SHRI GURU RAM RAI UNIVERSITY

(Estd.byGovt.ofUttarakhand, vide Shri Guru RamRai UniversityActno. 03of2017)

Department of Journalism and Mass Communication

BA (H) Journalismand Mass Communication

Undergraduate Programme

Syllabus

Four Year Bachelor Programme in

BA (H) Journalismand Mass Communication

(Course Curriculum Design as per NEP- 2020)

Effective from Academic Session
2024-2025

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Four-Year Bachelor Programme in BA (H) Journalismand Mass Communication (Course Curriculum Design as per NEP 2020)

Introduction

The National Education Policy (NEP) 2020 seeks to reform the Higher Education system by providing flexibility to students in terms of choice of subjects to study and academic pathways. The policy envisages broad-based, multi-disciplinary, holistic academic programs. One very important recommendation of the NEP 2020 is a creative combination of disciplines for study with multiple entry and exit points. Thus, the curriculum has been made flexible by integrating multidisciplinary subjects, vocational education, and Co-Curricular courses with mainstream education.

1.1 Nomenclature

The students will have the opportunity for multiple entry and exit with appropriate certification, viz. Undergraduate Certificate after one year (two semesters), Undergraduate Diploma after two years (four semesters), Bachelor's Degree after three years (six semesters), and Bachelor's Degree with Research after four years (eight semesters). Candidates who meet the minimum CGPA of 7.5 in a three-year Bachelor's degree can pursue and continue the Bachelor's Degree with Research.

Levels	QualificationTitle	Proposed Minimum Credit By the University	Proposed Credit for the Programme
Level1	Certificate in Journalism and Mass Communication	44	44
Level2	Diploma In Journalism & Mass Communication	88	88
Level3	B.A(Honors') Journalism and Mass Communication	132	132
Level4	B.A(Honors') Journalism and Mass Communication with Research	176	176

The Medium of Instruction:
The medium of instruction will be both Hindi and English.

The Medium of Examination:
The medium of instruction will be both Hindi and English.

Eligibility for admission:
Any candidatewho has passed the Plus Two of the Higher Secondary Board of Examinations in any state recognizedas equivalentto the PlusTwoofthe Higher Secondary Board in with not less than40%-marks in aggregate is eligible for admission; However, SC/ST, OBC and other eligiblecommunitiesshall begiven relaxation as peruniversityrules

Attendance:
A student is eligible to write the semester/internal examination only when he/she has a minimum of 75% attendance in each course and in aggregate of all the courses.

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Multiple Exit and Entry options:

1. One Year (Two Semesters) with an Under Graduate Certificate in Journalism and Mass Communication
2. Two Years (Four Semesters) with an Under Graduate Diploma in Journalism and Mass Communication
3. Three Years (Six Semesters) with a B.A. (honor's) Journalism and Mass Communication.
4. Four Years (Eight Semesters) with a B.A. (honor's with Research/Academic Project) in Journalism and Mass Communication.

NEP-2020 framework

Course categorization and credit distribution for UG/Bachelor's Program shall comprise the following NEP framework.

Discipline Specific Core (DSC)

"Discipline Specific Core" (DSC) in a syllabus refers to a set of courses or academic requirements that are fundamental and essential to a specific discipline or field of study. DSC courses are typically mandatory and provide students with a foundational understanding of the core principles, theories, and concepts within their chosen academic discipline or major.

Generic Elective (GE)

Generic Elective shall be a pool/ basket of courses which is meant to provide multidisciplinary education to students. GE A core course offered in a discipline / subject may be treated as an elective by other discipline / subject and vice versa and such electives may also be referred to as Generic Elective. Student cannot select / opt for Generic elective paper belonging to core course or his/her own subject. These courses are often designed to provide students with a broad range of knowledge or skills outside of their major or core curriculum, allowing them to explore different areas of interest or meet specific academic requirements. Generic Elective papers are mandatorily to be taken by the students. However, a choice regarding the subject will be provided by the department looking into the academic requirement of the students from the discipline of Journalism and Mass Communication.

Ability Enhancement Course (AEC)

This course will enhance the language and expression of the students. AEC are also part of the CBCS and are intended to enhance the overall abilities and employability of students. They focus on developing various skills and attributes such as communication skills, critical thinking, problem-solving, digital literacy, ethical reasoning, and other soft skills. AECs are not necessarily directly related to a student's major but are aimed at providing a well-rounded education and improving their overall abilities.

Skill Enhancement Courses (SEC)

These are courses designed to impart specific skills and competencies that are relevant to the student's academic and career development. SECs are meant to enhance the employability of students.

Value Addition Courses (VAC)

Value Addition Courses are designed to make students more well-rounded and competitive in the job market by equipping them with additional skills and knowledge that can complement their primary academic program. VAC in the context of a syllabus refers to a course or component within the curriculum that is intended to provide additional value to a student's education. These courses are often designed to impart practical skills, knowledge, or experiences that go beyond the core academic requirements of a program.

Discipline Specific Elective (DSE)

DSEs are elective courses that are more focused and specialized within the student's specific academic discipline. Students usually have a set of DSE options related to their major or area of specialization. These courses allow students to delve deeper into particular subfields or topics within their discipline. The

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purpose of DSE courses is to give students the opportunity to tailor their education to their specific interests and career goals within their chosen academic field. DSEs provide a certain level of specialization and expertise beyond the core curriculum, making students more knowledgeable and competitive in their area of study. Students typically choose DSEs based on their academic and career interests, which can help them, develop expertise in specific areas of their discipline.

Massive Open Online Course (MOOC)
MOOC is an online educational course that is designed to be open to a large number of participants, often without the limitations of geographical location or prior qualifications. MOOCs are typically offered by universities, colleges, or online learning platforms and they cover a wide range of subjects and disciplines. MOOCs are online courses that are available to a large number of participants over the internet. They are often offered by universities, colleges, and other educational institutions, as well as online learning platforms. MOOCs have gained popularity as a means of expanding access to education, allowing individuals to acquire new skills, explore topics of interest, or supplement their formal education.

Internship/apprenticeship/project/community outreach (IAPC)
IAPC typically stands for "Internship, Apprenticeship, Project, and Community Outreach," and it refers to a comprehensive approach to experiential learning and skill development in various educational or professional contexts.

Open Elective (OE)
An *Open Elective* is an elective course available for students of all programs, including students within the same department. The basket for Minor/Open electives will be provided either by the University or by the Parent Department. Minor electives or Open electives will carry 2 credits per semester from the 1st to the 4th semester.

Modes of Evaluation:
Continuous Internal Evaluation (CIE) and Semester End Examination (SEE) will carry 30% and 70% weightage, respectively, to allow the course to be evaluated for a total of 100 marks, regardless of its credits. The course evaluation system is comprehensive and continuous throughout the entire semester. For a course, the CIE and SEE evaluation will be based on the following parameters:

SN.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation(CIE)	
1	Continuous & Comprehensive Evaluation (CCE)	15Marks
2	Internal Assessment Examination (IAE)	15Marks
	Total CIE=(CCE+IAE)	30Marks
3	End Semester Examination(ESE)	70Marks
	Total of CIE and ESE	100Marks

Continuous & Comprehensive Evaluation (CCE): The CCE can be done in various methods:

i. IndividualAssignments
ii. Seminars/ClassRoomPresentations/Quizzes
iii. GroupDiscussions/ClassDiscussion/GroupAssignments
iv. Casestudies/Caselets
v. Participatory& Industry-IntegratedLearning/Filedvisits
vi. Practicalactivities/ProblemSolvingExercises
vii. ParticipationinSeminars/AcademicEvents/Symposia,etc.
viii. MiniProjects/CapstoneProjects
ix. Anyotheracademicactivity

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Abbreviations:

DSC: Discipline Specific Core

DSE: Discipline Specific Elective

AEC: Ability Enhancement Course

SEC: Skill Enhancement Course

VAC: Value Addition Course

GE: Generic Elective

L: Lecture (One Hour)

P: Practical (Two Hours)

T: Tutorial (One Hour)

MTE: Mid Term Examination

ESE: End Semester Examination

CCE: Continuous and Comprehensive Evaluation



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Learning Outcome Based Curriculum Framework

The B.A (Honors) Journalism and Mass Communication has the objective of preparing graduates whoembody the University graduate attributes. The graduate attributes and the graduate outcomes willshape the graduate profile. It aims to provide students with the knowledge, skills, attitudes, values andhabits on the one hand and the tools of analysis and the holistic development of the personality on theother with which to understand and actively participate in the media, communication and its relatedfields, to prepare them for subsequent graduate studies and to achieve success in their professionalcareers.

Programme Outcome (POs)

PO1	**Knowledge:** Acquiring knowledge on communication theories, practices, and processes to implement in professional and everyday life.
PO2	**Critical Thinking and Problem Analysis:** Developing critical thinking and understanding to create awareness within society for problem-solving and interpretation.
PO3	**Design/Development of Solutions:** Designing solutions to complex problems that meet specified needs with appropriate consideration for public health, safety, cultural, societal, and environmental consideration.
PO4	**Conduct Investigations of Complex Problems:** Ability to comprehend and effectively write reports, news articles, and visual representations, while conducting investigations and research.
PO5	**Modern Tool Usage:** Acquiring modern, appropriate techniques for producing, creating, distributing, and promoting media content. Equipping students with ICT skills and digital literacy.
PO6	**Environment and Sustainability:** Enabling students to relate to environmental sustainability and development communication.
PO7	**Ethics:** Inculcating professional ethics, values from Indian and global cultures, and fostering ethically committed media professionals adhering to human values.
PO8	**Individual and Team Work:** Building team motivation and inspiring team members to achieve their utmost efficiency.
PO9	**Communication Skills:** Developing students' communication skills, enhancing both verbal and non-verbal abilities to connect with audiences and effectively communicate on complex issues with society.
PO10	**Professionalism:** Building confidence and equipping students with skills to promote self-management, employability, entrepreneurship, professional integrity, and leadership for a global workplace.
PO11	**Life-long Learning:** Instilling a commitment to lifelong learning in various aspects of media, skills, and technology, keeping up-to-date with the changing media landscape.
PO12	**Engineering and Society:** Utilizing mass media knowledge to select and create ICT tools, content, visuals, audio, graphics, and multimedia that contribute positively to society.

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Programme Specific Outcome (PSOs)

PSO1	An ability to define various fields of mass communication.
PSO2	An ability to understand theories, practices, and processes of communication that prepare for future careers in mass media and media studies.
PSO3	Applying skills in the preparation, creation, and distribution of content for different mass media channels/platforms.
PSO4	Ability to write edits and analyze different types of news and content for various media platforms.
PSO5	Ability to report stories in an accurate, balanced, professional, and ethical manner.

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COURSE-GRID

Semester	Core–Discipline Specific Core (DSC)	Elective-Discipline Specific Elective (DSE)	Elective-Generic Elective (GE)	Ability Enhancement Course (AEC)	Skill Enhancement Course (SEC)	(Internship /Apprenticeship/ Project/Community Outreach) (IAPC)	Value Addition Course (VAC)	Total Credits
	Course/credit distribution (Credits4) Theory or Theory+ Practicum (3T+1L)	Course/credit distribution (Credits 4)Theory or Theory +Practicum/Lab (3T+1L or2T+2L)	Course/credit distribution (Credits 4)Theory or Theory +Practicum/Lab (Credits 4Tor 3T+1L or2T+2L)	Course/ credit distribution (Credits2)	Course/credit distribution (Credits2)	Course/credit distribution (Credits2)	Course/credit distribution (Credits2)	
I	**DSC1-(4)** **DSC2-(4)** **DSC3-(4)** (3T+1L)		Choose one from pool of courses **GE –1(4)**	**AEC–1(2)**	Choose one From pool of courses **SEC–1(2)**		Choose one from pool of courses **VAC–1(2)**	22
II	**DSC4-(4)** **DSC5-(4)** **DSC6-(4)** (3T+1L)		Choose one from pool of courses **GE –2(4)**	**AEC–2(2)**	Choose one From a pool of courses **SEC–2(2)**		Choose one from pool of courses **VAC–2(2)**	22
	Students on exit shall be awarded Undergraduate Diploma (in the field of study/Discipline)aftersecuringrequisite88credits in semester &II						***Total credits= 44***	
III	**DSC7-(4)** **DSC8-(4)** **DSC9-(4)** (3T+1L)	Choose one from a pool of Courses ,**DSE 1(4)** OR **GE -3(4)** (4T/or 3T+1L/or 2T+2L) OR **MOOC**		**AEC–3(2)**	Choose one from **SEC3–(2)** OR **Internship/Apprenticeship/Project/ Community Outreach(IAPC)–(2)**		Choose one From a pool Of courses **VAC–3(2)**	22
IV	**DSC10-(4)** **DSC11-(4)** **DSC12-(4)** (3T+1L)	Choose one from a pool of courses, **DSE 2(4)**credits) OR **GE -4(4)** (4T/or 3T+1L/or 2T+2L) OR **MOOC**		**AEC–4(2)**	Choose one from **SEC4–(2)** OR **Internship/Apprenticeship/ Project/Community Outreach (IAPC)–(2)**		Choose one From a pool Of courses **VAC–4(2)**	22
	Students on exit shall be awarded Undergraduate Diploma (in the field of study/Discipline)aftersecuringrequisite88credits in semester III & IV						***Total credits=88***	

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V	DSC13-(4) DSC14-(4) DSC15-(4) (4T or 3T+1L)	Choose one from pool of courses, DSE3(4 credits) (3T+1L/or 2T+2L) OR MOOC (4)	GE –5(4) OR MOOC (4)		Choose one from SEC 5–(2) OR Internship/Apprenticeship/Project/Community Outreach(IAPC)–(2)		22
VI	DSC16-(4) DSC17-(4) DSC18-(4) (4T or 3T +1L)	Choose one from pool of courses, DSE4(4 credits) (3T+1L/or 2T+2L) OR MOOC (4)	GE –6(4) OR MOOC (4)		Choose one from SEC6–(2) OR Internship/Apprenticeship/Project/Community Outreach (IAPC)–(2)		22
	Students on exit shall be awarded Bachelor of(in the field of study) Honors (Discipline) aftersecuringrequisite132creditsoncompletionofsemesterV & VI						*Total credits = 132*
VII	DSC19(4) (4T or 3T +1L)	Choose3DSE (3x4) courses OR Choose2DSE–(2x4)and one GE (4)course ORChoose 1 DSE(4)and 2GE (2x4)courses (Total=12)			Dissertation on Major/Minor(6) OR Course/ Seminar (Hons.)		22
VIII	DSC20(4) (4T or 3T +1L)	Choose 3DSE (3x4) courses (4T or 3T +1L) OR Choose 2DSE–(2x4)and one GE (4)course OR Choose1 DSE(4)and 2GE (2x4)courses (Total=12)			Dissertation on Major/Minor(6) OR Course/ Seminar (Hons.) (4+2)		22
	Students on exit shall be awarded Bachelor of (field of study) (Honors or Honors with Research) Discipline after securing requisite 176 credits on completion of semester VIII with major or Minor as per Guidelines.						*Total credits= 176*

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Scheme of Teaching and Evaluation of Examination
Department of Mass Communication
Certificate in Journalism and MassCommunication, (Duration One Year)

Semester- I

SN	Course Category	Course Code	CourseName	Credit			Evaluation Scheme				Subject Total
							Seasonal			ESE	
				L	T	P	Credit	1st Internal	2nd Internal		
Theory											
1.	DSC-1	JMCDC-101	Communication Concept and Process	4	-	-	4	15	15	70	100
2.	DSC-2	JMCDC-102	Introduction to Social Media	4	-	-	4	15	15	70	100
3.	DSC-3	JMCDC-103	Reporting and Editing for Print	3	-	-	3	15	15	70	100
4.	GE-1	JMCGE-101	Introduction to Journalism-I	4	-	-	4	15	15	70	100
		OR	OR								
		JMCGE-102	Introduction to Visual Communication								
5.	AEC-1	AEC-101	Communication Skills: Listening and Speaking Skills	2	-	-	2	15	15	70	100
6.	SEC-1	JMCSC-101	Computer Application in Media	2	-	-	2	15	15	70	100
		OR	OR								
		JMCSC-102	Public Speaking and Presentation Skills								
7.	VAC-1	JMCVC-101	Society and Media-I	2	-	-	2	15	15	70	100
Practical											
1	DSC-III	JMCDCL-103	Reporting and Editing for Print Practical	-	-	1	1	15	15	70	100
							22	**Total**			**800**

Note: Students will be required to take three (03) Discipline Specific Core (DSC), one (01) Ability Enhancement Course (AEC), one (01) Skill Enhancement Course (SEC) and one (01) Value Addition Course (VAC). Besides these, one (01) Generic Elective (GE) of 04 creditsfrom other School/Department of the University (NOT from Department of Mass Comm.) has to be opted.

- Important note: course mention at serial no-4 is meant for students of other school/department.
- One or both the coursesshall be offered as per faculty availability.

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Scheme of Teaching and Evaluation of Examination
Department of Mass Communication
Certificate in Journalism and Mass Communication, (Duration One Year)
Semester- II

SN	Course Category	Course Code	CourseName	Credit			Evaluation Scheme				Subject Total
							Seasonal			ESE	
				L	T	P	Credit	1st Internal	2nd Internal		
Theory											
1.	DSC-4	JMCDC-201	Introductionto Broadcast Media	4	-	-	4	15	15	70	100
2.	DSC-5	JMCDC-202	History of Media	4	-	-	4	15	15	70	100
3.	DSC-6	JMCDC-203	Photography	3	-	-	3	15	15	70	100
4.	GE-2	JMCGE-201 OR	Introduction to Journalism- II OR	4	-	-	4	15	15	70	100
		JMCGE-202	Advertising Fundamentals								
5.	AEC-2	AEC-201	Environmental Studies-I	2	-	-	2	15	15	70	100
6.	SEC-2	JMCSCL-201 OR	Print Media and Production SoftwareTraining OR	-	-	2	2	15	15	70	100
		JMCSCL-202	Photo-Editing Tools								
7.	VAC-2	JMCVC-201	Society and Media-II	2	-	-	2	15	15	70	100
Practical											
1.	DSC-6	JMCDCL-203	Photography (Practical)	-	-	1	1	15	15	70	100
							22	**Total**			**800**
Note: Student on Exit shall be awarded an undergraduate certificate in the field of Study/Discipline after securing the requisite 44 credits in semester I & II.											

Note: Students will be required to take three (03) Discipline Specific Core (DSC), one (01) Ability Enhancement Course (AEC), one (01) Skill Enhancement Course (SEC) and one (01) Value Addition Course (VAC). Besides these, one (01) Generic Elective (GE) of 04 credits from other School/Department of the University (NOT from Department of Mass Comm.) has to be opted.

- Important note: course mention at serial no-4 is meant for students of other school/department.
- One or both the courses shall be offered as per faculty availability.

Note: A student, upon exit, shall be awarded an Undergraduate Certificate in the field of study/discipline after securing the requisite 44 credits in the semesters.

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Scheme of Teaching and Evaluation of Examination
Department of Mass Communication
Diploma in Journalism and MassCommunication (Duration Two Year)
Semester- 1II

SN	Course Category	Course Code	CourseName	Credit			Evaluation Scheme				Subject Total
							Seasonal			ESE	
				L	T	P	Credit	1st Internal	2nd Internal		
Theory											
1.	DSC-7	JMCDC-301	Media Laws and Ethics	4	-	-	4	15	15	70	100
2.	DSC- 8	JMCDC-302	Communication for Development	4	-	-	4	15	15	70	100
3.	DSC- 9	JMCDC-303	Advanced Broadcast Media	3	-	-	3	15	15	70	100
4.	DSE-1 OR	JMCDE-301 OR	ICT Application for Media OR	4	-	-	4	15	15	70	100
		JMCDE-302	Talk Shows and Panel Discussions for Broadcast Media								
	GE-3	JMCGE-301 OR	Writing for Mass Media – I OR								
		JMCGE-302	Basic Theory of Television Production								
5.	AEC-3	AEC-301	Communication Skills: Reading and Writing Skills	2	-	-	2	15	15	70	100
6.	SEC-3 OR	JMCSCL-301 OR	Audio-Visual Production training OR	-	-	2	2	15	15	70	100
		JMCSCL-302	Basic Skills for TV Anchoring								
	IAPC-1	JMCIC-301	Internship/apprenticeship/project/community outreach								
7.	VAC-3	JMCVC-301	Introduction to New Media and journalism ethics	2	-	-	2	15	15	70	100
Practical											
1.	DSC- 9	JMCDCL-303	Advanced Broadcast Media (Practical)	-	-	1	1	15	15	70	100
							22	**Total**			**800**

Note: Students will be required to take three (03) Discipline Specific Core (DSC), (01) Generic Elective (GE) of 04 credits from other School/Department of the University (NOT from Department of Mass Comm.) OR 1 DSE (Discipline Specific Elective) or MOOC of 4 credits, One (01) Ability Enhancement Course (AEC), one (01) Skill Enhancement Course (SEC) or IPAC (Internship/Apprenticeship/ Project/Community Outreach) and one (01) Value Addition Course (VAC) has to be opted.

