6. Mass communication and journalism in India by Mehta, D.S.
7. Professional journalism by Sethi, Patanjali
8. The professional journalist: John Hobenberg oxford ieh publishing company, New Delhi.
9. Modern news reporting by care H. Warren, Harper, Newyork.
10. News writing by Haugh George A.

**Reference Books:**

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. Mass Communication in India by Keval Kumar, Mumbai, Jaico Publishers
3. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub.Company, New Delhi.

**Course outcomes (COs):**

<b>CO1</b>	Define beat/specialised news reporting and their function.
<b>CO2</b>	Explain relevance of specialised news and other content for print media.
<b>CO3</b>	Demonstrate and apply the skill in specialised reporting.
<b>CO4</b>	Analyse the various angles of news and its impact on readers.
<b>CO5</b>	Examine the relevance of specialized reporting in contemporary times
<b>CO6</b>	Create specialised news stories and content following news ethics and news values.

**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
<b>CO1</b>	3	1	1	1	3	1	2	1	1	1	3	1	2	1	-	-	-
<b>CO2</b>	3	3	2	3	3	2	2	2	2	2	3	1	3	2	-	-	-
<b>CO3</b>	3	3	2	3	3	2	3	-	2	2	3	2	3	2	2	3	3
<b>CO4</b>	2	3	3	3	3	2	3	3	2	2	3	2	3	2	2	3	3
<b>CO5</b>	2	3	2	3	3	2	3	3	2	2	3	3	3	2	2	3	3
<b>CO6</b>	3	3	1	3	3	2	3	3	2	2	3	3	3	2	3	3	3

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



**SEMESTER - IV**

<b>Course code</b>	<b>: MAMC/ E 406 B</b>			
<b>Course Name</b>	<b>: Photo Journalism</b>			
<b>Semester/Year</b>	<b>: IV</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

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

**Course Objectives:**

1. Understand the need and significance of photo journalism.
2. Understand the brief history of photo journalism.
3. Understand the principles of Photography.
4. Understand photographic equipments and different types of photography

**Course Contents-****Unit 1: Introduction to Photo journalism:**

Definition, need and significance; elements of photojournalism -Objectivity, fairness, professionalism, ethics; photo journalist- who is photojournalist and why? Qualification, rights and responsibilities of photojournalist;

History of Photojournalism: Historical origin, and present status.

Identifying and selecting events for photo journalism coverage:

1. Using journalistic news worthiness as criterion for identifying events for photojournalism.
2. Using human interest as criterion for identifying events for photojournalism.
3. Using artistic, aesthetic, and cultural factors as criterion for identifying events for Photo journalism.

**Unit 2: Photography**

What is photography, principles of photography, photographer and its jargons, composition of photography - subject and light. A brief history of photography, Eminent Photographers of India, Major Schools of Photography.

**Unit 3: Photographic Equipments:**

Cameras – types, formats, lens – different kinds and their functions; basic elements of digital photography . Shot , focus, shutter, speed , selection of subject, photo editing,

**Unit 4:Photographing as Photojournalist:**

Photographing People, event, wildlife, environment, sports, natural calamities, tourist places, conflicts, war, social, economic and political events as a photojournalist ,Photography for advertising.



**Suggested Books:**

1. Basic Photography- Michael Langford.
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.
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005
5. Elkinis, James: 2007, Photography Theory, Routledge
6. Peterson, Bryan:2011, Understanding Flash Photography, Penguin Random House
7. Kelby, Scott : 2006, Digital Photography, San Francisco, Peachpit Press
8. All About Photography, New Delhi by Ashok Dilwali, National Book Trust, 2018.

**Reference Books:**

1. Associated Press Guide to Photo Journalism by Brian Horton, McGraw Hill Education.
2. Practical Photojournalism: A Professional Guide by Martin Keene, AE Publications, UK.
3. Communication Technology for Development,Pannu. P , Tomar A Yuki, IK international publishing House .2011
4. Horton, Brian.(2001), Associated Press Guide to Photojournalism, McGraw-Hill Education

**Course outcomes (COs):**

<b>CO1</b>	Define basic concepts of photography and its components
<b>CO2</b>	Explain uses and applicability of different type of lighting in photography
<b>CO3</b>	Prepare and produce professional images using photo editing software
<b>CO4</b>	Organize camera shoot with basic elements of digital photography
<b>CO5</b>	Debate photo journalism various types and ethics
<b>CO6</b>	Develop skill for photo journalist with help of ICT tools and technique of photography