- Important note: course mention at serial no-4 is meant for students of other school/department.
- One or both the courses shall be offered as per faculty availability.

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Scheme of Teaching and Evaluation of Examination
Department of Mass Communication
Diploma in Journalism and MassCommunication (Duration Two Year)
Semester- 1V

SN	Course Category	Course Code	CourseName	Credit			Evaluation Scheme				Subject Total
							Seasonal			ESE	
				L	T	P	Credit	1st Internal	2nd Internal		
Theory											
1.	DSC-10	JMCDC-401	Film Appreciation	4	-	-	4	15	15	70	100
2.	DSC-11	JMCDC-402	Folk and Community Media	4	-	-	4	15	15	70	100
3.	DSC-12	JMCDC-403	Documentary Production	3	-	-	3	15	15	70	100
4.	DSE- 2	JMCDE-401 OR	Political Communication	4	-	-	4	15	15	70	100
	OR	JMCDE-402	Parliamentary Journalism								
	GE-4 OR	JMCGE-401 OR	Writing for Mass Media – II								
		JMCGE-402	Specialized reporting								
	MOOC/SWAYAM	MOOC	MOOC	-	-	4	4	-	-	-	100
5.	AEC-4	AEC-401	Environmental Studies-II	2	-	-	2	15	15	70	100
6.	SEC-4 OR	JMCSCL-401 OR	Basics of Design & Graphics OR	-	-	2	2	15	15	70	100
		JMCSCL-402	Basic skills for Radio Jockeying								
	IAPC-2	JMCIC-401	Internship/apprenticeship/project/community outreach								
7.	VAC-4	JMCVC-401	Advanced New Media and Ethical Issues	2	-	-	2	15	15	70	100
Practical											
1.	DSC-12	JMCDCL-403	Documentary Production(Practical)	-	-	1	1	15	15	70	100
							22	**Total**			**800**

Note: Students will be required to take three (03) Discipline Specific Core (DSC), (01) Generic Elective (GE) of 04 credits from other School/Department of the University (NOT from Department of Mass Comm.) OR 1 DSE (Discipline Specific Elective) or MOOC of 4 credits, One (01) Ability Enhancement Course (AEC), one (01) Skill Enhancement Course (SEC) or IPAC (Internship/Apprenticeship/ Project/Community Outreach) and one (01) Value Addition Course (VAC) has to be opted.

- Important note: course mention at serial no-4 is meant for students of other school/department.
- One or both the courses shall be offered as per faculty availability.

Note: A student, upon exit, shall be awarded an Undergraduate Diploma in the field of study/discipline after securing the requisite 88 credits in the semesters.

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Scheme of Teaching and Evaluation of Examination
Department of Mass Communication,
Degree in Journalism and MassCommunication (Duration Three Year)
Semester- V

SN	Course Category	Course Code	CourseName	Credit			Evaluation Scheme				Subject Total
							Seasonal			ESE	
				L	T	P	Credit	1st Internal	2nd Internal		
Theory											
1.	DSC-13	JMCDC-501	Multimedia Journalism	3	-	-	3	15	15	70	100
2.	DSC-14	JMCDC-502	Media, Gender & Human Rights	4	-	-	4	15	15	70	100
3.	DSC-15	JMCDC-503	Digital and Social media advertising	3	-	-	3	15	15	70	100
4.	DSE-3	JMCDE-501 OR	Cyber Crime and Media: Current Trends OR	4	-	-	4	15	15	70	100
		JMCDE-502	Specialized Writings								
5.	GE-5	JMCGE-501 OR	Photography Techniques OR	3	-	-	3	15	15	70	100
	OR	JMCGE-502	Television Reporting and News Gathering								
	MOOC/ SWAYAM	MOOC	MOOC								
6.	SEC-5 OR	JMCSCL-501 OR	Video Editing Tools OR	-	-	-	2	15	15	70	100
		JMCSCL-502	Advanced Photography Techniques and Skills								
	IAPC-3	JMCIC-501	Internship/apprenticeship/project/community outreach								
Practical											
1.	DSC-13	JMCDCL-501	Multimedia Journalism (Practical)	-	-	1	1	15	15	70	100
2.	DSC-15	JMCDCL-503	Digital and Social media Advertising (Practical)	-	-	1	1	15	15	70	100
3.	GE-5	JMCGEL-501 OR	Photography Techniques OR	-	-	1	1	15	15	70	100
		JMCGEL-502	Television Reporting and News Gathering								
							22	Total			800

Note: Students will be required to take three (03) Discipline Specific Core (DSC), One (01) Discipline Specific Elective (DSE), One (01) Generic Elective (GE) of 04 credits from other School/Department of the University (NOT from Department of Mass Comm) or MOOC of 4 Credits has to be opted. Beside of this one (01) Skill Enhancement Course (SEC) or IPA(Internship/Apprenticeship/ Project/Community Outreach) of 2 Credits.has to be opted.

- Important note: course mention at serial no-5 is meant for students of other school/department.
- One or both the courses shall be offered as per faculty availability.

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Scheme of Teaching and Evaluation of Examination
Department of Mass Communication
Degree in Journalism andMass Communication (Duration Three Year)
Semester- VI

SN	Course Category	Course Code	CourseName	Credit			Evaluation Scheme				Subject Total
							Seasonal			ESE	
				L	T	P	Credit	1st Internal	2nd Internal		
Theory											
1.	DSC-16	JMCDC-601	Event Management	3	-	-	3	15	15	70	100
2.	DSC-17	JMCDC-602	Web Journalism	4	-	-	4	15	15	70	100
3.	DSC-18	JMCDC-603	Health Communication	4	-	-	4	15	15	70	100
4.	DSE-4	JMCDE-601 OR	Public Relations and Corporate Communications OR	4	-	-	4	15	15	70	100
		JMCDE-602	Mediaand Information Literacy								
5.	GE-6 OR	JMCGE-601	Introduction to Blogging	3	-	-	3	15	15	70	100
		JMCGE-602	Broadcast Marketing and Promotion								
	MOOC-4	MOOC	MOOC								
6.	SEC-6 OR	JMCSC-601	Social Media Marketing Skills	2	-	-	2	15	15	70	100
		JMCSC-602	Skills for Media and Employment Opportunities								
	IAPC-4	JMCIC-601	Internship/apprenticeship/projects/community outreach	-	-	-	2				
Practical											
1.	DSC-16	JMCDCL-601	Event Management (Practical)	-	-	1	1	15	15	70	100
2.	GE-6	JMCGEL-601	Introduction to Blogging (Practical)	-	-	1	1	15	15	70	100
		JMCGEL-602	Broadcast Marketing and Promotion (Practical)								
							22	**Total**			**800**

Note: Students will be required to take three (03) Discipline Specific Core (DSC), One (01) Discipline Specific Elective (DSE), One (01) Generic Elective (GE) of 04 credits from other School/Department of the University (NOT from Department of Mass Comm) or MOOC of 4 Credits has to be opted. Beside of this one (01) Skill Enhancement Course (SEC) or IPAC (Internship/Apprenticeship/ Project/Community Outreach) of 2 Credits has to be opted.

- Important note: course mention at serial no-5 is meant for students of other school/department.
- One or both the courses shall be offered as per faculty availability.

Note: A student, upon exit, shall be awarded an Undergraduate Diploma in the field of study/discipline after securing the requisite 132 credits in the semesters.

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Course Details

BA (Honors) Journalism and Mass Communication

Semester-I

Program Name	Certificate in Journalism and MassCommunication	Program Code	C0501
Course Name	Communication Concept and Process	Course Code	JMCDC-101
Credit	4	Course type	DSC-1
Year/Sem	I	L-T-P-	4-0-0

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 systems.
4. Importance of communication theories and their relevance.

Course Contents:

Unit 1: Communication: Concept, Meaning and Definition
Elements, Process, Functions, Types of Communication
Evolution of human beings and human communication
7 C's of Communication,
Barriers of Communication.

Unit 2: Models of Communication
Aristotle's Model, Berlo's SMCR Model, Lasswell's Model,
Shannon-Weaver Mathematical Model, Newcomb's ABX Model
George Gerbner's Model, Osgood and Schramm's Model, Gatekeeping Model.

Unit 3: Theories of Communication
Normative Theories of Mass Media: Authoritarian, Libertarian, Social Responsibility
Soviet Media Theory
Sociological Theories of Mass Media: Uses & Gratification Theory, Cultivation Theory
Agenda Setting Theory
Media Effect Theories: Hypodermic Needle, Two-Step/Multi-Step Flow,
Populist Theories of Media, Individual Differences Theory,
Cognitive Dissonance Theory

Unit 4: Determinants and Shifting Paradigms
Culture and Communication
Folk Media
Mass Media
Digital Communication
Convergence of Media, Social Media

Suggested Books:

1. Kumar, J. K. (2010). *Mass Communication in India*. Jaico.
2. George, A. (n.d.). *Media Writer Handbook*. Tata McGraw Hill.
3. Narula, U. (2006). *Handbook of Communication Models, Perspectives, Strategies*. Atlantic.
4. Aggarwal, B. V. (2007). *Handbook of Journalism*. Concept Publication.
5. Shrivastav, K. M. (n.d.). *News Reporting and Editing*. Sterling Publication.
6. Littlejohn, S. W., & Foss, K. A. (2010). *Theories of Human Communication* (10th ed.). Waveland Press.

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Reference Books:

1. Keeble, R. (n.d.). *Newspaper Handbook*. Routledge Publication.
2. Berlo, D. K. (1960). *The Process of Communication*. Holt, Rinehart, and Winston.
3. DeVito, J. A. (2006). *The Interpersonal Communication Book*. Pearson Education.
4. Shannon, C. E., & Weaver, W. (1949). *The Mathematical Theory of Communication*. University of Illinois Press.
5. McQuail, D., & Windahl, S. (1993). *Communication Models for the Study of Mass Communications* (2nd ed.). Longman.

Course outcomes (COs):

CO1	Define and describe the key concepts, elements, and functions of communication.
CO2	Summarize the core principles of Normative Theories of Mass Media,
CO3	Apply communication theories to analyze media content and audience behavior.
CO4	Analyze the impact of different communication theories on media practices and societal norms.
CO5	Assess the effectiveness and implications of digital communication and social media on traditional media paradigms.
CO6	Design effective communication strategies by incorporating the 7 C's and mitigating communication barriers.

CO-PO Mapping:

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

3:HighestCorrelated, 2:MediumCorrelated,1:LowestCorrelated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester-I

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to social media	Course Code	JMCDC-102
Credit	4	Course type	DSC-2
Year/Sem	I	L-T-P-	4-0-0

CourseObjectives:

1. Understand the Role of Social Media in Communication
2. Explore Various Social Media Platforms
3. Develop Proficiency in Content Creation and Engagement
4. Analyze Social Media Trends and Impact

Course Contents:

Unit 1: Fundamentals of Social Media and Journalism
Definition, types of social media platforms
Exploring major social media platforms and their features
Role of social media in communication, news dissemination, storytelling
Social media's influences
Real-time reporting and live streaming: Opportunities and challenges

Unit 2: Social Media Strategy and Impact
Principles and Strategies for effective content creation for Social Media
Strategies for increasing engagement: Likes, comments, shares and followers
Social media management tools
Crisis management, handling negative situations on social media
Community engagement

Unit 3: Social Media Trends and Ethics in Journalism
Digital storytelling
Social media marketing
Virility and trends
Privacy concerns and data protection
Ethical considerations: Fact-checking, verification
Citizen journalism

Unit 4: Social media Influence and Future challenges
Influence of social media on public opinion, activism and social movements
Emerging social media trends: Live streaming, AR/VR, virtual reality, etc.
Social Media Advertising and Influencer Marketing,
Influencer Culture and Branding
The role of AI and chat bots in social media
Future of Social Media: Future challenges and opportunities

Suggested Books:

1. Kumar, K. J. (2010). *Mass communication in India*. Jaico.
2. Kawasaki, G., & Fitzpatrick, P. (2014). *The art of social media: Power tips for power users*. Portfolio.
3. McDonald, J. (2021). *Social media marketing workbook: How to use social media for business*. CreateSpace Independent Publishing Platform.
4. Singer, P. W., & Brooking, E. T. (2018). *LikeWar: The weaponization of social media*. Mariner Books.

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Reference Books:

1. Singer, P. W., & Brooking, E. T. (2018). *LikeWar: The weaponization of social media*. Mariner Books.
2. Knight, M., & Cook, C. (2018). *Social media journalism: Principles and practice*. SAGE Publications.
3. Pariser, E. (2011). *The filter bubble: How the new personalized web is changing what we read and how we think*. Penguin.
4. Wempen, F. (2017). *Digital literacy for dummies*. For Dummies.

Course outcomes (COs):

CO1	Define the Concept of Social Media
CO2	Explain the Impact of Social Media on Communication
CO3	Identify and effectively use different social media platforms
CO4	Analyse Social Media Trends and Their Implications
CO5	Evaluate ethical and legal issues in social media usage
CO6	Design a Social Media Strategy and Create engaging and relevant content for social media

CO-PO Mapping:

CO's	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	2	1	3	1	3	3	-	1	2	3	3	3	1	1	1
CO2	3	2	2	1	3	3	3	3	1	2	3	3	1	2	2	2	2
CO3	3	2	3	1	3	2	3	3	1	2	3	3	1	1	3	3	3
CO4	2	1	3	1	3	3	3	3	1	1	3	3	1	1	3	3	3
CO5	3	2	3	3	3	3	3	3	3	2	3	3	1	1	3	3	3
CO6	2	3	3	3	3	3	3	3	2	2	3	3	2	1	3	3	3

3:Highest Correlated, 2:MediumCorrelated,1:LowestCorrelated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester-I

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Reporting and Editing for Print	Course Code	JMCDC-103
Credit	3	Course type	DSC-3
Year/Sem	1	L-T-P-	3-0-0

Course Objectives:

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

Course Contents:

Unit 1 : Covering news
IngredientsofNews, NewsValues
NewsSources
Reporter-role, functions and qualities
Generalassignmentreporting/workingonabeat; newsagencyreporting
CoveringSpeeches, Meetings andPress Conferences
Covering of beats
Specialized Reporting
Education, sports; news packageanditsimportance
Roleofphotographsinnews

Unit2: Interviewing/Types of newsleads
Interviewing: doing the research, setting up the interview, conducting the interview NewsLeads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, typesoflead; bodyofthestory; attribution, verification
Articles, features, types of features and human interest stories, leads for features, Differencebetween articles andfeatures

Unit 3: Editing
The Newspapernewsroom
Newsroom, Organizational setup of a newspaper, Editorial department
Role of sub/copy-editor, News editor and Editor,
Editorial page, Principles of editing
Selectionofnewspicture

Unit4: Production of Newspaper: Principles of Layoutand 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) (Frontpage, Editorial pageand Supplements)
Technology and Print
Modern Printing Processes DTP (Desk top publishing)
Software for print (QuarkExpress,Adobe Photoshop, Adobe In Design etc.)
PictureEditingandCaptionWriting

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Suggested Books:

1. Kumar, D. (n.d.). *Photo and print journalism*. Sumit Enterprises.
2. Kumar, K. J. (n.d.). *Mass communication in India*. Jaico Publication.
3. Hough, G. A. (1998). *News writing*. Kanishka Publishers.
4. Hodgson, F. W. (1984). *Modern newspaper practice*. Heinemann.

Reference Books:

1. Arnold, E. (1969). *Modern newspaper design*. Harper & Row.
2. Baskette, F., Sissors, J., & Brooks, B. (1997). *The art of editing* (6th ed.). Allyn & Bacon.
3. Garcia, M. (1987). *Contemporary newspaper design*. Prentice Hall.
4. Hough, G. A. (1998). *News writing*. Kanishka Publishers.

Course outcomes (COs):

CO1	Identification of news, editorial page, and print media terminology.
CO2	Understanding of news format, news gathering, editing process, and media ethics.
CO3	Explain the newspaper printing process and coordination of departments.
CO4	Ability to use print media terminology, page layout, and designing.
CO5	Assess press and field visits to understand the working culture of the press and execution.
CO6	Compose news, articles, editorials, photo captions, and feature writing and editing.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester-I

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Reporting and Editing for Print-Practical	Course Code	JMCDCL-103
Credit	1	Course type	DSC-3
Year/Sem	I	L-T-P-	0-0-1

Course Objectives:

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

Course Contents:

Unit 1: Designing of News paper

Designing layout of newspaper on Quark Xpress software
Editing of captured images with the help of Photoshop
Rewriting and editing of news stories as per news value and requirement of design.
Practice for copy editing, writing fresh copy,
Proof-reading of news and write-ups
Creating effective headlines, sub-headings and bullet points according to news stories

Unit 2: Practical/ Assignments

Students will cover press conferences
Special assignment practice for print
To cover crime, health, education, and economic news
Designing front, back, and local pages
Coverage of local events with photos
Preparation of news package with the use of ICT tools and prescribed software

Suggested Books:

1. Franklin, B., Hamer, M., Hanna, M., Kinsey, M., & Richardson, J. E. (2005). Key concepts in journalism studies, SAGE Publications.
2. Mencher, M. (2010). News reporting and writing (11th ed.). McGraw-Hill.
3. Mott, F. L. (2000). American journalism: A history of newspapers in the United States through 250 years, 1690-1940. Routledge.
4. Parthasarathy, R. (2011). Basic journalism. Macmillan Publishers India.
5. Rich, C. (2015). Writing and reporting news: A coaching method (8th ed.). Cengage Learning.
6. Srivastava, K. M. (2007). News reporting and editing. Sterling Publishers Pvt. Ltd.
7. Stein, M. L., Paterno, S., & Burnett, R. C. (2006). The newsroom: A guide to radio and television writing, Blackwell Publishing.
8. Warren, C., & Wicks, R. H. (2020). The elements of journalism: What newspeople should know and the public should expect (4th ed.). Crown Publishing Group.

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Reference Books:

1. Fleming, C. (2006). Introduction to journalism. VLE Books.
2. Harcup, T. (2015). Journalism: Principles and practice (3rd ed.). SAGE Publications.
3. Hohenberg, J. (1983). The professional journalist. Holt, Rinehart, and Winston.
4. Kamath, M. V. (2009). The journalist's handbook. Vikas Publishing House.
5. Kovach, B., & Rosenstiel, T. (2014). The elements of journalism: What newspeople should know and the public should expect (3rd ed.). Three Rivers Press.
6. Lambeth, E. B., Meyer, P., & Thorson, E. (1998). Assessing public journalism. University of Missouri Press.
7. Natarajan, J. (2000). History of Indian journalism. Publications Division, Ministry of Information and Broadcasting, Govt. of India.
8. Raman, U. (2009). Writing for the media. Oxford University Press.
9. Tuchman, G. (1978). Making news: A study in the construction of reality. Free Press.
10. Ungerleider, C. S. (2019). Report card on Canadian journalism. Canadian Scholars' Press.

Course outcomes (COs):

CO1	Define media, terminology, facts, software, and reporting.
CO2	Understand reporting, page design, layout technology, and changing trends.
CO3	Application of layout and design, editing principles, writing techniques, and software for newspaper production.
CO4	Explain the process and function of newspaper departments, coordination, and new trends.
CO5	Evaluate the role of technology and the impact of newspapers on society.
CO6	Create and design news, news packages, features, editorial page articles, and editorials.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester-I

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to Journalism-I	Course Code	JMCGE-101
Credit	4	Course type	GE-1
Year/ Sem	I	L-T-P-	4-0-0

Course Objectives:

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

Course Contents:

Unit 1 : Understanding Journalism
Nature and scope, Duties, responsibilities,
Professional ethics of a journalist,
Emergence and changing trends in journalism

Unit 2 : Understanding the structure and construction of news
Its meaning, Definition, Nature,
News values and News Elements,
Types of News: Hard News, Soft News
Basic Components of News Story,
Organizing news story, 5W's and 1H, Inverted pyramid,
Criteria for news worthiness, principles of news selection

Unit3: Different mediums-a comparison
Language and principles of writing: Writing for print news.
Feature and article writing: Opinion pieces, editorials, interviews, profile writing, reviews, and criticism.
Writing for radio journalism and TV journalism writing
Basic differences between print, electronic, and online journalism
Photojournalism
Citizen journalism

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

Suggested Books -:

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

Reference Books-:

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

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Course outcomes (COs):

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

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester-I

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to Visual Communication	Course Code	JMCGE-102
Credit	4	Course type	GE-1
Year/ Sem	I	L-T-P-	4-0-0

Course Objectives:

1. To introduce fundamental concepts and theories in visual communication.
2. To analyze visual elements and design principles for effective communication.
3. To understand the cultural, social, and ethical implications of visual communication.
4. To develop skills in interpreting, creating, and critiquing visual messages.

Course Contents:

Unit 1: Foundations of Visual Communication
Definition and scope of visual communication
Historical overview of visual communication in media
Overview of image, typography, color theory, and composition

Unit 2: Principles and Elements of Design
Basic principles of design
Visual elements
Visual storytelling and message construction
Case studies on effective and ineffective visual communication

Unit 3: Media and Tools for Visual Communication
Traditional and digital media in visual communication
Graphic design software and digital tools
Introduction to photography, videography, and editing
Basics of info graphic design
Animation and interactive media
Role of technology in advancing visual communication

Unit 4: Culture, Society, and Ethics in Visual Communication
Cultural and social influence on visual message
Analyzing visual media's role in shaping public opinion and perception
Ethical considerations in creating and distributing visual content
Representation and diversity in visual communication

Suggested Books -:

1. Lester, P. M. (2013). *Visual Communication: Images with Messages* (6th ed.). Cengage Learning.
2. Lupton, E. (2015). *Graphic Design: The New Basics* (2nd ed.). Princeton Architectural Press.
3. Bleed, R. (2014). *Visual Communication: Insights and Strategies* (Indian Edition). Tata McGraw Hill.
4. Barnard, M. (2001). *Approaches to Understanding Visual Culture*. Palgrave Macmillan.
5. Williams, R. (2014). *The Non-Designer's Design Book* (4th ed.). Peachpit Press.
6. Davis, M. (2012). *Graphic Design Theory*. Thames & Hudson.
7. Mishra, R. (2018). *Introduction to Visual Communication in the Indian Context*. Sage Publications India.

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Reference Books-:

1. Ambrose, G., & Harris, P. (2011). *Basics Design: Design Thinking*. AVA Publishing.
2. Crow, D. (2015). *Visible Signs: An Introduction to Semiotics in the Visual Arts* (3rd ed.). Fairchild Books.
3. Jewitt, C., & Oyama, R. (2001). *The Handbook of Visual Analysis*. SAGE Publications.
4. Lidwell, W., Holden, K., & Butler, J. (2010). *Universal Principles of Design*. Rockport Publishers.
5. Mirzoeff, N. (2015). *How to See the World*. Pelican Books.
6. Nayar, P. K. (2010). *An Introduction to New Media and Cybercultures*. Wiley India.
7. Rose, G. (2016). *Visual Methodologies: An Introduction to Researching with Visual Materials* (4th ed.). SAGE Publications.
8. Wood, J. T. (2015). *Communication Mosaics: An Introduction to the Field of Communication* (8th ed.). Cengage Learning.

Course outcomes (COs):

CO1	Define basic concepts, elements, and principles of visual communication
CO2	Describe historical and theoretical perspectives in visual communication
CO3	Apply principles of design and visual elements to create cohesive visual messages
CO4	Analyze the role of visual media in cultural and social contexts
CO5	Evaluate ethical and representational issues in visual communication
CO6	Create visually compelling and socially responsible media messages

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester-I

Program Name	Certificate in Journalism and MassCommunication	ProgramCode	C0501
CourseName	Communication Skills: Listening and Speaking Skills (English)	CourseCode	AEC-101
Credit	2	Coursetype	AEC-1
Year/Sem	II	L-T-P-	2-0-0

Course Objectives:

1. To communicate appropriately in real-life situation.
2. To use English effectively for study and communicative purpose for successful career.
3. To develop and integrate the use of two language skills- Listening and Speaking.
4. To understand different types of theories and needs of communication.

Course Contents:

Unit-1- Introduction: Theory of Communication

Definition and function of Communication

Needs For effective Communication

Process of communication

Unit-2-Listening

Types of Listening, Developing effective listening skills

Listening to Talks and Presentation, Monologue, dialogue, miscommunication

Unit-3- Speaking Skills

Interview, Public speech

Mock interviews and Group discussions

Suggested Books –:

1. Dangwal, Surekha. The Art Effective Communication. Delhi: Macmillan,2017
2. Prasad, P. The Functional Aspects of Communication skills, Delhi
3. Sen, Leena. Communication Skills, Prentice hall of India, New Delhi

Reference Books- :

1. McCarty, Michel. English Vocabulary in Use, Cambridge University Press.
2. Communication Skill by Sanjay Kumar & Pushp Lata, Oxford University Press
3. An Introduction to Professional English and Soft Skills by B.K. Das, Cambridge University.

Rights

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Course outcomes (COs):

CO1	To memorize the functions of communication and related topics.
CO2	To explain listening and speaking skills.
CO3	To acquire necessary listening and speaking skills in order to follow and comprehend discourse.
CO4	To organize vocabulary and improve accuracy in grammar.
CO5	To select positive attitudes for English Communication.
CO6	To implement communicative skills at interviews, presentations and Group discussions for successful career skills.

CO-PO-Mapping

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester-I

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Computer Application in Media	Course Code	JMCSC-101
Credit	2	Course type	SEC-1
Year/Sem	I	L-T-P-	2-0-0

Course Objectives:

1. To understand the history, application, and networking of computers.
2. To understand about operating and application software.
3. To understand the evolution and social uses of the internet.
4. To understand the digital media concept with ethical and legal issues.

Course Contents:

Unit-1: Origin, growth of Computer and Internet
Applications and Uses of Computer
Computer hardware: CPU, Data InputandOutput devices
Computer memory: Primaryand secondary
Computer Networks: LAN, WAN, MAN
Internet: Origin and brief history
Web Browsers and net surfing
Social Networking Sites, Blogging, Micro blogging website like Twitter Composing and Sending-Receiving e-mails

Unit-2 : Operating and Application Software
Introduction to Ms-Office: Basic file creation, working, editing and saving in MS Word, MS Excel and Power Point
Basic photo editing: Image selection, cropping
Enhancing in MS Office Picture Manager

Unit-3 : Digital: Definition and Concept
Virtual Technology, Server, Cloud
E-commerce, M-commerce and E-governance,
Surveillance and the state, Cyber security and issues of privacy,
Ethical and legal issues

Practical:

1. PowerPoint Presentation
2. Preparing Excel Sheet in Word
3. Report Writing in MS Word
4. Blog Writing (Posts)

SuggestedBooks:

1. Ambekar, A. (2018). *Digital Media and Communication*. Sage Publications.
2. Bhargava, V. (2017). *Media and Digital Technology*. Oxford University Press.
3. Chatterjee, S. (2019). *Media Technologies and Applications*. Cambridge University Press.
4. Ghosh, A. (2020). *Computing for Media Professionals*. Pearson India.
5. Jain, M. (2018). *Digital Media Production*. Bloomsbury India.
6. Kapoor, S. (2017). *ICT in Media and Communication*. Routledge.
7. Sen, A. (2019). *Multimedia Systems and Content-based Retrieval*. Prentice Hall.
8. Sharma, P. (2018). *Advanced Media and Information Technology*. Springer.
9. Srinivas, K. (2017). *New Media Technologies: Concepts, Applications, and Challenges*. PHI Learning.

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Reference Books:

1. Alexander,T.and Mathew,J.(2014).Computersand InformationTechnology.NewDelhi:RajPublications.
2. Castells, M. (2010). *The Rise of the Network Society*. Wiley-Blackwell.
3. Gralla,P.(2007).How theInternetworks. Indianapolis:QuePublishing.
4. Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York University Press.
5. Pavlik, J. V. (2013). *Media in the Digital Age*. Columbia University Press.
6. Shirky, C. (2008). *Here Comes Everybody: The Power of Organizing Without Organizations*. Penguin Books.
7. Thussu, D. K. (2006). *International Communication: Continuity and Change*. Hodder Education.
8. Van Dijk, J. (2020). *The Network Society*. Sage Publications.

Course outcomes (COs):

CO1	Identify the evolution, application, and terminology of computer and internet.
CO2	Discuss the networking and application of software.
CO3	Relate the need for cyber security and privacy, cyber ethics, and surveillance.
CO4	Analyze virtual technology and cyber law.
CO5	Assess and explain social networking sites and their uses.
CO6	Develop skills for digital writing in different social media platforms.

CO-POMapping:

CO's	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	2	2	-	1	1	-	2	1	1	2	3	1	2	-
CO2	3	3	2	2	2	-	1	1	-	3	1	3	3	2	2	2	-
CO3	2	1	2	1	2	-	3	1	1	1	2	3	-	1	1	1	1
CO4	1	1	3	1	3	-	1	-	-	3	1	3	2	1	3	3	-
CO5	3	1	3	-	3	-	3	-	-	1	1	3	1	2	2	3	-
CO6	3	1	3	1	3	-	3	1	1	1	3	3	1	3	3	3	1

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

ExaminationScheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester-I

Program Name	Certificate in Journalism and Mass Communication	ProgramCode	C0501
Course Name	Public Speaking and Presentation Skills	Course Code	JMCSC-102
Credit	2	Course type	SEC-1
Year/Sem	I	L-T-P-	2-0-0

Course Objectives :

1. To develop verbal and non-verbal communication skills essential for effective public speaking.
2. To learn techniques for engaging and maintaining audience interest during presentations.
3. To utilize visual aids and technology effectively to enhance presentations.
4. To understand and practice ethical considerations in public speaking and audience interaction.

Course Contents:

Unit 1: Introduction to Public Speaking
Types of speeches (informative, persuasive, special occasion)
Understanding audience demographics
Basic Principles of Effective Communication
The Impact of Technology on Public Speaking
Speech Organization and Structure
Importance of structure in public speaking
Components of a well-structured speech
Outlining speeches (Introduction, Body, Conclusion)
The role of storytelling in presentations
Types of Speeches and Their Structures

Unit 2: Verbal and Non-Verbal Communication
Verbal Communication Techniques
Effective Use of Storytelling in Speeches
Elements of effective verbal communication (tone, pace, clarity)
Non-verbal cues (body language, gestures and facial expressions)
Vocal Variety and Expression
Cultural Differences in Communication
Active Listening Skills
The importance of feedback in improving communication skills

Unit 3: Visual Aids and Technology in Presentations
Types of visual aids (PowerPoint, charts, videos)
Best practices for designing slides
Using technology effectively during presentations
Techniques for handling questions and managing audience interaction
Strategies for overcoming nervousness and building confidence
The importance of feedback and self-assessment

SuggestedBooks:

1. Caren, E. (2019).*The Art of Public Speaking: A Practical Guide*. New Delhi: Prentice Hall India.
2. Bryan, B. (2021).*Public Speaking for Success*. New York: McGraw-Hill Education.
3. Duarte, N. (2010).*Resonate: Present Visual Stories that Transform Audiences*. New York: O'Reilly Media.
4. Rogers, S. (2020).*Public Speaking: An Audience-Centered Approach*. Boston: Pearson.
5. Harris, T. (2022).*The Public Speaking Playbook*. Boston: Cengage Learning.

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Reference Books:

1. Caren, E. (2019). *The Art of Public Speaking: A Practical Guide*. Prentice Hall India.
2. Frost, A. (2019). *How to Give a TED Talk: Secrets of the World's Best Speakers*. McGraw-Hill.
3. Bryan, B. (2021). *Public Speaking for Success*. McGraw-Hill Education.
4. Bishop, S. (2021). *The Elements of Public Speaking*. Pearson.
5. Rogers, S. (2020). *Public Speaking: An Audience-Centered Approach*. Pearson.
6. Harris, T. (2022). *The Public Speaking Playbook*. Cengage Learning.

Course outcomes (COs):

CO1	Define key concepts and principles of public speaking, including speech types and audience analysis.
CO2	Explain speech structure, organization, and the creation of effective outlines and thesis statements.
CO3	Demonstrate verbal and non-verbal communication techniques, including tone, pace, and body language.
CO4	Analyze peer presentations, highlighting strengths and weaknesses in delivery and audience engagement.
CO5	Evaluate and Deliver impactful presentations using visual aids and technology for clarity and engagement.
CO6	Develop a personal improvement plan by reflecting on presentation performance and setting future goals.

CO-PO Mapping:

CO's	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	1	3	1	1	1	3	1	1	1	3	1	1	1	1
CO2	2	2	3	1	3	1	1	1	3	2	1	1	2	1	1	1	1
CO3	2	3	3	1	3	1	1	1	3	3	1	1	2	1	1	1	1
CO4	2	3	1	2	2	1	1	1	3	1	1	1	2	1	1	1	1
CO5	3	3	2	1	3	1	1	1	3	2	1	1	3	1	1	1	1
CO6	2	3	2	1	3	1	1	2	3	3	2	1	2	1	1	1	1

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester-I

Program Name	Certificate in Journalism and MassCommunication	Program Code	C0501
Course Name	Society and Media-I	Course Code	JMCVC-101
Credit	2	Course type	VAC-I
Year/Sem	I	L-T-P-	2-0-0

Course Objectives:

1. Discuss media's role in highlighting governance, policy, and political issues.
2. Critically assess how different forms of media portray various social groups, genders, and communities.
3. Analyze the impact of media on the creation of cultural identities and popular trends.
4. Analyze the challenges and opportunities posed by digital media platforms.

Course Contents:

Unit 1: Introduction to Society and Media
Understanding key concepts: society, media, culture, communication.
Representation of Gender in Advertising
Role of media in Democratic Society
Media and Cultural Influence
Media representations of gender, race, class and sexuality
Stereotypes and their impact on society
Media/ Social Media Coverage of Political Campaigns

Unit 2: The Entertainment Industry and Media
Media's Role in Shaping Pop Culture
Media Literacy
Ethical Considerations, Fake News and Misinformation
New Trends in Media Industry

Unit 3: Role of Media in Crisis Management
Understanding and media role in Crisis Management
Crises Communication and Media Platforms
Crisis Communication Strategies- Crisis Communication Planning
Social Media in Crisis Communication
Case Studies- Role of media in COVID-19, Me Too Movement etc.
Role of Social Media in Crisis Management

SuggestedBooks:

1. Carah, N., & Louw, E. (Year). Media and Society: Production, Content and Participation. Publisher.
2. Croteau, D., & Hoynes, W. (Year). Media/Society: Industries, Images, and Audiences. Publisher.
3. Berger, A. A. (Year). Media and Society: A Critical Perspective. Publisher.
4. Lule, J. (Year). Understanding Media and Culture: An Introduction to Mass Communication. Publisher.
5. Croteau, D., & Hoynes, W. (Year). Media/Society: Technology, Industries, Content, and Users. Publisher.

ReferenceBooks:

1. Campbell, R., Martin, C. R., & Fabos, B. G. (Year). Media & Society: Mass Media in a Changing World. Publisher.
2. Hesmondhalgh, D., & Toynbee, J. (Year). Media, Society, World: Social Theory and Digital Media Practice. Publisher.
3. Punzalan, R., & Roberts, S. (Year). Media, Society, Culture, and You. Publisher.
4. Berger, A. A., & Gibson, R. C. (Year). Media and Society in the 21st Century: A Critical Introduction. Publisher.
5. O'Shaughnessy, M., & Stadler, J. (Year). Media and Society: An Introduction. Publisher.

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Course outcomes (COs):

CO1	Enhance KnowledgeofSociety and Media
CO2	Understanding key concepts of Society and media, edutainment and infotainment
CO3	Construct critical thinking onMedia and Cultural Influence
CO4	Analyze the role of media in crises management
CO5	Analyze the role and responsibility of media with a case study of international organizations.
CO6	Devise solutions to major issues and concerns through media.

CO-PO Mapping:

CO's	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	PS O4	PS O5
CO1	3	2	1	1	1	3	3	3	3	2	1	1	1	1	1	1	1
CO2	3	2	2	2	2	2	2	2	3	2	2	1	3	3	2	2	2
CO3	3	2	1	1	1	2	2	2	3	2	1	2	1	1	2	2	2
CO4	2	2	2	2	2	2	2	2	3	3	2	1	1	1	3	3	3
CO5	3	2	2	2	3	3	3	3	2	2	3	3	1	1	3	3	3
CO6	2	2	3	2	3	3	3	3	1	1	3	3	1	1	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–II

Program Name	Certificate in Journalism and MassCommunication	Program Code	C0501
Course Name	Introduction to Broadcast Media	Course Code	JMCDC-201
Credit	4	Course type	DSC-4
Year/Sem	II	L-T-P-	4-0-0

Course Objectives:

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

Course Contents:

Unit 1 – Basics of Sound and Visual
Concepts of sound: space, sound culture
Types of sound
Sound design, different forms, sound recording techniques
Introduction to microphones, characteristics of radio as a medium
Basics of visual, edited image
Visual culture, changing ecology of images today
Characteristics of television as a medium

Unit 2 – Writing and Editing Radio News
Elements of a radio news story: gathering, writing/reporting
Radio news sources
Elements of a radio news bulletin, working in a radio newsroom
Introduction to recording and editing sound
Selection of news for radio bulletin

Unit 3 – Writing and Editing Television News
Basics of a camera (lens & accessories)
Electronic News Gathering (ENG) & Electronic Field Production (EFP)
Visual grammar – camera movement, types of shots, focusing, visual perspective
Writing for visuals, relation between narration and visuals
News presentation patterns in Doordarshan news and private TV channels in India
Elements of a television news story: gathering, writing/reporting
Elements of a television news bulletin
Basics of editing for TV: basic software and techniques (for editing a news capsule)

Unit 4 – Broadcast News
Critical issues and debates
Public Service Broadcasters – AIR and DD News
Changing character of television news (news format, news production cycle, news 'lingo', News 'formulae')
News as event, performance, and construction

Suggested Books:

1. Ravindran, R. K. (n.d.). *Radio, TV and broadcast journalism*. Anmol Publication.
2. Aggarwal, V. B. (n.d.). *Handbook of journalism and mass communication*. Concept Publication.
3. Chatterjee, P. C. (1987). *Broadcasting in India* (pp. 25-78). Sage.
4. Fleming, C. (2002). *The radio handbook*. Routledge.
5. Sharma, K. (2007). *Radio prasaran*. Pratibha Publication.

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Reference Books:

1. Thompson, R. (2005). *Writing for broadcast journalists*. Routledge.
2. Luthra, H. R. (1986). *Indian broadcasting*. Publication Division, Government of India.
3. Ravindran, R. K. (1999). *Handbook of radio, TV and broadcast journalism* (1st ed.). Anmol Publication.
4. Mehra, R. (2007). *Media aur prasaran*. New Delhi.
5. Kumar, P. (2015). *Bharat mein radio prasaran*. A. R. Publication.

Course outcomes (Cos):

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

CO-PO Mapping:

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

3:Highest Correlated,2:MediumCorrelated,1:LowestCorrelated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–II

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	History of Media	Course Code	JMCDC-202
Credit	4	Course type	DSC-5
Year/Sem	II	L-T-P-	4-0-0

Course Objectives:

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

Course Contents:

Unit1: Print Media
Media and Modernity: Print Revolution
Yellow Journalism
History of the Press in India-Colonial Period, National Freedom Movement
Gandhi and Ambedkaras Journalists and Communicators
Emergency and Media
Origin, Growth and Developmentof NewsAgencies in India
Changing Readership and Print Cultures
Challenges, Current and future trends of Print Media

Unit2: Radio and Television
Early history of Radio in India
History of AIR: Evolution of AIR Programming
FM: Radio Privatization
Community Radio: Concept & Importance
Current and future trends of Radio Broadcasting
Origin & HistoryofTV
Growth anddevelopment of Doordarshan-SITE and KhedaProject
Committee: Chanda Committee, Verghese Committee, Joshi Committee, Vardhan Committee etc.
Commercialization of Programming (1980s)
FormationofPrasarBharati
Growth and Development of Private News channe lin India
Current and future trends of Television Broadcasting

Unit3: Cinema
Hindi cinema: Origin History, Growth
Indian NewWave Cinema
Regional cinema in India
Role of Cinema in Social Change: Critical analysis
Issues and Problems of Indian Cinema

Unit 4: Traditional and New Media
Traditional Media in India: Characteristic, Utility and Evolution
Growth of the Internet and Social Media
Comparison of Traditional and New Media
Challenges and Future of Folk Media in India
Future of Journalism in the Digital Age
Media Convergence and Its Implications
Rise of Citizen Journalism

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Suggested Books:

1. Verma, D. S. (2007). *History of journalism*. Pearl Book.
2. Parthasarathy, R. (1989). *Journalism in India from the earliest to the present day*. Sterling Publishers.
3. Manuel, P. (1993). *Cassette culture* (pp. 1-32). University of Chicago Press.
4. Chatterjee, P. C. (1991). *Broadcasting in India* (pp. 39-57). Sage.
5. Das, B. (n.d.). Mediating modernity: Colonial discourse and radio broadcasting in India.
6. Jeffrey, R. (2003). *India's newspaper revolution: Capitalism, politics and the Indian language press*. Oxford University Press.

Reference Books:

1. Kumar, K. J. (n.d.). *Mass communication in India*. Jaico Publication.
2. Press in India: Annual report of the registrar of newspapers for India. Publication Division, Government of India.
3. Vinanilum, J. (n.d.). *Mass communication in India*. Sage Publications.
4. Parthasarathy, R. (2011). *Journalism in India*. Sterling Publishers Pvt. Ltd.
5. Sharma, K. C., & Sharma, J. N. (2008). *Journalism in India: History, growth, development*. Oscar.