**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
<b>CO1</b>	3	-	3	-	3	1	3	3	-	-	3	3	2	1	-	-	-
<b>CO2</b>	1	-	3	-	3	1	3	3	-	-	3	3	1	1	-	-	-
<b>CO3</b>	1	1	2	-	3	1	3	3	-	-	3	3	1	1	1	1	1
<b>CO4</b>	1	1	3	1	3	3	3	3	-	-	3	3	1	1	1	1	1
<b>CO5</b>	2	1	3	2	3	3	3	3	3	-	3	3	1	1	2	2	2
<b>CO6</b>	1	1	3	1	3	3	3	3	1	-	3	3	1	1	3	3	3

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



**SEMESTER- IV**

<b>Course code</b> : MAMC/ SS 407				
<b>Course Name</b> : Folk Culture of Uttarakhand				
<b>Semester /Year</b> : IV				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Objectives:**

1. Know the brief history of the folk culture of Understand.
2. Understand language status of Garhwali and Kumauni Dialects.
3. Understand the Folk Songs, Folk Dances, Festive and Folk Tales and Jatra.
4. Understand Architecture and Archaeology of Uttrakhand.

**Course Contents-**

**Unit 1:** A Brief History of Folk Culture of Uttarakhand,.

Language: Status of Garhwali and Kumaoni Dialects

Food and Costumes

**Unit 2: Folk Culture :** Folk Songs, Folk Dances

Folk Theatre

Fairs and Festivals,

Folk Tales, Jatra

**Unit 3: Folk Music:** Dhol, Damama, Nagara, Dhapli, Ransingha, Masak Been, Hurki, Daurn Thali etc. , Folk Artist and their contribution.

**Unit 4: Architecture and Archaeology:** Sculpture, Wood Craft, Drawing, Mural, Rangoli and Dhooli Chitra

**Text Books:**

1. The Folk Tales of Uttarakhand by Govind Chatak, translated by Arun Pant.
2. Uttarakhand Samagra Adhyaan , Savita Mohan, Taxshila prakashan
3. Kedarkhand (dharm, sanskriti, vastushilp avom paryaton), Hema Uniyal, Uttara books
4. Gadhwal bhasa, sahitya aur sanskriti, Govind Chatak, Taxshila prakashan
5. Gadhwal lokgeet : ek sanskritik adhyayan, Govind Chatak, Taxshila prakashan
6. Bhartiya lok sanskriti ka sandarbh : madhya Himalaya, Govind chatak, Taxshila prakashan
7. Uttaranchal ke dewalya, trilok chand bhatt, Taxshila Prakashan
8. Uttranchal ke lok vadhya, Jugal Kishore Petsali, Taxshila prakashan
9. Uttarakhand gazettier( vol. 2 & 3) (set of two books). Edwin t. Etkinsen, Taxshila Prakashan
10. Uttarakhand ke lokoutsav avom parvoutsav, D.D.Sharma, Ttaxshila Prakashan



**Reference Books:**

1. Howley, K. (2010). Understanding Community Media. New Delhi: Sage
2. Howley, K. (2005). Community Media People, Places, and Communication Technologies. New York: Cambridge University Press.
3. Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991
4. Malik, Madhu, Traditional Forms of Communication and the Mass Media in India
5. Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publisher

**Course outcomes (COs):**

<b>CO1</b>	Define Folk Culture and tradition of Uttarakhand
<b>CO2</b>	Conceptual understanding of architecture and archaeology of Uttarakhand
<b>CO3</b>	Explain the role of media in promotion of folk culture, Food and Customs
<b>CO4</b>	Analysis the Folk Artist and their contribution in Uttarakand folk culture
<b>CO5</b>	Evaluate the significance , impact of modernization and globalization on folk culture
<b>CO6</b>	Develop and create content about different dimensions of folk culture, knowledge of traditional communication mediums

**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
<b>CO1</b>	3	1	-	-	2	2	3	3	1	1	3	-	3	3	-	-	-
<b>CO2</b>	2	1	1	-	3	1	3	3	1	-	3	-	1	1	1	1	1
<b>CO3</b>	3	2	-	-	3	-	3	3	-	1	3	1	1	1	1	1	1
<b>CO4</b>	3	2	-	-	2	-	2	2	-	-	3	-	1	1	1	1	1
<b>CO5</b>	2	1	1	-	2	2	3	-	-	-	3	1	1	1	1	1	1
<b>CO6</b>	1	3	3	-	2	2	3	3	1	-	3	1	1	1	2	2	2

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