Course outcomes (Cos):

CO1	Identify key historical events and figures in the development of various media in India.
CO2	Describe the characteristics and challenges of different media forms, such as print, radio, and new media.
CO3	Interpret the role of media in the National Freedom Movement, social history, and development.
CO4	Analyze and explain the contemporary media issues, present scenario, modernity, and changing trends.
CO5	Critically evaluate the ethical considerations and societal impact of media practices.
CO6	Develop critical understanding of the future of different media and upcoming trends, media convergence.

CO-PO Mapping:

CO's	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	1	2	1	2	1	2	1	1	2	3	2	1	1	1
CO2	2	2	2	1	2	2	1	1	2	1	1	1	2	2	2	1	1
CO3	3	3	2	2	2	2	1	1	3	2	1	2	3	2	2	2	1
CO4	2	3	3	3	3	3	2	2	3	2	2	2	3	3	2	2	2
CO5	2	3	2	2	3	3	3	2	3	3	2	2	2	3	2	2	3
CO6	2	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–II

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Photography	Course Code	JMCDC-203
Credit	3	Coursetype	DSC-6
Year/Sem	II	L-T-P-	3-0-0

Course Objectives:

1. To discuss the history of photography, moving images, and photojournalism.
2. To practice how pictures speak a thousand words by enlightening the learner on how.
3. To explain various types of cameras, their components, and accessories.
4. Assess the importance of digital technology in photography.

Course Contents:

Unit - 1: Introduction to Photography, Types of Photography
History of Photography: Definition and origin of photography
The birth of the camera and its evolution
Types of photographic cameras
Basics of digital photography
Types of photography: News, Sports, Nature, Portrait, Fashion & advertisement photography
The basics of photojournalism, importance of photojournalism
Modernization of photography and its use in mass media

Unit - 2: Equipment of Photography
Cameras, Lenses
Tripods, Camera bags
Digital storage

Unit - 3: Lighting & Function of Camera
The different types of lighting: Natural lighting and Artificial lighting
The reflection of light, recommended equipment for outdoor lighting
Introduction to indoor lighting and photographing
Different types of shots

Unit - 4: Editing Photo Editing Software
Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements
Photoshop CC (Creative Cloud)
Correcting imperfect images: Picture orientation, Cropping, Levels
Altering brightness and contrast, Red-eye

Suggested Books:

1. Editors of Phaidon Press. (2000). *The photography book*. Phaidon Press.
2. Dilwali, A. (2010). *All about photography*. National Book Trust.
3. Sharma, O. P. (2003). *Practical photography*. HPB/FC.
4. Freeman, J. (2005). *The photographer's guide to light*. Collins & Brown.
5. I'Anson, R. (n.d.). *Lonely Planet's best ever photography tips*. Lonely Planet.

Reference Books:

1. Kumar, D. (n.d.). *Photo and print journalism*. Sumit Enterprises.
2. Sharma, S. (n.d.). *Photo patrkarita ke mool tatv*. Kanishka Publishers. (In Hindi)
3. Dilwali, A. (2018). *All about photography*. National Book Trust.
4. Keene, M. (n.d.). *Practical photojournalism: A professional guide*. AE Publications.
5. Gustavson, T. (2009). *Camera: A history of photography from daguerreotype to digital*. Sterling Innovation.

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Course outcomes (COs):

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

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

Scanned with OKEN Scanner

Semester–II

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Photography -Practical	Course Code	JMCDCL-203
Credit	1	Course type	DSC-6
Year/Sem	II	L-T-P-	0-0-1

Course Objectives:

1. Explain various types of cameras, their components, and accessories; handle Digital SLR Camera.
2. Demonstrate the photo editing software to students.
3. Compose and shoot in different lighting conditions.
4. Make a photo feature on a specific topic.

Course Contents:

Unit 1: Photographic Equipment's

Cameras–types, formats, lens –different kinds and their functions;

Basic elements of digital photography

Shot, focus, shutter speed, selection of subject, photo editing

Unit 2: Outdoor and Studio Photo Shoot

Using Digital SLR and Mobile camera/developing an idea and practice

Shooting exercise in artificial lights

Effective ways of taking pictures of different types

Landscape, Portraits and Photo Feature-Selection and framing the Subject,

Landscape (scenic, people, birds/animals, monuments),

Portraits, Silhouette, Freezing movement, Montage,

Making a Photo feature on a specific topic by using self-clicked photographs

Suggested Books:

1. Editors of Phaidon Press. (2000). *The photography book*. Phaidon Press.
2. Dilwali, A. (2010). *All about photography*. National Book Trust.
3. Sharma, O. P. (2003). *Practical photography*. HPB/FC.
4. Freeman, J. (2005). *The photographer's guide to light*. Collins & Brown.
5. I'Anson, R. (n.d.). *Lonely Planet's best ever photography tips*. Lonely Planet.

Reference Books:

1. Barnbaum, B. (2010). *The art of photography*. Rocky Nook.
2. Peterson, B. (2011). *Understanding flash photography*. Penguin Random House.
3. Dilwali, A. (2018). *All about photography*. National Book Trust.
4. Kelby, S. (2006). *The digital photography*. Peachpit Press.
5. Gustavson, T. (2009). *Camera: A history of photography from daguerreotype to digital*. Sterling Innovation.

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Course outcomes (COs):

CO1	State the concepts of photography and its components.
CO2	Demonstrate different types of lighting in photography.
CO3	Apply principles of composition to produce professional images.
CO4	Devise and plan professional skills for photography and photojournalism.
CO5	Evaluate the modern tool usage and software in photography.
CO6	Prepare and produce professional images with the use of modern tools.

CO-PO Mapping:

CO's	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PS03	PSO 4	PSO5
CO1	2	1	1	-	3	1	-	3	-	1	2	-	2	-	2	2	-
CO2	3	2	2	-	3	1	2	3	-	-	2	1	3	-	3	3	-
CO3	2	-	-	-	3	-	-	2	-	1	2	3	2	1	2	2	1
CO4	1	2	1	1	3	2	1	3	-	-	2	3	2	1	2	2	-
CO5	1	1	2	-	3	-	1	2	-	1	3	3	1	-	3	2	-
CO6	1	2	3	1	3	-	-	-	-	3	3	3	1	1	3	2	1

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – II

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to Journalism-II	Course Code	JMCGE- 201
Credit	4	Course type	GE-II
Year/ Sem	II	L-T-P-	4-0-0

Course Objectives:

1. To introduce students about the basics of journalism.
2. To understand different mass media and their uses.
3. To enhance understanding the role of media in democracy
4. To enhance understanding of the technical terms of Journalism

Course Contents:

Unit 1: Trends in Journalism
Journalism: Before and after Independence
Struggle for freedom of press, challenges of journalism
Major trends in Indian Journalism

Unit 2: Different mass mediums-a comparison
Language and principles of writing
Writing for print: news, feature, article, opinion pieces, editorials, interviews, profile writing, reviews,
Writing for radio
TV Journalism and Social Media writing, Online journalism,
Citizen Journalism, Multimedia journalism

Unit 3: Role of Media in a Democracy
Responsibility to Society Press and Democracy
Contemporary debates and issues relating to media,
Ethics in Journalism, Moral issues for journalism

Unit 4: Journalism in the Digital Age
Evolution of Digital Journalism, Impact of the Internet on Journalism
The Rise of Digital News Platforms, Audience Engagement
Challenges and Opportunities
Digital Security and Privacy Concerns for Journalists
Future of Journalism: Trends and Predictions for the Next Decade
The Role of Journalists in the Age of Social Media
Innovations in Newsroom Practices and Workflows

Suggested Books:

1. Parthasarathy, R. (2017). *Journalism in India: From the Earliest to the Present Day*. New Delhi: Sterling Publishers.
2. Natarajan, J. (2000). *History of Indian Journalism*. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.
3. Murthy, N. (2014). *Indian Journalism: Past, Present, and Future*. New Delhi: Prakash Book Depot.
4. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company.
5. Sainath, P. (1996). *Everybody Loves a Good Drought: Stories from India's Poorest Districts*. New Delhi: Penguin

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Reference Books :

1. Hohenberg, J. (1997). *The Professional Journalist*. Oxford: Blackwell.
2. Mencher, M. (2011). *News Reporting and Writing* (12th ed.). New York: McGraw-Hill.
3. Stephens, M. (2007). *A History of News* (3rd ed.). Oxford: Oxford University Press.
4. Franklin, B., Hamer, M., Hanna, M., Kinsey, M., & Richardson, J. E. (2005). *Key Concepts in Journalism Studies*. London: Sage Publications.
5. Schudson, M. (2003). *The Sociology of News*. New York: W.W. Norton & Company.
6. McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th ed.). London: Sage Publications.
7. Ward, S. J. A. (2009). *Ethics and the Media: An Introduction*. Cambridge: Cambridge University Press.

Course outcomes (COs):

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

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester – II

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Advertising Fundamentals	Course Code	JMCGE- 202
Credit	2	Course type	GE-II
Year/ Sem	II	L-T-P-	4-0-0

Course Objectives:

1. To understand the basic principles and functions of advertising in a marketing context.
2. To introduce students to the fundamentals of advertising theory and practice.
3. To understand various advertising media channels and their specific uses.
4. To enhance understanding of key advertising concepts and terminology.

Course Contents:

Unit 1: Introduction to Advertising
Definition and importance of advertising
Types of advertising
History and evolution of advertising

Unit 2: Advertising Strategy and Media Planing
Understanding target markets and audience segmentation
Setting advertising objectives
Developing the advertising strategy
Creative strategy and execution
Media Planning and Buying
Overview of media channels
Measuring advertising effectiveness

Unit 3: Creative Development in Advertising
The creative process in advertising
Copywriting essentials
Case studies of successful advertising campaigns

Unit 4: Ethics and Regulations in Advertising
Ethical considerations in advertising
Regulations governing advertising practices
Future trends and challenges in advertising

Suggested Books:

1. Jethwaney, J., & Jain, S. (2012). *Advertising: Principles and Practice*. Oxford University Press.
2. O'Guinn, T., Allen, C., & Semenik, R. (2014). *Advertising: Principles, Tools, and Techniques*. Cengage Learning.
3. Arens, W. F., Schill, M. B., & Weigold, M. F. (2017). *Contemporary Advertising*. McGraw-Hill Education.
4. Dahl, S. (2014). *Advertising Theory: A Critical Perspective*. Routledge.
5. Higgins, L. (2015). *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*.
6. Thames & Hudson. 6. Wright, P. (2017). *The New Advertising: A World Without Rules*. CreateSpace Independent Publishing Platform.
7. DeLorme, D. E., & Fedler, K. (2016). *Ethics in Advertising: A Historical Perspective*. Journal of Advertising. 10. Sharma, A. (2021). *Advertising Ethics in the New Age*. Sage Publications.

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Reference Books :

1. Jethwaney, J., & Jain, S. (2012). *Advertising: Principles and Practice*. Oxford University Press.
2. O'Guinn, T., Allen, C., & Semenik, R. (2014). *Advertising: Principles, Tools, and Techniques*. Cengage Learning.
3. Arens, W. F., Schill, M. B., & Weigold, M. F. (2017). *Contemporary Advertising*. McGraw-Hill Education.
4. Dahl, S. (2014). *Advertising Theory: A Critical Perspective*. Routledge.
5. Wright, P. (2017). *The New Advertising: A World Without Rules*. CreateSpace Independent Publishing Platform.
6. Tapp, A., & Hughes, T. (2017). *Marketing Research: The Basics*. Routledge.
7. Barker, M. J., & Angelopulo, G. (2017). *Media Planning and Buying in the 21st Century*. Wiley.
8. Sharma, A. (2021). *Advertising Ethics in the New Age*. Sage Publications.

Course outcomes (COs):

CO1	Define key advertising concepts and terminology.
CO2	Explain the role of advertising in the marketing mix.
CO3	Create an advertising plan for a product/service based on market analysis.
CO4	Assess the effectiveness of various advertising media and strategies.
CO5	Critique advertising campaigns in terms of creativity and ethical considerations.
CO6	Develop a comprehensive advertising campaign including strategy, media plan, and creative elements.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester–II

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Environmental Studies-I	Course Code	AEC-201
Credit	2	Course type	AEC-2
Year/Sem	II	L-T-P-	2-0-0

Course Objectives:

1. To understand the historical context and evolution of human interactions with the environment.
2. To gain knowledge about natural resources, their classification, and sustainable management.
3. To critically analyze local, regional, and global environmental issues.
4. To comprehend the significance of biodiversity and ecosystem conservation.

Course Contents:

Unit I - Humans and the Environment

Course Learning Outcomes
After completing this unit, students will be able to:

- Appreciate the historical context of human interactions with the environment.
- Gain insights into the international efforts to safeguard the Earth's environment and resources.

Unit Outline

- Human population growth: Impacts on environment, human health and welfare.
- Dams: Resettlement and rehabilitation of project-affected persons (case studies).
- Disaster management: Floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Suggested readings:

- Fisher, Michael H. (2018) An Environmental History of India- From Earliest Times to the Twenty-First Century, Cambridge University Press.
- Headrick, Daniel R. (2020) Humans versus Nature- A Global Environmental History, Oxford University Press.
- Hughes, J. Donald (2009) An Environmental History of the World- Humankind's Changing Role in the Community of Life, 2nd Edition. Routledge.
- Perman, R., Ma, Y., McGilvray, J., and Common, M. (2003) Natural Resource and Environmental Economics. Pearson Education.
- Simmons, I. G. (2008). Global Environmental History: 10,000 BC to AD 2000. Edinburgh University Press.

Unit II - Natural Resources and Sustainable Development

Course Learning Outcomes:
After completion of this unit, students would be able to:

- Understand the concept of natural resources; identify types of natural resources, their distribution and use with special reference to India.
- Discuss the factors affecting the availability of natural resources, their conservation and management.
- Explain sustainable development, its goals, targets, challenges and global strategies for sustainable development.

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Unit Outline:

• Definition of resource; Classification of natural resources- biotic and a biotic, renewable and non-renewable.
• Forest resources: Types, threats and conservation strategies.
• Water resources: Types of water resources- fresh water and marine resources; Availability and use of water resources; Environmental impact of over-exploitation, issues and challenges; Water scarcity and stress; Conflicts over water.
• Soil and mineral resources: Important minerals; Mineral exploitation; Environmental problems due to extraction of minerals and use; Soil as a resource and its degradation.
• Energy resources: Sources of energy and their classification, renewable and non renewable sources of energy
• Introduction to sustainable development: Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs.

Suggested readings:

1. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future.10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson.
2. John W. Twidell and Anthony D. (2015).Renewable Energy Sources, 3rd Edition, Weir Publisher (ELBS).
3. William P. Cunningham and Mary A. (2015) Cunningham Environmental Science: A Global Concern, Publisher (Mc-Graw Hill, USA).
4. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson).
5. Singh, J.S., Singh, S.P. & Gupta, S.R. 2006. Ecology, Environment and Resource Conservation.Anamaya Publications https://sdgs.un.org/goals.

Unit III. Environmental Issues: Local, Regional and Global (4)

Learning Outcomes:

After completing this unit, students will be able to:
• Develop a critical understanding of the environmental issues of concern
• Understand the concepts of spatial and temporal scales and their importance
• Understand the sectoral effects on the local, regional, and global environmental issues

Unit Outline:

• Pollution: Types of Pollution- air, noise, water, soil, thermal, radioactive; municipal solid waste, hazardous waste; transboundary air pollution; acid rain; smog.
• Land use and Land cover change: land degradation, deforestation, desertification, urbanization.
• Global change: Ozone layer depletion; Climate change. Disasters – Natural and Manmade (Anthropogenic).

Suggested Readings:

1. Harper, Charles L. (2017) Environment and Society, Human Perspectives on Environmental Issues 6th Edition. Routledge.
2. Harris, Frances (2012) Global Environmental Issues, 2nd Edition. Wiley- Blackwell.
3. William P. Cunningham and Mary A. (2015). Cunningham Environmental Science: A global concern, Publisher (Mc-Graw Hill, USA)
4. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press.https://doi. org/10.1201/9781003096238
5. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford UniversityPress.

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Unit IV. Conservation of Biodiversity and Ecosystems (4)

Learning Outcomes:

After completion of this unit, students would be able to:

- Understand the concepts of ecosystems, biodiversity and conservation.
- Describe the main types of ecosystems and their distribution.
- Discuss the factors impacting biodiversity loss and ecosystem degradation.
- Explain major conservation strategies taken in India.

Unit Outline:

- Biodiversity and its distribution: Biodiversity as a natural resource; Levels and types of biodiversity; Biodiversity hotspots; Species and ecosystem threat categories.
- Ecosystems and ecosystem services: Major ecosystem types in India and their basic characteristics- forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services- classification and their significance.
- Threats to biodiversity and ecosystems: Land use and land cover change; Commercial exploitation of species; Invasive species; Fire, disasters and climate change.
- Major conservation policies: in-situ and ex-situ conservation approaches; Major protected areas; National and International Instruments for biodiversity conservation;the role of traditional knowledge.

Suggested Readings:

1. Bawa, K.S., Oomen, M.A. and Primack, R. (2011) Conservation Biology: A Primer for South Asia. Universities Press.
2. Sinha, N. (2020) Wild and Wilful. Harper Collins, India.
3. Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022) Conservation through Sustainable Use: Lessons from India. Routledge.
4. Bhagwat, Shonil (Editor) (2018) Conservation and Development in India: Reimagining Wilderness, Earthscan Conservation and Development, Routledge.
5. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK

Unit V. Case Studies & Fieldwork (15):

- Discussion on one national case study related to the environment and sustainable development.
- Documentation of campus biodiversity.
- Documentation of the biodiversity of any nearby terrestrial/aquatic ecosystem.
- Participation in plantation drives and nature camps.
- Case Studies on any one Natural Disaster: Kedarnath Disaster, Tsunami 2004, Bhuj Earthquake).
- Prepare a report on Environmental Impacts of the Tehri Dam.
- Prepare a report on any one environmental movement of India: (*Chipko*, Silent valley, *Bishnois* of Rajasthan).
- Prepare a map highlighting the protected areas of India.

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Course outcomes (COs):

CO1	Recall key environmental movements and their impact on environmental conservation.
CO2	Explain the types of natural resources and their importance in sustainable development.
CO3	Apply disaster management strategies to case studies of natural disasters like floods, earthquakes, and cyclones.
CO4	Analyze the impact of human population growth on the environment and human health.
CO5	Evaluate the effectiveness of different environmental policies and conservation strategies.
CO6	Createdetailed reports and presentations on environmental case studies and fieldwork projects.

CO-PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	1	1	3	1	3	1	1	2	1	2	1	1	1	1
CO2	3	3	1	1	1	3	1	3	1	1	2	1	2	1	1	1	1
CO3	3	3	2	2	1	3	1	3	1	1	3	2	2	2	1	2	2
CO4	3	3	1	1	1	3	1	3	1	1	2	1	2	1	1	2	2
CO5	3	3	1	1	1	3	1	3	1	1	2	2	2	1	1	2	2
CO6	3	3	2	3	1	3	1	3	1	1	3	3	2	2	1	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–II

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
CourseName	Print Media and Production Software Training	Course Code	JMCSCL-201
Credit	2	Course type	SEC-2
Year/Sem	II	L-T-P-	0-0-2

Course Objectives:

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

Course Content:

Unit-1: Introduction to designing softwares
Introduction to Qurakexpress: Tools; Uses of Measurement panel
Formatting news: Designing newspaper; use of modifypanel
Introduction to Corel Draw: Use of tool panel
Text formatting; Effectsa and Arrange
Use of Bitmaps; Creation of Logo and Add Designing

Unit-2: Introduction to Photoshop
Use of tools; Use of Layer
Color correction; Use of Image
Use of Filter
Use of 3D

Unit-3: Introduction to InDesign and Illustrator
Designing: Use of tools; Use of Control options;
Use of Layout; Use of Type; Use of Object; Use of Table
Introduction to Illustrator: Use of tools;
Use of Filter; Use of Effects; Use of Object; Use of Type

Practical/Assignments:

Practical aspects of print media
Work culture of newspapers and magazines
Role of inverted pyramid in news writing,
Understanding news format, news writing practice for newspapers and magazines
Use of headlines, photo editing, caption writing,
Use of QuarkXPress, Adobe Photoshop, page layout and design practice
Dummy, news package, graphics use
To visit important media houses and observe their functioning

Suggested Books:

1. Kumar, D. (Year). *Photo and Print Journalism*. New Delhi: Sumit Enterprises.
2. Kumar, J. K. (Year). *Mass Communication in India*. New Delhi: Jaico Publication.
3. Hough, G. A. (1998). *News Writing*. New Delhi: Kanishka Publishers.
4. Hodgson, F. W. (1984). *Modern Newspaper Practice*. London: Heinemann.
5. Garcia, M. (1987). *Contemporary Newspaper Design*. Prentice Hall.

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Reference Books:

1. Arnold, E. (1969). *Modern Newspaper Design*. Harper & Row.
2. Baskette, F., Sissors, J., & Brooks, B. (1997). *The Art of Editing* (6th ed.).
3. Hough, G. A. (1998). *News Writing*. New Delhi: Kanishka Publishers.
4. Adobe Systems Incorporated. (Year). *Adobe Illustrator CC Classroom in a Book*.
5. Cohen, P. (Year). *InDesign CC: Visual QuickStart Guide*.

Course outcomes (COs):

CO1	Identify the different software used for print media.
CO2	Describe use of tools, measurement panel, and software formatting.
CO3	Illustrate color pallet, designing, and modify panel of software.
CO4	Devise the news; compose from different sources and angles with the use of photo.
CO5	Distinguish different software of page designing with uses.
CO6	Develop and create design and layout for print media.

CO-PO Mapping:

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

3:Highest Correlated,2:MediumCorrelated,1:LowestCorrelated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–II

Program Name	Certificate in Journalism and MassCommunication	Program Code	C0501
Course Name	Photo-Editing Tools	Course Code	JMCSCL-202
Credit	2	Course type	SEC-2
Year/Sem	II	L-T-P-	0-0-2

Course Objectives:

1. To understand the fundamental concepts of photo editing and digital imaging.
2. To familiarize students with various photo-editing software and their tools.
3. To develop practical skills in editing techniques such as retouching, color correction, and compositing.
4. To enhance creativity in using photo-editing tools for various media applications.

Course Contents:

Unit 1: Photo Editing Techniques
Digital Imaging Overview: Introduction to photo editing
Software: Exploring photo editing tools
Editing Fundamentals: Layers, masks, color correction.
Retouching: Basic retouching methods
Advanced Editing: Advanced tools, filters, color grading, layer styles.

Unit 2: Practical Applications and Projects
Photo Shoot: Conducting shoots for various projects.
Promotional Materials: Creating ads, layouts, event promotions.
Campaigns: Developing themed image series.
Current Trends: Applying modern editing trends.

Unit 3: Portfolio Development
Personal Portfolio: Curating a collection of edited works.
Final Project: A comprehensive photo project.
Digital Portfolio: Designing an online portfolio.
Presentation Skills: Presenting portfolio effectively

Suggested Books:

1. Davis, B. (2020).*Photoshop for Photographers: A Professional's Guide to Photoshop.* Birmingham, UK: DPC Publishing.
2. Kumar, A. (2018).*Digital Photography: A Practical Guide.* New Delhi, India: Vikas Publishing House.
3. Smith, A. (2017).*The Digital Photographer's Guide to Editing.* Boston, MA: Peachpit Press.
4. Soni, R. (2020).*Creative Photo Editing: Techniques for the Modern Photographer.* New Delhi, India: Wisdom Press.
5. Zucker, L. (2018).*Photoshop CC for Photographers: How to Master the Digital Darkroom.* New York, NY: Wiley.
6. Zucker, L., & Sweeney, P. (2022).*Photoshop Elements for Digital Photographers.* New York, NY: Wiley.

Reference Books:

1. Baker, S. (2021).*The Photoshop Workbook: Professional Retouching and Compositing Tips.* New York, NY: Rocky Nook.
2. Bhatia, V. (2019).*Fundamentals of Digital Photography.* New Delhi, India: Sage Publications.
3. Gonzalez, R. C., & Woods, R. E. (2017).*Digital Image Processing.* Upper Saddle River, NJ: Pearson.
4. Meyer, J. (2019).*Photo Editing: A Complete Guide to Photoshop, Lightroom, and Other Software.* Boston, MA: O'Reilly Media.
5. Young, S. (2021).*Photo Editing with Photoshop: A Beginner's Guide to Digital Editing.* London, UK: Kogan

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Course outcomes (COs):

CO1	Demonstrate basic knowledge of photo-editing concepts and terminology.
CO2	Utilize various photo-editing tools and software effectively.
CO3	Perform advanced editing techniques, including retouching and color correction.
CO4	Create and present a portfolio of edited images showcasing their editing skills.
CO5	Critique edited images and provide constructive feedback based on industry standards.
CO6	Develop a unique photo project that incorporates learned skills and techniques.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–II

Program Name	Certificate in Journalism and MassCommunication	Program Code	C0501
Course Name	Society and Media-II	Course Code	JMCVC-201
Credit	2	Course type	VAC-2
Year/Sem	II	L-T-P-	2-0-0

Course Objectives:

1. Provide an overview of the media landscape in India.
2. Examine the evolution of media platforms and their impact on society.
3. Analyze how media has contributed to shaping societal norms, values, and attitudes in India.
4. Explore the concept of media representation and its impact on perceptions within society.

Course Contents:

Unit 1: Media, Politics, and Public Opinion
Media Coverage of Political Campaign
Social Media and Political Mobilization
Exploring how media influences political discourse and public opinion.
Analyzing media's role in shaping cultural norms and perceptions

Unit 2: Media Ethics and Social Responsibility
Understanding Media Ethics, Key Ethical Principles
Case Studies in Media Ethics
Media's Responsibility in a Digital Age, Responsible Reporting
Media Accountability and Regulation

Unit 3: Role of Media in Society
Role of media in advocating social change, challenging stereotypes
Influencer Marketing and Consumer Culture
Advertising strategies, and their impact on society
Misleading Visuals and Photo Manipulation
Developing media literacy
Digital citizenship
Social Media Platforms and Content Moderation
Technology misuse and Its Implications
Media's Impact on Public Health Campaigns
Online Harassment

Suggested Books:

1. Varma, R. P. (Year). Media and Society in India: The Good, the Bad, and the Ugly. Publisher.
2. Sengupta, S., & Gupta, V. (Year). Media and Society: Challenges and Opportunities in India. Publisher.
3. Thakur, D. (Year). Media and Democracy in India: A Historical Overview. Publisher.
4. Majumdar, R., & Bhattacharya, S. (Year). Media, Society, and Politics in India. Publisher.
5. Couldry, N. (Year). Media, Society, World: Social Theory and Digital Media Practice. Publisher.

Reference Books:

1. Ninan, S., & Willemen, P. (Year). The Indian Media Economy. Publisher.
2. Menon, S. (Year). Media, War, and Terrorism: Responses from the Middle East and Asia. Publisher.
3. Roy, S. (Year). Beyond Belief: India and the Politics of Postcolonial Nationalism. Publisher.
4. Bose, S. (Year). Transnational South Asians: The Making of a Neo-diaspora. Publisher.

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Course outcomes (COs):

CO1	Understand media's role in advocating social change and challenging stereotypes.
CO2	Explain the economic aspects of media production and advertising strategies.
CO3	Apply media literacy skills to evaluate the credibility of social media information.
CO4	Analyze ethical considerations of emerging technologies in media, such as deepfakes and VR.
CO5	Assess media's ethical implications in politics and public opinion formation.
CO6	Design a media campaign addressing a social issue or promoting positive change.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester-III

Program Name	Diploma in Journalism and MassCommunication	Program Code	C0501
Course Name	Media law and Ethics	Course Code	JMCDC-301
Credit	4	Course type	DSC- 7
Year/Sem	III	L-T-P-	4-0-0

Course Objectives-

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

Course Contents:

Unit-1: Ethical Framework and Media practice-
Freedom of expression (Article 19(1)(a) and Article 19(1)2)
Libel and slander
Issues of privacy and Surveillance in Society
Right to Information
Idea of Fair Trial/Trial by Media
Intellectual Property Rights

Unit 2: Media Technology and Ethical Parameters-
Live reporting and ethics
Legality and Ethicality of Sting Operations, Phone Tapping etc
Ethical issues in Social media
Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines
Related case studies of media

Unit 3: Representation and ethics Advertisement and Women Pornography
Indecent representation of Women (Prohibition) Act, 1986 and rules 1987,
Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292
IPC v/s New criminal Law,
Digital Personal Data Protection Act 2023

Unit 4: Media Regulation and Social Responsibility
Regulatory bodies, Codes and Ethical Guidelines, Self-Regulation
Media Content- Debates on morality and Accountability Taste, Culture and Taboo
Censorship and media debates, Media and Economic Pressures,
Media reportage of marginalized sections- children, dalits, tribal's,
Gender Media coverage of violence and related laws - inflammatory writing (IPC 353),
Sedition- Incitement to violence, hate Speech. Relevant
Case Studies

Suggested Books:

1. Thakurta, P. G. (2009). *Media ethics*.Oxford University Press.
2. Saxena, A. (Year). *Right to Information and freedom of press*. New Delhi: Kanishka Publishers.
3. Kundra, S. (Year). *Media laws and Indian constitution*. New Delhi: Anmol Publication.
4. Singh, O. P. (Year). *Patrakarika ka kannon*. New Delhi: Classical Publication. (In Hindi)
5. Myneni, R. S. (2020). *Media law*. New Delhi: Asia Law House.
6. Prasad, K. (2011). *Media law in India*. Kluwer Law International.

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Reference Books:

1. Rayudu, C. S., & Rao, S. B. N. (2013).*Mass media laws and regulations*.Himalaya Publishing House.
2. Basu, D. D. (2006). *Law of the press*. New Delhi: Prentice Hall.
3. Menon, P. K. (2005). *Journalistic ethics*. Jaipur: Pointer Publishers.\
4. Ward, S. J. A. (2013). *Global media ethics: Problems and perspectives*. Wiley Blackwell.
5. Kumar, K. J. (2015). *Mass communication in India*.Jaico Publishing House.
6. Trikha, N. K. (2012). *Press Vidhi*. Varanasi: Vishvidyala Prakashan.

Course outcomes (COs):

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

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and MassCommunication	Program Code	C0501
Course Name	Communication for Development	Course Code	JMCDC-302
Credit	4	Course type	DSC-8
Year/Semester	III	L-T-P-	4-0-0

Course Objectives:

1. To Understand the concept, different approaches and models of development
2. To Understand the role of media in development
3. To sensitize and aware about problems and issues of the development.
4. Learn strategy and designing development messages and campaign

Course Contents:

Unit 1- Understanding Development
Development: meaning, concept, indicators and approaches
Measurement of development- PQLI, HDI, GDI,
Theories and models of development
Gap between Developed and Developing Societies
Millennium development goals & Sustainable development goals
International agencies and development aid: FAO, ILO, UNDP, UNESCO, UNICEF, WTO,WHO
Development issues

Unit- 2-Development Planning in India
Thoughts on development: Gandhian, Nehruvian and Deendayal Upadhyay
Democratic decentralization- Panchyati Raj
Characteristics of Indian economy
Economic reforms in India –Liberalization, privatization and Globalization
Planning in India and new government schemes for development
Five Year Plans & Indian Development
NITI Ayog: objective, & its structure, Issues of development in India

Unit- 3-Development Communication
Development communication – Concept, approaches, theories and Paradigms
Development communication-Case studies (SITE, Kheda and Jhabua communication project)
Strategies, Barriers and Problems in development Communication
Development support communication: Introduction and Objective
Development support communication in India in the areas of: Agriculture, Health, Education,
Poverty reduction, Population and family welfare, Environment
Agricultural communication and rural development
Mainstream media's reporting of rural problems and issues
Change agents: Role of development agencies, NGOs, SHG, RTI

Unit- 4-Role of Media in Development
Media as a development tool
Development messages: Specific requirements for print, Electronic, Web and Traditional media
Development features writing- Conflict of interests, mobilizing support for development
Community radio for local development
ICT for development: E-governance, E-chaupal, National knowledge network
Development Journalism: Meaning, Definition, Characteristics and Objectives
Development Journalism in India

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Suggested Books:

1. Narula, U. (2004). *Development communication: Theory and practice*. HarAnand.
2. Prasad, K. (2009). *Communication for development: Reinvesting theory & action*. BRPC: New Delhi.
3. Rogers, E. M. (2000). *Communication & development: Critical perspectives*. Sage.
4. World Bank. (Year). *World development report*. Oxford University Press.
5. Ghosh,& Pramanik. (2007). *Panchayat system in India*. Kanishka Publication.\
6. Sen, A. (1999). *Development as freedom*. Alfred A. Knopf.
7. Sainath, P. (2000). *Everybody loves a good drought*. Pearson.

Reference Books:

1. Melkote, S. R. (1991). *Communication for development*. New Delhi.
2. Ghosh, A. (2006). *Communication technology & human development*. Sage.
3. Murthy, D. V. R. (2006). *Development journalism: What next*. New Delhi: Kanishka.
4. Nair, S. (Ed.). (1993). *Perspectives on development communication*. Sage.
5. Roy, S. (2005). *Globalization, ICT and developing nations: Challenges in the information age*. Sage.

Course outcomes (COs):

CO1	Define and describe the concept, process and indicators of development and its relation to media.
CO2	Explain models of development and approaches to development communication.
CO3	Identify and describe agencies, programs, schemes, and policies related to development.
CO4	Compare the divide between developed and developing societies.
CO5	Examine challenges, problems, and issues in development and development journalism.
CO6	Create reports, stories, and campaigns using ICT strategies for diverse media platforms.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and MassCommunication	Program Code	C0501
Course Name	Advance Broadcast Media	Course Code	JMCDC-303
Credit	3	Course type	DSC- 9
Year/Sem	III	L-T-P-	3-0-0

Course Objectives:

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

Course Contents:

Unit 1 : Public Service Broadcasting and Private Broadcasting
Public Service Model in India (Policy and laws)
Global Overview of Public Service Broadcasting
Community Radio, Community Video
Participatory Communication, Campus Radio
Private Broadcasting Model in India; Policy and Laws
Structure, Functions and Working of a Broadcast Channel
Public and Private partnership in television and Radio programming (India and Britain case studies)

Unit 2: Broadcast Genres
Why am I the 'Idiot Box'?
Debates, Issues and Concerns of Television Genre
Various Evolving Contemporary Television genres
Prime time and day time

Unit 3 : Advanced Broadcast Production I (Radio)
Writing and Producing for Radio, Public Service Advertisements
Jingles, Radio Magazine shows
News bulletin production, Discussions arrangements
Produce discussions shows on environment,
New Education Policy – 2020 and Health awareness
TRAI, Prasar Bharti Act 1990,
The Broadcasting Services Regulation Bill 2023

Unit 4: Advanced Broadcast Production II - (Television)
Mixing Genres in Television Production
Music Video for social comment/as documentary
Mixing ENG and EFP
Reconstruction in News based Programming
Produce a news bulletin for TV. Record a group discussion for TV on disaster management.
Right to Information act – 2005 and its importance, Cable Television Regulation Act 1995,

Suggestive projects –

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

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Suggested Books:

1. Kandwal, C. D. (Year). *Principles and practice of broadcasting*. New Delhi: Wisdom Publication.
2. Ravindran, R. K. (Year). *Handbook of radio, TV, and broadcast journalism*. New Delhi: Anmol Publication.
3. Saxena, A. (Year). *Radio in new avatar AM to FM*. Delhi: Kanishka.
4. Sharma, V. (Year). *Prashran takniki*. Jaipur: Ishika Publication.

Reference Books:

1. Fleming, C. (2002). *The radio handbook*. London & New York: Routledge.
2. Sharma, K. (2007). *Radio prasaran*. New Delhi: Pratibha Publication.
3. Katheria, N. (2013). *Radio madhyam evam takniki*. Delhi: Shilpyan Prakshan.
4. Bhatt, S. C. (1994). *Satellite invasion of India*. New Delhi: Gyan Publication House.

Course outcomes (COs):

CO1	Recognize concepts, terminologies, and technologies in advanced broadcast media.
CO2	Explain principles of production, operations, and regulatory frameworks in broadcast media.
CO3	Apply techniques to produce quality audio-visual content for diverse platforms.
CO4	Analyze the impact of digital broadcasting and OTT platforms on media trends.
CO5	Evaluate ethical, social, and economic effects of advanced broadcast media globally.
CO6	Design and execute innovative projects using advanced broadcast media techniques.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Advanced Broadcast Media- Practical	Course Code	JMCDCL-303
Credit	1	Course type	DSC- 9
Year/Sem	III	L-T-P-	0-0-1

Course Objectives:

1- To do presentation on experimental genre in Radio/ TV
2- To do Presentation on Commercial Channel functions
3- To create script radio/TV
4- To describe different format of Broadcast Media

Course Contents:

Practical: Credits: 02

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

Unit-1- Script writing

Script writing for radio and TV

Presentation of experimental genre in Radio/ TV

Presentation about PSBT and such organizations

Script of different genre related to Audio visual media

Unit-2- Presentation of Commercial Channel functions

Presentation on global broadcasting models & Indian Broadcasting Models

Suggested Books:

1. Kandwal, C. D. (Year). *Principles and practice of broadcasting*. New Delhi: Wisdom Publication.
2. Ravindran, R. K. (Year). *Handbook of radio, TV, and broadcast journalism*. New Delhi: Anmol Publication.
3. Saxena, A. (Year). *Radio in new avatar AM to FM*. Delhi: Kanishka.
4. Sharma, V. (Year). *Prashran takniki*. Jaipur: Ishika Publication.

Reference Books:

1. Chatterjee, P. C. (1987). *Broadcasting in India* (pp. 25-78). New Delhi: Sage.
2. Fleming, C. (2002). *The radio handbook*. London & New York: Routledge.
3. Sharma, K. (2007). *Radio prasaran*. New Delhi: Pratibha Publication.
4. Katheria, N. (2013). *Radio madhyam evam takniki*. Delhi: Shilpyan Prakshan.
5. Bhatt, S. C. (1994). *Satellite invasion of India* (1st ed.). New Delhi: Gyan Publication House.

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Course outcomes (COs):

CO1	Identify and outline key elements of audio and video production, including equipment, techniques, and terminologies.
CO2	Expalin the concepts like multi-camera setups, live production workflows, and digital broadcast systems
CO3	Apply technical skills in operating broadcasting equipment.
CO4	Analyze different broadcast formats to design effective content strategies.
CO5	Evaluate the quality of broadcast content based on technical, ethical, and aesthetic criteria.
CO6	Create professional-grade broadcast productions integrating advanced techniques.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	ICT Applications for Media	Course Code	JMCDE-301
Credit	4	Course type	DSE-I
Year/Sem	III	L-T-P-	4-0-0

-4

Course Objectives:

1. Understand the role of ICT in various media industries.
2. Develop proficiency in digital content creation tools.
3. Acquire skills in multimedia storytelling across different platforms.
4. Engage with industry-standard software and platforms for media production and distribution.

Course Contents:

Unit 1: Introduction to ICT in Media
Basics of digital media formats: text, image, audio, video
Introduction to media software tools and applications
Overview of digital media platforms and tools for media
Introduction to multimedia content creation and distribution
Basic digital literacy skills for media professionals

Unit 2: Digital Content Creation
Introduction to digital content creation tools (Adobe Creative Suite, Canva, etc.)
Creating and editing text documents for media purposes
Basics of audio and video production techniques
Introduction to photo editing software
Introduction to video editing software and techniques
Creating multimedia content for various platforms

Unit 3: Social Media Management
Social media strategy development for media organizations
Strategies for building and engaging audiences on social media
Tools and techniques for social media analytics and performance tracking
Multimedia Storytelling
Introduction to immersive media technologies (virtual reality, augmented reality)
Ethical considerations in multimedia storytelling

Unit 4: Emerging Technologies in Media
Introduction to emerging technologies impacting media industries
Applications of AI in media production, distribution, and consumption
Exploring future trends in media technology
ICT skills to create a multimedia project

Suggested Books:

1. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation and Practice (7th ed.). Pearson Education Limited.
2. Dutta, P., & Basak, S. C. (2019). ICT for Digital Learning: A Guide for Developing Countries. Springer.
3. Kaur, K., & Jindal, R. (Eds.). (2018). Digital Media: Concepts, Practices, and Perspectives. Sage Publications India Pvt Ltd.
4. Manovich, L. (2013). Software Takes Command. Bloomsbury Academic.
5. Shirky, C. (2009). Here Comes Everybody: The Power of Organizing Without Organizations. Penguin Books.

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Reference Books:

1. Ahuja, R., & Choudhury, P. (2019). Information and Communication Technology in Education. New Age International.
2. Banerjee, S. (2018). Digital India: Understanding Information, Communication and Social Change. Cambridge University Press India.
3. Panneerselvam, R. (2018). Web Technology: Theory and Practice. PHI Learning Pvt. Ltd.
4. Sarma, A., & Sarma, R. (2018). Information Technology and Organizational Transformation: Innovation for the 21st Century Organization. Springer.

Course outcomes (COs):

CO1	Define ICT and its components, and recall its evolution.
CO2	Understand the principles of multimedia storytelling and its ethical considerations.
CO3	Apply digital content creation tools for text, image, audio, and video production.
CO4	Analyze the impact of ICT on media industries and workflows.
CO5	Evaluate the effectiveness of multimedia storytelling techniques in engaging audiences.
CO6	Design multimedia content for various platforms using digital content creation 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
CO1	3	1	3	1	3	-	-	3	3	3	3	3	2	1	3	3	3
CO2	3	1	3	1	3	1	-	3	3	3	3	3	2	1	2	2	2
CO3	3	1	3	-	3	1	-	3	3	3	3	3	3	1	3	3	3
CO4	3	1	3	1	3	-	1	3	3	3	3	3	3	1	3	3	3
CO5	3	1	3	-	3	1	-	3	3	3	2	2	3	1	3	3	3
CO6	3	1	3	-	3	-	-	3	3	3	3	3	3	1	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Talk Shows and Panel Discussions for Broadcast Media	Course Code	JMCDE-302
Credit	4	Course type	DSE-1
Year/ Sem	III	L-T-P-	4-0-0

Course Objectives:

1. To understand the fundamentals of talk shows and panel discussions in broadcast media.
2. To develop skills for planning, structuring, and moderating talk shows and panel discussions.
3. To analyze the role of panel discussions and talk shows in shaping public opinion and media discourse.
4. To enhance verbal and non-verbal communication skills suited for broadcast media.

Course Contents:

Unit 1: Introduction to Talk Shows and Panel Discussions
Types of talk shows: Interviews, debates, round-table discussions and expert panels
Essential skills for hosts and moderators
Key audience engagement techniques and interaction strategies

Unit 2: Planning and Structuring Talk Shows
Topic selection, audience analysis and setting objectives
Format and structure: Introduction, segments and conclusion
Preparing a script and managing the flow of discussion
Roles and responsibilities of panelists, hosts and production teams
Time management and handling live broadcast challenges

Unit 3: Ethical and Professional Considerations
Ethical issues in broadcast media: Bias, fairness and accuracy
Dealing with controversial topics and difficult guests
Maintaining neutrality and journalistic integrity
Influence of talk shows and panels on public opinion
Case studies: Ethics and controversies in famous talk shows

Unit 4: Production Techniques and Future Trends
Technical setup: Audio, video, lighting, and set design
Incorporating visual aids, social media interaction and live audience feedback
Role of digital media in enhancing talk shows and panel discussions
Future trends: Virtual talk shows, interactive streaming and AI in content moderation

Suggested Books:

1. Allan, S. (2019). *The Routledge Companion to News and Journalism*. London: Routledge.
2. Bignell, J. (2021). *An Introduction to Television Studies*. New York: Routledge.
3. Croteau, D., & Hoynes, W. (2019). *Media/Society: Industries, Images, and Audiences*. Los Angeles: Sage Publications.
4. Desai, M. (2020). *Mass Communication and Journalism in India*. New Delhi: Blackwell Publishing.
5. Nair, R. (2015). *Panel Discussions and Debates in Indian Media*. New Delhi: Macmillan India.
6. Pandey, V. (2022). *Digital Journalism and Broadcasting in India*. New Delhi: Sage India.
7. Sharma, L. (2019). *Social Media and Television Broadcasting in India*. New Delhi: Routledge.
8. Verma, K. (2020). *Mass Media in India: Challenges and Opportunities*. New Delhi: Atlantic Publishers.

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Reference Books:

1. Dhawan, S. (2019). *Broadcast Journalism in India: Concepts, Techniques, and Ethics*. New Delhi: Prentice Hall.
2. Iyer, S. (2021). *Media Ethics and Broadcasting Standards in India*. New Delhi: Orient Blackswan.
3. Jain, A. (2017). *Talk Shows and Media Ethics in India*. New Delhi: Rawat Publications.
4. Kumar, S. (2018). *Television Journalism in India: Perspectives and Practices*. New Delhi: Sterling Publishers
5. Fiske, J. (2016). *Television Culture*. New York: Routledge.
6. Gross, L. (2020). *Up from Invisibility: Lesbians, Gay Men, and the Media in America*. New York: Columbia University Press.
7. Hartley, J. (2017). *Television Truths*. Oxford: Blackwell Publishing.
8. Kobre, K. (2018). *Photojournalism: The Professionals' Approach*. New York: Focal Press.
9. Silverstone, R. (2016). *Why Study the Media?* London: Sage Publications.
10. Tumber, H. (2019). *Journalism and the Public Sphere*. London: Routledge.

Course outcomes (COs):

CO1	Define and recall key concepts of talk shows and panel discussions.
CO2	Explain various formats and structures used in talk shows and panel discussions.
CO3	Apply techniques to organize and conduct effective talk shows and panel discussions.
CO4	Analyze audience engagement strategies and discuss ethical considerations in broadcast media.
CO5	Evaluate the impact of talk shows and panel discussions on public opinion and media.
CO6	Create and produce a mock talk show or panel discussion, demonstrating communication and moderation 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
CO1	3	2	1	-	-	1	2	-	1	-	-	-	3	1	-	1	-
CO2	3	2	2	1	-	-	1	-	-	-	-	-	1	3	-	-	-
CO3	1	2	3	-	2	1	-	2	1	-	-	-	-	2	3	-	-
CO4	-	3	1	-	-	-	3	2	3	1	-	-	-	1	3	3	-
CO5	1	2	-	-	-	2	3	-	3	2	-	-	1	-	2	1	3
CO6	-	1	3	-	3	-	1	3	3	3	1	-	-	-	3	1	-

3:Highest Correlated,2:MediumCorrelated,1:LowestCorrelated

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Writing for Mass Media – I	Course Code	JMCGE-301
Credit	4	Course type	GE-3
Year/ Sem	III	L-T-P-	4-0-0

Course Objectives:

1. To understand Mass Media Nature and Scope
2. To understand the characteristics Print, Electronic and Online Media
3. To Know Script writing formats for Print media.
4. To understand Radio writing formats.

Course Contents:

Unit 1: Writing for Print Media
Structure and Formatting for Newspapers and Magazines
Newspaper and Magazines: Heading, Subheading, Pointers, Photo caption,
Human interest News Stories, Interviews, Leading Articles and Letters to Editor,
Components of News Writing: Editorial Features,Column
Advertisements and their types

Unit 2: Writing for Radio and Television
Radio News Bulletins,
Formats for Radio: Radio talks, Drama, Discussion, Interview,
Feature and Documentary
Radio advertisements Health, Social, Commercial with or without jingles
Writing for Television: Television News Writing: Structure of TV news scripts
Importance of visuals in TV news stories
Formats for Television: News Reports, Feature Stories, Documentaries
Talk Shows, Reality Shows, and Interviews
Television Advertisements: Creating compelling video scripts

Unit 3: Writing for New Media
Understanding New Media
Differences between traditional and new media writing
Writing for Online Platforms: Blogs, Social Media, and Online Articles
Online Portals: Writing for news websites and online magazines
Multimedia content creation: Text, video, and audio integration
Advertising in New Media: Digital marketing strategies
Crafting ads for social media platforms and online audiences

Unit 4: Media Language and Ethics
Basic principles of journalistic writing
Ethics in mass media writing
Understanding Media Language and Style
Ethical Considerations in Media Writing
Objectivity, Fairness, and Accuracy
Privacy Issues and Reporting Ethics
Writing with Responsibility: Addressing Stereotypes, Gender, and Diversity
Legal Aspects: Defamation, Libel, and Copyright

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Suggested Books:

1. Singh, K. S. (2018). *Electronic Media Communication*. New Delhi: Jnanada Prakashan.
2. Kumar, J. K. (2019). *Mass Communication in India* (5th ed.). New Delhi: Jaico Publishing House.
3. Bansal, S. K. (2020). *Journalism and Electronic Media*. New Delhi: APH Publishing.
4. Bhattacharjee, S. (2021). *Media and Mass Communication: An Introduction*. New Delhi: Kanishka Publication.
5. Rich, C. (2015). *Writing and Reporting News: A Coaching Method* (8th ed.). Boston: Cengage Learning.
6. Mencher, M. (2010). *News Reporting and Writing* (12th ed.). New York: McGraw-Hill.

Reference Books:

1. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2008). *New Media: A Critical Introduction* (2nd ed.). London: Routledge.
2. Manovich, L. (2001). *The Language of New Media*. Cambridge, MA: MIT Press.
3. Papacharissi, Z. (Ed.). (2011). *A Networked Self: Identity, Community, and Culture on Social Network Sites*. New York: Routledge.
4. Bell, D., & Kennedy, B. (Eds.). (2007). *The Cybercultures Reader* (2nd ed.). New York: Routledge.
5. Campbell, R., Martin, C. R., & Fabos, B. (2019). *Media and Culture: An Introduction to Mass Communication* (12th ed.). Boston: Bedford/St. Martin's.
6. Kovach, B., & Rosenstiel, T. (2014). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect* (3rd ed.). New York: Three Rivers Press.

Course outcomes (COs):

CO1	Recall structures, formats, and components of writing for various mass media platforms.
CO2	Explain principles, styles, and audience engagement in media writing.
CO3	Create news, advertisements, and scripts for print, radio, TV, and new media.
CO4	Analyze differences in writing styles, ethics, and legal aspects across media.
CO5	Evaluate written content for accuracy, objectivity, and journalistic standards.
CO6	Design creative and ethical media content for diverse platforms.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Basic Theory of Television Production	Course Code	JMCGE-302
Credit	4	Course type	GE-3
Year/Sem	III	L-T-P-	4-0-0

Course Objectives:

1. Understand the principles and technical elements of television production.
2. Develop skills in camera operation, lighting, and audio techniques for broadcast production.
3. Gain proficiency in pre-production, production, and post-production workflows.
4. Master scriptwriting, storyboarding, and directing techniques for television.

Course Contents:

Unit 1: Introduction to Television Production
History and evolution of television
Types of television programming (news, drama, reality, documentary)
Basics of the television production process
Understanding television production crew roles
Key production equipment: cameras, microphones, lighting kits

Unit 2: Camera, Lighting, and Sound Techniques
Camera operations: framing, angles, and movements
Multi-camera setup and live production basics
Lighting fundamentals for television: three-point lighting, color temperature
Sound recording techniques and equipment
Using sound and lighting creatively to enhance storytelling

Unit 3: Directing and Producing for Television
Directing actors and coordinating production crew
Understanding shot composition and visual storytelling
Studio versus location production techniques

Unit 4: Production and Editing
Pre-Production Planning: Developing and refining television program concepts
Scriptwriting techniques for different TV formats
Storyboarding shot planning, and visualization
Scheduling and budgeting for television productions
Post-Production and Editing: Introduction to video editing software
Editing techniques: continuity, cutting, transitions
Color correction and audio synchronization
Adding titles, effects, and graphics

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Suggested Books:

1. Alkin, G. (2012). *The television handbook*. Routledge.
2. Millerson, G., & Owens, J. (2012). *Television production*. Taylor & Francis.
3. Shyles, L. (2007). *The art of video production*. Sage Publications.
4. Block, B. (2013). *The visual story: Creating the visual structure of film, TV, and digital media*. Focal Press.
5. Owens, J. (2016). *Video production handbook*. Taylor & Francis.
6. Armes, R. (2014). *Film and reality: Modernist cinema and the art of persuasion*. Manchester University Press.
7. Kumar, K. J. (2016). *Mass communication in India*. Jaico Publishing House (Indian).
8. Zettl, H. (2016). *Television production handbook*. Cengage Learning.

Reference Books:

1. Millerson, G. (2012). *Lighting for television and film production*. Focal Press.
2. Cooper, P., & Dancyger, K. (2014). *Writing the short film*. Focal Press.
3. Britton, J., & Leggott, J. (2015). *Television production: Concepts and practice*. Palgrave Macmillan.
4. Orlebar, J. (2014). *The television handbook*. Routledge.
5. Kellison, C. (2017). *Producing for TV and new media*. Routledge.
6. Sharda, R. (2015). *Media and society*. Rawat Publications (Indian).
7. Thomas, D. (2013). *Film and television production in India*. Oxford University Press (Indian).
8. Armes, R. (2014). *Critical approaches to television*. Sage Publications.

Course outcomes (COs):

CO1	Define key concepts and principles of television production
CO2	Explain the roles and responsibilities of a television production team
CO3	Demonstrate skills in operating television production equipment, including cameras, lighting, and audio tools.
CO4	Analyze and apply effective techniques for directing and producing television content.
CO5	Critically evaluate and improve television productions through peer feedback and self-assessment.
CO6	Create and edit television content using industry-standard software and post-production techniques.

CO-PO-Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	-	-	-	2	2	-	-	2	3	-	1	-	1	-	1
CO2	3	-	-	1	1	2	2	1	1	2	3	1	3	2	1	1	2
CO3	3	1	1	2	1	2	3	2	1	2	3	2	3	2	2	2	3
CO4	3	2	2	2	2	2	3	2	2	2	3	2	3	2	2	2	3
CO5	3	2	2	3	2	2	3	2	3	3	3	2	3	3	2	3	3
CO6	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0301
Course Name	Communication Skills: Reading and Writing Skills (English)	Course Code	AEC-301
Credit	2	Course type	AEC-3
Year/Sem	III	L-T-P-	2-0-0

Course Objectives:

1. To communicate appropriately in real-life situation.
2. To use English effectively for study and communicative purpose for successful career.
3. To develop and integrate the use of four language skills- Reading and Writing in his/her whole life.
4. To understand different types of barriers and kinds of communication.

Course Contents:

Unit-1- Introduction: Types and modes of Communication
Barrier to Communication
Kinds of communication: intrapersonal, personal, group and mass, \
Verbal and non-Verbal communication

Unit-2- Reading Skills
Skimming, Scanning, Summary,
Paraphrasing, Comprehension

Unit-3- Writing Skills: Social and Official Correspondence
Complaints and replies,
Letter to the editors,
Standard business letter,
Email drafting and etiquettes,
Preparing agenda and minutes for meetings, Job application,
Cover letters, Bio-data, CV and Resume

Suggested Books –:

1. Dangwal, Surekha. The Art Effective Communication. Delhi: Macmillan,2017.
2. Prasad, P. The Functional Aspects of Communication skills, Delhi
3. Sen, Leena. Communication Skills, Prentice hall of India, New Delhi

Reference Books- :

1. McCarty, Michel. English Vocabulary in Use, Cambridge University Press.
2. Communication Skill by Sanjay Kumar & Pushp Lata, Oxford University Press
3. An Introduction to Professional English and Soft Skills by B.K. Das, Cambridge University.

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Course outcomes (COs):

CO1	To memorize the functions of communication and related topics.
CO2	To improve communication skills to communicate within the society.
CO3	To implement writing and reading as skills.
CO4	To organize vocabulary and improve accuracy in grammar.
CO5	To select positive attitudes for English Communication.
CO6	To design formal letters, CV, interview, resume and cover letters etc. for successful career skills.

CO-PO-Mapping:

CO'	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4	PS O5
CO1	2	1	2	-	3	1	1	-	2	3	1	1	3	1	1	-	1
CO2	2	1	2	2	3	1	1	-	1	2	-	-	2	-	-	-	-
CO3	2	2	2	-	3	1	-	-	1	2	1	1	2	1	1	-	1
CO4	2	2	2	-	3	2	1	-	2	2	1	-	2	1	-	1	-
CO5	2	2	2	-	3	2	-	-	2	2	3	-	2	3	-	-	-
CO6	2	2	2	-	3	2	-	-	2	2	3	-	2	3	-	-	-

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Audio-Visual Production training -(Practical)	Course Code	JMCSCL-301
Credit	2	Course type	SEC-3
Year/Sem	III	L-T-P-	0-0-2

Course Objectives:

1. Handling different kinds of Audio Visual Tools
2. Practice of different kinds of Audio and Video editing techniques.
3. Demonstrate the basics of sound and visual recording techniques
4. Develop and enhance writing skills for different Audio and Visual Program formats.

Course Contents:

Unit 1: Audio Program Training

Sound Recording: Handling various microphones.
Script Writing: Different script types.
Radio Formats: Jingles, interviews, talk shows, features, documentaries, discussions
Radio plays, commentaries
Radio News: Reporting, writing, editing, production, compilation.
News Reading: Radio news presentation.

Unit 2: Visual Program Training

Video Camera: Handling cameras, shooting with TV cameras.
Studio Lights: Use of studio lighting.
Script Writing: Different script formats.
Interviews: Techniques for field and studio interviews.
Chat Show: Organizing and participating in chat shows.
Documentaries: TV documentary production.
TV News: Reporting, writing, editing, production, news compilation.
News Reading & Anchoring: TV news presentation and anchoring.

Unit 3: Audio & Visual Editing

Audio Editing: Techniques for Android/PC.
Visual Editing: Cutting, mixing, dissolving, cutaways on Android/PC.
Mixing: Audio and video mixing techniques

Practical work - The Students are required to maintain record of the assignments/ practical exercises for evaluation at the time of practical examination. 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, Audio Visual Programs, Documentaries and other programs for evaluation at the time of practical examination.

Suggested Books:

1. Boyd, A. (n.d.). *Broadcast Journalism*. Focal Press, Oxford.
2. Pathak, R. M. (n.d.). *Electronic Madhyam Radio Evam Doordarshan*.
3. Sinha, K. (n.d.). *Radio Prasaran Ki Nai Technique*.
4. Harimohan, P. (n.d.). *Radio aur Doordarshan Patrakarita*.
5. Kumar, K. J. (n.d.). *Mass Communication in India*.

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Reference Books:

1. Belavadi, V. (n.d.).*Video Production.*
2. Ascher, S., & Pincus, E. (n.d.). *The Filmmaker's Handbook.*
3. Brown, B. (n.d.). *Cinematography: Theory and Practice.*
4. Owens, J., & Millerson, G. (n.d.). *Television Production.*
5. Belavadi, V. (n.d.). *Video Production.*
6. Ascher, S., & Pincus, E. (n.d.). *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition.*

Course outcomes (Cos):

CO1	Identify the basic techniques of broadcasting
CO2	Develop the conceptual understating of Radio and Television Program format
CO3	Develop and produce script based program for radio and TV
CO4	Analyze the execution, requisite, challenges in radio and tv program production
CO5	Evaluate Radio and TV Professional by using modern tools
CO6	Produce Studio based Radio and TV programs in different formats

CO-PO Mapping:

CO's	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO1	3	1	-	-	2	-	-	-	-	2	-	3	3	2	-	-	-
CO2	1	1	2	2	2	-	-	1	2	2	-	3	-	1	3	1	1
CO3	-	2	1	2	-	-	-	1	2	2	-	3	-	-	2	2	1
CO4	1	2	3	1	3	1	1	2	1	3	1	3	-	1	-	2	1
CO5	1	1	1	1	2	-	-	2	2	3	1	3	-	1	-	2	1
CO6	-	-	2	2	3	-	-	2	2	3	1	3	-	1	2	2	1

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–III

Program Name	Diploma inJournalismandMassCommunication	Program Code	C0501
CourseName	Basic Skills for TV Anchoring	Course Code	JMCSCL-302
Credit	2	Course type	SEC-3
Year/Sem	III	L-T-P-	0-0-2

Course Objectives:

1. Students will be able to demonstrate effective communication skills essential for TV anchoring.
2. Students will develop a confident on-camera presence and body language techniques.
3. Students will learn conduct interviews effectively, including question formulation and active listening.
4. Students will understand the principles of news judgment; develop research skills to cover stories.

Course Contents:

Unit 1: Introduction to TV Anchoring and Communication Techniques
Overview of TV Anchoring: Roles & Responsibilities
On-Camera Presence: Body Language, Confidence
Types of Anchoring: News, Sports, Entertainment
News Cycle: How News is Gathered & Reported
Verbal & Non-Verbal Communication: Clarity, Gestures, Facial Expressions
Interview Skills: Conducting Effective Interviews
Voice Modulation: Tone, Pitch, Pace
Crisis Communication: Handling Breaking News
Active Listening for Interviews

Unit 2: Content Creation and Scriptwriting
News Story Selection: Identifying Topics
Script Development: Writing Engaging Scripts
Storyboarding: Visualizing Segments
Research: Gathering Accurate Information
Incorporating Multimedia: Video, Images, Graphics
Adapting Scripts for TV, Online, Social Media

Unit 3: Practical Application and Performance
Mock Anchoring: Live Practice & Feedback
Technical Skills: Familiarization with Equipment
Final Presentation: Delivering News Segments
Engaging Audience & Responding

Suggested Books:

1. Duffy, M. S. J. (2015). *Television news: A handbook for freelancers*. Routledge.
2. Wright, B. (2011). *The TV anchor's handbook*. Routledge.
3. Dunn, R. H. (2012). *Anchoring: A practical guide to the fundamentals*. Editorial Projects in Education.
4. Burgh, A. J. K. (2011). *News reporting and writing*. Oxford University Press.
5. Gupta, P. (2019). *Television journalism: A comprehensive guide*. New Delhi: Kalyani Publishers.
6. Sharma, S. (2018). *Basics of TV news production*. New Delhi: Anmol Publications.
7. Singh, R. (2016). *Television and the new media: A critical overview*. New Delhi: Atlantic Publishers.
8. Rao, S. (2019). *Essentials of news reporting and editing*. Pune: Rajhans Prakashan.
9. Iyer, K. (2018). *Journalism and the media: An Indian perspective*. Hyderabad: Himalaya Publishing House.

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Reference Books:

1. Duffy, M. S. J. (2017). *Television news: A handbook for freelancers*. New York: Routledge.
2. Dunn, R. H. (2019). *Anchoring: A practical guide to the fundamentals*. Chicago: University of Chicago Press.
3. Arnold, S. C. (2020). *TV news anchoring: A guide to success*. New York: Routledge.
4. Roberts, T. H. (2022). *On-camera: How to be your best on TV news*. New York: Focal Press.
5. Bhattacharya, A. (2020). *Crafting stories for TV: A journalist's guide*. Kolkata: Dey's Publishing.
6. Joshi, M. (2021). *Television news reporting: Theory and practice*. New Delhi: SAGE Publications.
7. Kumar, R. (2017). *Anchoring for television: Skills and techniques*. Mumbai: Manohar Publishers.
8. Malhotra, N. (2015). *Television production and direction*. New Delhi: Prentice Hall.

Course outcomes (COs):

CO1	Explain key concepts and terminology in TV anchoring.
CO2	Demonstrate effective communication and articulation skills in on-camera situations.
CO3	Conduct interviews effectively, applying appropriate questioning techniques.
CO4	Analyze news stories for relevance and accuracy, applying research skills.
CO5	Evaluate the technical aspects of TV production relevant to anchoring.
CO6	Create a mock TV anchoring segment that showcases learned skills.

CO-PO Mapping:

CO's	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	-	-	2	-	-	-	-	2	-	3	3	2	-	-	-
CO2	1	1	2	2	2	-	-	1	2	2	-	3	-	1	3	1	1
CO3	-	2	1	2	-	-	-	1	2	2	-	3	-	-	2	2	1
CO4	1	2	3	1	3	1	1	2	1	3	1	3	-	1	-	2	1
CO5	1	1	1	1	2	-	-	2	2	3	1	3	-	1	-	2	1
CO6	-	-	2	2	3	-	-	2	2	3	1	3	-	1	2	2	1

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Internship/apprenticeship/project/community outreach	Course Code	JMCIC-301
		Course type	IAPC-1
Credit	2	L-T-P-	0-0-2
Year/Sem	III		

Course Objectives:

1. To provide practical experience in the field of mass communication and media.
2. To develop professional skills and competencies relevant to the media industry.
3. To enhance students' understanding of media ethics and professional standards.
4. To foster networking opportunities and professional connections within the media industry.

Course Contents:

IAPC- Internship duration and academic credentials:

1. Minimum of 2 credits of internship/ Entrepreneurial activities/ project work/ seminar and inter/intra institutional training, internship may be counted towards in BA (H) JMC Program.
2. Here one credit is equivalent to minimum 30-60 hours of works.
3. Therefore a full time intern is expected to spent 40-45 hours per week on internship/ training/ project work/ seminar activities etc.
4. Internship may be conducted during the summer and winter break as per the norms.
5. Provide an orientation session to familiarize interns with the organization's mission, values, and operations.
6. Assign interns to various departments or projects within the organization to gain hands-on experience in different areas of media production, marketing, or management.
7. Encourage interns to seek out opportunities for skill development and networking within the organization and the broader industry.
8. Allow interns to showcase their work and achievements through a final presentation or portfolio review. Encourage interns to reflect on their overall experience, lessons learned, and future career aspirations, and provide feedback on the internship program to help improve it for future participants.
9. Ensure that Students have completed the required duration and tasks of their media internship or industrial training as specified by program or organization.
10. Provide any additional information requested by the organization, such as a summary of Media Internship and Industrial Training, tasks, projects completed, or specific skills acquired during the internship/ training period.
11. Attach any supporting documents or evidence of your participation in workshops, seminars, or other learning activities during the internship/training if required.
12. Once the certificate is ready for collection or issuance, confirm the details and arrange for its collection or delivery as per the organization's instructions.

Mode of Evaluation:

Evaluation will be based on final Certificate issued by training organization. Carrying 100 marks. 30 marks evaluation will be done by the course supervisor/Head of the Department & 70 Marks by an external examiner. There will not be a mid-semester examination. Evaluation will be done at the end of the semester carrying 100 marks.

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Suggested Books:

1. Bhatia, A. (2019). Practical Guide to Media Internships. Sage Publications.
2. Chatterjee, S. (2020). Internship in Media: Practical Approaches. Oxford University Press.
3. Desai, M. (2018). Media Internship Handbook. Cambridge University Press.
4. Gupta, R. (2019). Industrial Training in Media and Communication. McGraw Hill Education.
5. Jain, M. (2020). Media Internships: Theory and Practice. Bloomsbury India.
6. Kapoor, S. (2019). Hands-On Media Training. Routledge.
7. Sharma, P. (2020). Professional Media Training. Springer.
8. Verma, S. (2019). Media and Industrial Training: A Practical Approach. PHI Learning.

Reference Books:

1. Drotner, K., & Schroder, K. C. (2010). Digital Content Creation: Perceptions, Practices, & Perspectives. Peter Lang.
2. Forde, S., Meadows, M., & Foxwell, K. (2009). Developing Dialogues: Indigenous and Ethnic Community Broadcasting in Australia. Intellect Books.
3. Greenberg, B. S. (2002). Communication and Terrorism: Public and Media Responses to 9/11. Hampton Press.
4. Jenkins, H., & Deuze, M. (2008). Convergence Culture and Media Work. Blackwell Publishing.
5. McNair, B. (2010). Journalism and Democracy: An Evaluation of the Political Public Sphere. Routledge.
6. Thussu, D. K. (2006). Media on the Move: Global Flow and Contra-Flow. Routledge.
7. Williams, K. (2010). Understanding Media Theory. Bloomsbury Academic.

Course outcomes (COs):

CO1	Recall the fundamental concepts and terminologies related to media internship and industrial training.
CO2	Explain the processes and workflow in a professional media environment.
CO3	Demonstrate the application of theoretical knowledge in practical media settings.
CO4	Analyze the challenges and opportunities encountered during a media internship.
CO5	Assess the effectiveness of various media strategies and tools used in industrial training.
CO6	Develop a comprehensive media project by integrating skills and knowledge gained during the internship.

CO-PO Mapping:

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to New Media and Journalism ethics	Course Code	JMCVC-301
Credit	2	Course type	VAC-3
Year/Sem	III	L-T-P-	2-0-0

Course Objectives:

1. Trace the historical development of new media technologies and platforms,
2. Categorize and distinguish various types of new media platforms
3. Examine New Media's Impact on Journalism:
4. Analyze techniques for engaging audiences through new media

Course Contents:

Unit -1- New media- Meaning and Characteristics
Characteristics of new media
Social and Professional Networking Sites
Difference between new and traditional media
Media convergence- scope Issues, Digital divide
Issues in new media: Information overload; Internet addiction
New Media Economy

Unit -2- New Media Ethical issues
Ethical considerations in digital media: Misinformation, privacy and credibility
Fake news and its control
Copyright and piracy, Plagiarism
Cyber Crime- Cyber Laws in India
IPR Copyright & Legal issues in cyber space
Journalism ethics and restraint in new media

Unit -3- Future Trends of new media
Emerging Social Media Platforms and Trends
Emerging media trends: Augmented Reality (AR), Virtual Reality (VR) and Artificial Intelligence (AI)
Audience engagement
Influencer Culture and Digital Marketing
Data Privacy and Security in the Digital Age

Suggested Books:

1. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2008). *New Media: A Critical Introduction* (2nd ed.). Routledge.
2. Manovich, L. (2001). *The Language of New Media*. MIT Press.
3. Papacharissi, Z. (Ed.). (2011). *A Networked Self: Identity, Community, and Culture on Social Network Sites*. Routledge.
4. Rettberg, J. W. (2008). *Blogging*. Polity Press.
5. Bell, D., & Kennedy, B. (Eds.). (2007). *The Cyber Cultures Reader* (2nd ed.). Routledge.

Reference Books:

1. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2003). *New Media and New Technologies*.Routledge.
2. Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.
3. May, K., & Newcomb, P. (2008, July). How the Web was won. *Vanity Fair*.
4. Privacy vs. the Internet: Americans Should Not Be Forced to Choose. (2008). *ACLU Report*.
5. Nakamura, L. (1995). Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet. *Works and Days*,

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Course outcomes (COs):

CO1	Explain the concept of new media, including its definitions and features.
CO2	Describe the concept of media convergence and discuss the issues related to the digital divide.
CO3	Utilize social and professional networking sites for networking and information sharing.
CO4	Critically assess the issues related to new media.
CO5	Assess the consequences of the rise of digital media on communication practices.
CO6	Design and develop a social media campaign addressing a specific social issue.

CO-PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	-	3	1	3	3	-	1	3	3	3	3	3	3	3
CO2	3	1	3	-	3	1	3	3	-	1	3	3	3	3	3	3	3
CO3	3	2	3	1	3	3	3	3	1	1	3	3	3	3	3	3	3
CO4	3	1	3	1	3	3	3	3	2	1	3	3	3	3	3	3	3
CO5	3	1	3	1	3	3	3	3	1	1	3	3	3	3	3	3	3
CO6	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
CourseName	Film Appreciation	Course Code	JMCDC-401
Credit	4	Course type	DSC-10
Year/Sem	IV	L-T-P-	4-0-0

Course Objectives:

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

Course Contents:

Unit 1- Language of Cinema
Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage
Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element
Difference between story, plot, screenplay

Unit 2- Film Form and Style
German Expressionism and Film Noir
Italian Neorealism, French New-Wave
Genre and the development of Classical Hollywood Cinema

Unit 3 -Alternative Visions
Third Cinema and Non Fiction Cinema
Introduction to Feminist Film Theory
Film Authorship with a special focus on Ray or Kurusawa

Unit 4 -Hindi Cinema
1950s Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
New Wave Cinema and the Formula Film
Globalization and Indian Cinema, the Indian Diaspora and Bollywood
The multiplex Era Film Culture
The Role of cinema in social awareness,
Emergence trends of Hindi cinema

Recommended Screenings or clips-
Unit 1 -

1. Rear Window by Alfred Hitchcock (Language of Cinema)
2. Battleship Potempkinby Sergei Eisenstein (Language of Cinema)
3. Man with a Movie Camera by DzigaVertov
4. Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism)
5. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
6. Pather Panchali by Satyajit Ray
7. The hour of the Furnaces by Fernando Solanas

Unit 4 -

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

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Suggested Books:

1. Tiwari, V. (n.d.). *Film Patrkarita*. Vaani Prakashan.
2. Kumar, J. (2006). *Mass Communication in India*. Jaico Publication.
3. Prasad, M. (1998). *Ideology of Hindi Film*. Oxford University Press.
4. *Cinematography Censorship Rules* (1969). Govt. of India Press.

Reference Books:

1. Setton, M. (n.d.). *Film as an Art and Appreciation*. NCERT.
2. Saran, R. (n.d.). *History of Indian Cinema*. Diamond Books.
3. Kuhn, A., & Westwell, G. (2012). *Dictionary of Film Studies*. Oxford University Press.
4. Hayward, S. (2018). *Cinema Studies: The Key Concepts* (4th ed.). Routledge.

Course Outcomes (COs):

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

CO-PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO12	PSO 1	PSO 2	PSO3	PSO4	PSO5
CO1	2	2	-	-	2	-	-	2	2	2	2	-	2	2	3	3	-
CO2	3	3	-	-	3	-	-	1	2	3	2	1	-	1	3	3	-
CO3	2	3	1	1	1	1	-	2	2	2	2	2	-	1	3	3	-
CO4	3	3	2	1	2	1	1	1	2	3	3	1	2	2	2	2	1
CO5	2	2	-	1	2	1	-	2	2	2	2	2	2	2	3	3	-
CO6	3	3	-	1	3	-	1	1	2	3	2	3	-	1	3	3	1

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and MassCommunication	Program Code	C0501
Course Name	Folk and Community Media	Course Code	JMCDC-402
Credit	4	Course type	DSC-11
Year/Sem	IV	L-T-P-	4-0-0

Course Objectives:

1. Introduce the students with the various forms of folk media and their relevance in society.
2. To help students understand various local folk and traditional forms and its culture.
3. To explain students about forms and popular practices of Folk culture in Uttarakhand
4. To understand the role and relevance of folk and alternative media in social development.

Course Contents:

Unit 1: Introduction of Folk media
Folk Media- Functions, Significance, Limitations and advantages
Folk Theatrical forms in India- Street Theatre, IPTA, Puppetry
Role of various Folk forms in social and cultural development.
Convergence of Traditional Media, Influence of modern media on folk media
Existence of folk media in digital era

Unit 2: Understanding Community Media & Participatory techniques
Community Media –Concept, Characteristics, Objectives, Scope, Challenges, future
Community media as a development tool – access – participation
Community Media in India Case studies: Community television – SITE, Kheda, Jhabua experiment.
Community Radio in India- History and Recent development
Community Newspapers and Magazine

Unit 3: Forms of Folk Media in Uttarakhand
Folk Media: Different Types
Folk instruments
Fairs & Festivals: Seasonal & Cultural
Folk Art as a mass media instrument
Role of Folk Media in transmission of cultural values and social traditions
Influence of Modern technology on Folk Communication

Unit 4: Folk Media and Social Development
Role of Folk Media in Social Change
Use of folk media in community development, Health, Education, Tourism, Women's Issues
Government Agencies and Promotion of Folk Artists
The use of folk media in various social issues: Case Studies:
Folk media with popularity of modern media – Relevance, present status and preservation.

Suggested Books:

1. Howley, K. (2010). *Understanding community media*. New Delhi: Sage.
2. Pavarala, V., & Malik, K. (2007). *Other voices: The struggle for community radio in India*. New Delhi: Sage.
3. Kung, L., Picard, R., & Towse, R. (2008). *The internet and mass media* (1st ed.). London: Sage.
4. Fenton, N. (2010). *New media, old news: Journalism and democracy in the digital age*. London: Sage.
5. Gangopadhyay, S. (Ed.). (2014). *Digital media - Emerging issues*. Kolkata: Suhrid.
6. Rawat, D. K. S. (2007). *Digital media and communication technology*. New Delhi: Swastik.
7. Nayar, P. (2010). *An introduction to new media and cyber cultures*. Wiley Blackwell.
8. Kumar, K. (Keval). *Mass communication in India*. Mumbai: Jaico Publishers.
9. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kieran, K. (2009). *New media: A critical introduction*. Routledge.

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Reference Books:

1. Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang.
2. Downing, J. D. H. (Ed.). (2011). *Encyclopedia of social movement media*. London: Sage Publications.
3. Chantler, P., & Stewart, P. (2007). *Community radio - Basic radio journalism*. Oxford: Focal Press.
4. Burton, G. (2010). *Media & society: Critical perspectives*. New Delhi: Tata McGraw-Hill.
5. Street Theatre: Impressions and Images. (2000). Education and Culture: Culture.

Course outcomes (COs):

CO1	Define , comprehend theoretical approaches and history of folk and community media
CO2	Understanding the concept of access and participation of community in development
CO3	Illustrate the different forms of community and folk media and their challenges in India
CO4	Analyzing and identify the convergence of traditional folk media with modern mass media
CO5	Evaluate various forms of folk media and its relevance in the field of mass communication.
CO6	Design and develop content for folk and community media

CO-PO Mapping:

CO's	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	-	1	1	3	1	-	3	-	3	2	1	-	-
CO2	2	2	-	-	-	3	2	3	2	-	2	-	2	3	-	-	-
CO3	2	1	1	2	3	2	2	3	2	3	2	-	1	1	1	2	1
CO4	1	1	3	2	3	1	1	3	1	3	3	2	-	-	2	3	3
CO5	1	1	1	1	3	1	1	3	2	3	2	1	1	1	2	2	2
CO6	1	1	1	1	3	1	1	3	3	3	3	3	1	1	1	1	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Documentary Production	Course Code	JMCDC-403
Credit	3	Course type	DSC-12
Year/Sem	IV	L-T-P-	3-0-0

Course Objectives:

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

Course Contents:

Unit 1- Understanding the Documentary
Introduction to the debate on realism
Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive and Poetic, Ethical Debates in the Documentary Encounter
Defining the Subject/Social Actor/Participant
Voice in the Documentary: Problematic of 'Voice of God' Narrator &Different Posturing of the Narration, Participant, Filmmaker, & Audience

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
Scripting the documentary
Issues of Funding, Documentary Audience

Unit 3- Documentary Production: Production
Documentary Sound
Documentary Cinematography
Location Research -Technologies and Techniques, Shooting Schedule, Shot
Production Team, Meetings, Checklist, Crowd Funding

Unit 4 - Documentary Production: Post-Production
Grammar of editing, Transitions & Sound Effects, Visual Effects
Aspect Ratio, Language, Duration, and marketing and issues of piracy
Distribution and Exhibition Spaces (Traditional and Online)
Festivals and International Market, Box office documentaries

Suggested Screenings:

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

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Suggested Books:

1. Rabiger, M. (Year). *Directing the documentary*. Focal Press: New York.
2. Kumar, J. (Keval). (2006). *Mass communication in India*. Jaico Publication.
3. Das, T. (Year). *How to write a documentary: Double take by PSBT, DOX magazine*. Publisher.
4. Mascelli, J. V. (1998). *The five C's of cinematography*. Silman James Press: Los Angeles, CA.
5. Cooper, D. (Year). *Writing great screenplays for film and TV*. Publisher.
6. Hilliard, R. L. (2010). *Writing for television, radio, and new media*. Wadsworth Publishing Company Inc: USA.
7. De Fossard, E. (2004). *Writing and producing radio dramas*. Sage Publication: India.
8. Marshall, C. (Year). *Writing for social media*. Publisher.

Reference Books:

1. Belavad, V. (2013).*Video production*. Oxford University Press: India.
2. Hayward, S. (2018). *Cinema studies: The key concepts*. Routledge: London and New York.
3. Sikov, E. (Ed.). (2010). *Film studies and production*. Columbia University Press: New York.
4. Rich, C. (Year). *Writing and reporting news*. Publisher.
5. Fleming, C. (Year). *The radio handbook*. Routledge: London & New York.
6. Chatterjee, P. C. (Year). *Broadcasting in India*. Sage: New Delhi.
7. Downing, J. D. H. (Ed.). (2011). *Encyclopedia of social movement media*. Sage Publications: London.
8. Burton, G. (2010). *Media & society: Critical perspectives*. Tata McGraw-Hill: New Delhi.

Course Outcomes (COs):

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

CO-PO Mapping:

CO's	PO 1	PO2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PS01	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	1	1	2	-	-	1	-	2	2	-	-	2	-	1	1
CO2	2	3	2	-	-	1	3	1	-	1	2	-	1	3	-	2	1
CO3	-	2	1	3	-	1	1	-	1	2	2	2	1	-	3	3	1
CO4	1	3	3	3	3	1	1	3	-	3	3	3	1	1	3	3	1
CO5	3	2	-	-	2	1	-	2	-	2	2	3	2	1	1	1	1
CO6	2	1	-	2	3	1	-	-	-	2	1	3	1	2	2	1	1

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Documentary Production- Practical	Course Code	JMCDCL-403
Credit	1	Course type	DSC-12
Year/Sem	IV	L-T-P-	0-0-1

Course Objectives:

1. Students will able understand documentary production.
2. The students will learn stages of documentary production.
3. The students will produce documentary work.
4. To learn write script for documentary.

Course Contents:

The student will learn the technical and narrative skill needed to complete 5 to 10 minutes documentary films. The course will teach them to become the adaptable and practical documentary maker in today's media landscape.

Unit: 1- Documentary Planning

Make Documentary on any of Six Modes of Documentary Representation: Participatory, Expository, Observational, Performativity, reflexive, Poetic and Ethical.

Unit: 2 -Documentary Production

Planning research, writing script presentencing

Anchoring and voice over, narration,

Shooting with professional camera,

Post-Production process to edit the documentary

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

Suggested Books:

1. Barnow, E., & Krishnaswamy. (Year). *Documentary*. Publisher.
2. Musser, C. (1996). Documentary. In G. N. Smith (Ed.), *The Oxford history of world cinema* (pp. 322-333). Oxford University Press.
3. Das, T. (Year). *How to write a documentary: Double take by PSBT, DOX magazine*. Publisher.
4. Nichols, B. (2001). *Introduction to documentary*. Indiana University Press: Bloomington.

Reference Books:

1. Jayasankar, K. P., & Monterio, A. (2015). *A fly in the curry: Independent documentary film in India*. Sage.
2. Belavad, V. (2013). *Video production*. Oxford University Press: India.
3. Hayward, S. (2018). *Cinema studies: The key concepts*. Routledge: London and New York.
4. Sikov, E. (Ed.). (2010). *Film studies and production*. Columbia University Press: New York.
5. Kumar, J. (Keval). (2006). *Mass communication in India*. Jaico Publication.

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Course outcomes (COs):

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

CO-PO Mapping:

CO's	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	PS O 2	PS O 3	PSO 4	PS O 5
CO1	1	-	-	-	-	-	-	-	-	1	1	2	3	2	1	1	1
CO2	1	2	-	3	-	-	1	2	-	1	1	3	1	2	3	1	1
CO3	1	2	2	2	-	1	-	2	-	2	2	3	1	1	3	2	1
CO4	1	2	3	2	2	1	2	2	-	3	3	3	1	2	3	2	1
CO5	2	1	1	-	2	-	-	2	-	3	2	1	1	2	3	1	1
CO6	1	2	2	-	3	-	-	2	1	3	1	3	2	2	3	1	1

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Political Communication	Course Code	JMCDE-401
Credit	4	Course type	DSE-2
Year/Sem	IV	L-T-P-	4-0-0

Course Objectives:

1. To introduce students about theoretical approaches of political communication
2. To understand the role of media in politics
3. To understand Political Communication Theories
4. To make the students analyze the working of media in democratic set up.

Course Contents:

Unit-1- Introduction to Political Communication
The role of political communication in democracy
How media shape public perceptions
Role of media in politics, Democratic Participation
Media bias: Political participation and media choice

Unit-2- Political Communication Theories
Political Communication – definition and Recent theoretical approaches
Priming and Agenda Setting
The effect of media in the formation and change of political attitudes
Political participation, Movement, elections, voting behavior
Media and Political leadership, Mass persuasion and propaganda

Unit 3: Political News Coverage and Civic Engagement
Role of Media in Political Participation
Election Campaigns and Media Coverage
Media's role in election campaigns
Communication strategies during election campaigns
Civic Engagement: The role of communication in civic engagement
Impact of social media on politics, with case studies

Unit 4: Digital and Online Political Communication
Channels of political communication
Utilization of social media in political communication
Fundamentals of digital political advertising
Online Political Campaigns: Strategies for online political campaigns
Coverage of election campaigns in Indian media
Opinion and exit polls, political framing, and advertisements
Public Opinion and Policy Making: Political rallies and surveys, pre-election surveys
Media's influence on policymaking

Suggested Books:

1. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
2. Seator, Jean. (1998). Politics and the Media, Blackwell.
3. Gunther, Richard. (2000). Democracy and the Media, Cambridge
4. Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
5.Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.

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Reference Books:

1. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and
2. Future of Democracy, Cambridge: Cambridge University Press.
3. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
4. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications
5. Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co

Course outcomes (COs):

CO1	Define basic concept of political communication
CO2	Understand the different Political Communication Theories and their uses in media
CO3	Apply Social media strategies in political communication
CO4	Analyze online Media and Political Communication
CO5	Evaluate the role and impact of modern media on politics.
CO6	Create and design Digital political campaigning and advertising

CO-PO Mapping:

CO's	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	-	1	1	1	3	1	1	-	2	2	1	1	1
CO2	2	1	-	-	3	1	1	2	3	3	1	1	1	1	2	2	2
CO3	3	1	1	1	3	1	1	1	3	3	1	1	1	1	3	3	3
CO4	2	1	3	1	3	1	1	1	3	3	1	1	1	1	3	3	3
CO5	3	1	2	2	3	2	1	3	3	3	3	3	1	1	3	3	3
CO6	2	2	3	1	3	1	1	3	3	3	2	3	1	1	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Parliamentary Journalism	Course Code	JMCDE-402
Credit	4	Course type	DSE-2
Year/Sem	IV	L-T-P-	4-0-0

Course Objectives:

1- To know about parliamentary process.
2- To understand Lok Sabha and Rajyasabha
3- To understand The role of speaker
4- To understand the role of President.

Course Contents:

Unit 1: Introduction of Parliament
Origins of Parliament: Rajya Sabha and Lok Sabha
Membership of Parliament
Brief introduction of Rajya Sabha and Lok Sabha elections
Election commission of India
Introduction of Indian political parties

Unit 2: Power and Functions of Parliament
Sessions of Parliament,
Devices of Parliamentary Proceedings
Motions of Indian Parliament,
Parliamentary Committee

Unit 3: Legislative Procedure in Parliament
Bill and its types,
Constitutional Amendment Bills,
Joint Sitting of Two Houses,
Parliamentary Privilege

Unit 4: Parliamentary Reporting
Parliamentary Reporting Meaning, Importance and scope,
Role and responsibilities of Parliament reporter
Role of media in Democracy
Case Study on sanction of famous Parliamentary Bills
Triple Talaq, Article 370, CAA, Women's Reservation Bill,
The telecommunication bill 2023, The digital personal data protection bill 2023

Suggested Books:

1. Laxmikanth, M. (n.d.). *Indian Polity*.
2. George, A. A. (n.d.). *Important Judgments that Transformed India*.
3. Bhargava, R. (Ed.). (n.d.). *Politics and Ethics of the Indian Constitution*. OUP.
4. Kohli, A. (n.d.). *Democracy and Discontent: India's Growing Crisis of Governability*. CUP.

Reference Books:

1. Kothari, R. (1970). *Politics in India*. Orient Longman.
2. Gauba, O. P. (2013). *An Introduction to Political Theory*. Macmillan.
3. Rao, U. (2013). *News As Culture: Journalistic Practices and the Remarking of Indian Leadership*. Berghahn Books.
4. Basu, D. D. (n.d.). *Introduction to the Constitution of India*. Prentice Hall of India.

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Course Outcomes (COs):

CO1	Define parliamentary functions and election process
CO2	Understand the Power and Functions of Parliament
CO3	Articulate the Constitutional Amendment Bills and Parliamentary Privilege.
CO4	Explain the role and responsibilities of parliamentary reporting
CO5	Assess the Case Study on sanction of famous Parliamentary Bills
CO6	Write and create the parliamentary reports with media tools

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Writing for Mass Media – II	Course Code	JMC GE-401
Credit	4	Course type	GE-4
Year/ Sem	IV	L-T-P-	4-0-0

Course Objectives:

1. To understand the functions and writing formats of Electronic, Print and Online Media
2. To know the difference between Newspaper and Radio News and Feature
3. To develop the understanding of TV News, infotainment shows and Primetime shows.
4. To know the art of writing for Print, Electronic and Online Media

Course Contents:

Unit 1: Writing for Television
Structuring News and News Bulletins for TV
Writing Headlines and Captions for Visual Media
Types of TV Interviews: One-on-One, Panel Discussions, Vox Pops
Special Programs and Prime Time Shows
Infotainment Programs: Research, Scripting, and Presentation
Advertisement Script Writing: Social and Commercial

Unit 2: Writing for Online Media
Basics of Writing for Websites, Blogs, and Vlogs
Writing News and Special Stories for Digital Platforms
Writing Interviews, Articles, and Features for Online Media
Social Media Writing: Engaging Audience, Crafting Short-form Content
Advertisement Script Writing for Digital Media: Social, Health, and Lifestyle Ads

Unit 3: Comparative Analysis of Advertisement Formats
Writing Advertisement Copy for Print, Electronic, and Online Media
Developing Social Advertisement Scripts for Various Media:
Promotion of Healthy Food, Road Safety, Skill Development, Women Empowerment
Crafting Commercial Advertisement Scripts: Techniques and Trends

Unit 4: Writing for New Age Media
Converging Traditional and Digital Media Formats
Trans media Storytelling: Writing for Cross-Platform Engagement
Mobile Journalism and Social Media Live Updates
Writing for Podcasts and Webinars
User-Generated Content: Moderation and Engagement
Future Trends in Media Writing: Artificial Intelligence and Automation in Content Creation

Suggested Books:

1. Singh, K. S.(2015). *Electronic Media Communication*. New Delhi: Jnanada Prakashan.
2. Kumar, K. J. (2012). *Mass Communication in India* (4th ed.). New Delhi: Jaico Publishing House.
3. Bansal, S. K. (2013). *Journalism and Electronic Media*. New Delhi: APH Publishing.
4. Bhattacharjee, S. (2018). *Media and Mass Communication: An Introduction*. New Delhi: Kanishka Publishing House.
5. Shrivastava, K. M. (2003). *Broadcast Journalism in the 21st Century*. New Delhi: Sterling Publishers.
6. Ravindran, R. K. (2005). *Radio, TV and Broadcast Journalism*. New Delhi: Anmol Publications.

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Reference Books:

1. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2008). *New Media: A Critical Introduction* (2nd ed.). London: Routledge.
2. Manovich, L. (2001). *The Language of New Media*. Cambridge, MA: MIT Press.
3. Papacharissi, Z. (Ed.). (2011). *A Networked Self: Identity, Community, and Culture on Social Network Sites*. New York: Routledge.
4. Bell, D., & Kennedy, B. M. (Eds.). (2007). *The Cybercultures Reader* (2nd ed.). New York: Routledge.
5. Thompson, R. (2005). *Writing for Broadcast Journalists*. London: Routledge.
6. Ward, M. (2002). *Journalism Online*. Oxford: Focal Press.
7. Fleming, C. (2002). *The Radio Handbook*. London: Routledge.
8. McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th ed.). London: Sage Publications.

Course Outcomes (COs):

CO1	Recall principles and formats for writing across television, online, and new-age media.
CO2	Explain techniques and strategies for crafting content for various media platforms.
CO3	Develop scripts for news, advertisements, and programs for diverse media formats.
CO4	Analyze advertisement formats and storytelling techniques for audience engagement.
CO5	Evaluate media content for audience impact, ethics, and emerging trends.
CO6	Design innovative cross-platform content using transmedia and emerging technologies.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Specialized reporting	Course Code	JMC GE- 402
Credit	4	Course type	GE-4
Year/Sem	IV	L-T-P-	4-0-0

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: Business Journalism
Business journalism and its significance
Key areas of focus: corporate, financial markets, economy
Identifying reliable sources
Developing Business story idea
Analyzing market trends and economic indicators for story potential

Unit-2: Science and Environment Journalism
finding credible sources
Leveraging interviews with scientists and experts
Crafting clear and accurate stories based on scientific research
Ethical considerations in reporting scientific findings
Environment Journalism: Key topics
Identifying authoritative sources
Developing Environment story idea, writing stories on Environment
Local and global environmental issues

Unit 3: Sports Journalism
The scope of sports journalism and its audience
Covering various sports and events: local, national, international
Identifying sources, Developing Sports Story Ideas
Techniques for writing dynamic and engaging sports stories

Unit 4: Development Journalism
Understanding the focus of development journalism
Key areas: social issues, economic development, public policy, human rights
Identifying reliable sources
Story Ideas: highlight development issues and solutions
Writing Stories on Development: challenges and initiatives
Ensuring ethical reporting and sensitivity in storytelling

Suggested Books:

1. Srivastava, K. M. (1987). *News reporting & editing*. New Delhi: Sterling Publishing House.
2. Parathasarthy. (1997). *Basic journalism*. New Delhi: Macmillan India Pvt. Ltd.
3. Parthasarthy, R. (Year). *Journalism in India*. New Delhi: [Publisher].
4. Harris, J., & others. (Year). *The complete reporter*. New York: Macmillan Publishing Co.
5. Rau, M. C. (Year). *The press*. New Delhi: [Publisher].
6. Mehta, D. S. (Year). *Mass communication and journalism in India*. New Delhi: [Publisher].
7. Hobenberg, J. (Year). *The professional journalist*. New Delhi: Oxford IEH Publishing Company.

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Reference Books:

1. Kamath, M. V. (Year). *Professional journalism*. New Delhi: Vikas Publishing.
2. Kumar, K. (Year). *Mass communication in India*. Mumbai: Jaico Publishers.
3. Aggarwal, V. (Ed.). (2004). *Handbook of journalism & mass communication*. New Delhi: Concept Publishing Company.
4. Warren, C. H. (Year). *Modern news reporting*. New York: Harper.

Course outcomes (COs):

CO1	Define beat/specialized news reporting and their function.
CO2	Explain relevance of specialized news and other content for print media.
CO3	Demonstrate and apply the skill in specialized reporting.
CO4	Analyze the various angles of news and its impact on readers.
CO5	Examine the relevance of specialized reporting in contemporary times
CO6	Create specialized 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
CO1	3	1	1	1	3	1	2	1	1	1	3	1	2	1	-	-	-
CO2	3	3	2	3	3	2	2	2	2	2	3	1	3	2	-	-	-
CO3	3	3	2	3	3	2	3	-	2	2	3	2	3	2	2	3	3
CO4	2	3	3	3	3	2	3	3	2	2	3	2	3	2	2	3	3
CO5	2	3	2	3	3	2	3	3	2	2	3	3	3	2	2	3	3
CO6	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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	MOOC	Course Code	MOOC
Credit	4	Course type	MOOC
Year/Sem	IV	L-T-P-	0-0-4

Course Objectives:

1. Students will be able to list and describe the basic components and characteristics of MOOCs.
2. Students will be able to summarize the key milestones and influential factors in the growth of MOOCs.
3. Students will be able to effectively use MOOC platforms to participate in and finish a course.
4. Students will be able to analyze and differentiate between various MOOC providers and their educational methods.

Course Contents:

MOOC-MASSIVE OPEN ONLINE COURSE-

1. This course is an opportunity to explore the dynamic world of MOOCs and their potential to transform education.
2. Minimum of 4 credits can be earned through online courses; registration has to be done in the current semester along with other courses.
3. Enrollment for the online course should be done in the previous semester itself along with other courses as per university norms
4. The students can earn 4 credits through online course instead of the generic elective course.
5. The students undergoing online course can be evaluated in the following ways-

a. Need to either receive a certification or earned credits to become eligible for semester examination.

b. Credits earned from a university which offer the online courses.

Mode of Evaluation:

Evaluation will be based on final output carrying 100 marks. 100 marks evaluation will be done by the Head of the department. There will not be a mid-semester examination. Evaluation will be done at the end of the semester carrying 100 marks.

Suggested Books:

1. Clark, D. (2013). *What is a MOOC?*. Lifelong Learning Market.
2. Daniel, J. (2012). *Making sense of MOOCs: Musings in a maze of myth, paradox and possibility*. Journal of Interactive Media in Education, 3, 18.
3. Friedman, T. L. (2013). *The world is flat 3.0: A brief history of the twenty-first century*. Picador.
4. Koller, D. (2012). *What we're learning from online education*. TED Books.
5. Martin, F., & Knop, S. (2014). *The essentials of instructional design: Connecting fundamental principles with process and practice*. Routledge.
6. Yuan, L., & Powell, S. (2013). *MOOCs and open education: Implications for higher education*. JISC CETIS.

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Reference Books:

1. Downes, S. (2012). *Connectivism and connective knowledge: Essays on meaning and learning networks*. National Research Council Canada.
2. Liyanagunawardena, T. R., Adams, A. A., & Williams, S. A. (2013). *MOOCs: A systematic study of the published literature 2008-2012*. The International Review of Research in Open and Distributed Learning, 14(3), 202-227.
3. McAuley, A., Stewart, B., Siemens, G., & Cormier, D. (2010). *The MOOC model for digital practice*. University of Prince Edward Island.
4. Ng, A. (2013). *Coursera's Andrew Ng: MOOCs are just one part of the future of education*. Wired.
5. Pappano, L. (2012). *The year of the MOOC*. The New York Times, 2, 2012.
6. Siemens, G. (2014). *Connectivism: A learning theory for the digital age*. International Journal of Instructional Technology and Distance Learning, 2(1), 3-10.

Course outcomes (COs):

CO1	Define key terms and concepts related to MOOCs, such as "massive," "open," "online," and "course."
CO2	Explain the historical development and the evolution of MOOCs in higher education
CO3	Demonstrate how to enrol in, navigate, and complete a MOOC on a chosen platform.
CO4	Compare and contrast different MOOC platforms and their pedagogical approaches.
CO5	Assess the impact of MOOCs on traditional education systems and lifelong learning.
CO6	Design a proposal for a new MOOC, including course objectives, structure, and delivery methods

CO-PO-Mapping:

CO's	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	2	2	1	1	1	2	3	3	2	3	3	3	3	3
CO2	3	2	2	2	2	2	1	1	2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	3	3	1	3	3	3	3	3	3		3	3
CO5	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	1	3	3	3	3	3	3	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and MassCommunication	Program Code	C0501
Course Name	Environmental Studies-II	Course Code	AEC-401
Credit	2	Course type	AEC-4
Year/Sem	IV	L-T-P-	2-0-0

Course Objectives:

1. To understand the various types and sources of environmental pollution and their impact on human health.
2. To gain knowledge about climate change, its effects, and strategies for adaptation and mitigation.
3. To learn about environmental management practices and relevant laws and regulations.
4. To familiarize with major international and national environmental treaties and legislation.

Course Contents:

Unit I. Environmental Pollution and Health (4)

Learning Outcomes:
After completing this unit, students will be able to:
• Develop an understanding of pollution and its types.
• Learn about sources of different kinds of pollution.
• Sensitize themselves to adverse health impacts of pollution.

Unit Outline:

• Definition of pollution; Point sources and non-point sources of pollution.
• Air pollution: Sources of air pollution; Primary and secondary pollutants; Criteriapollutants; Other important air pollutants- (VOCs), (PAN), (PAHs) and (POPs); Indoorair pollution; Adverse health impacts of air pollutants; National Ambient Air Quality Standards.
• Water pollution: Sources of water pollution; river, lake and marine pollution,groundwater pollution; water quality parameters and standards; adverse health impacts of water pollution on human and aquatic life.
• Soil pollution and solid waste: Soil pollutants and their sources; Solid and hazardous waste; Impact on human health.
• Noise pollution: Definition of noise; Unit of measurement of noise pollution; Sources of noise pollution; Noise standards; adverse impacts of noise on human health.
• Thermal and Radioactive pollution: Sources and impact on human health andecosystems.

Suggested Readings:

1. Jackson, A. R., & Jackson, J. M. (2000). Environmental Science: The Natural Environment and Human Impact. Pearson Education.
2. Masters, G. M., & Ela, W. P. (2008). Introduction to environmental engineering and science (No. 60457). Englewood Cliffs, NJ: Prentice Hall.
3. Miller, G. T., & Spoolman, S. (2015) Environmental Science. Cengage Learning.
4. Central Pollution Control Board Web page for various pollution standards.https://cpcb.nic.in/
5. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI).

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Unit II. Climate Change: Impacts, Adaptation and Mitigation (4)

Learning Outcomes:
After completing this unit, students will be able to:
Gain a comprehensive knowledge of climate change, its science and response measures
• Have an overview of national and global efforts to address climate change adaptation andmitigation.

Unit Outline:

• Structure of atmosphere; Climate Change, GHGs (greenhouse gas emissions).
• Paris Agreement; Climate change projections for the Indian sub-continent. Impacts, vulnerability and adaptation to climate change; Sea level rise, changes in marine andcoastal ecosystems; Impacts on forests and natural ecosystems; Impacts on animal species, agriculture, health, urban infrastructure; the concept of vulnerability and its assessment.
• Adaptation vs. resilience; Climate-resilient development; Indigenous knowledge for adaptation to climate change.
• Mitigation of climate change: Synergies between adaptation and mitigation measures; Green House Gas (GHG) reduction vs. sink enhancement; Concept of carbon intensity,energy intensity, carbon neutrality.
• National and international policy instruments for mitigation, decarbonizing pathways and net zero targets for the future; National climate action plan and Intended Nationally Determined Contributions (INDCs); Climate justice.

Suggested Readings:

1. Pittock, Barrie (2009) Climate Change: The Science, Impacts and Solutions. 2nd Edition.Routledge.
2. www.ipcc.org; https://www.ipcc.ch/report/sixth-assessment-report-cycle/.
3. Adenle A., Azadi H., Arbiol J. (2015). Global assessment of technological innovation for climate change adaptation and mitigation in developing world, Journal of Environmental Management, 161 (15): 261-275.
4. Barnett, J. & S. O'Neill (2010). Maladaptation. Global Environmental Change— Human and Policy Dimensions 20: 211–213.
5. Berrang-Ford, L., J.D. Ford & J. Paterson (2011). Are we adapting to climate change?Global Environmental Change—Human and Policy Dimensions 21: 25-33.

UNIT III. Environmental Management (3)

Learning Outcomes:
After completing this unit, students will be able to:
• Develop a critical understanding of the complexity of environmental management.
• Understand broad aspects of environmental management systems.
• Understand different methods of assessing environmental quality and associated risks.

Unit Outline:

• Introduction to environmental laws and regulation: Constitutional provisions- Article 48A, Article 51A (g) and other derived environmental rights; Introduction to environmental legislations on the forest, wildlife and pollution control.
• Environmental management system: ISO 14001. Concept of Circular Economy, Life cycle analysis; Cost-benefit analysis.
• Environmental audit and impact assessment; Environmental risk assessment Pollution control and management.
• Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Ecolab ling /Eco mark scheme.

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Suggested Readings:

1. Jørgensen, Sven Marques, Erik João Carlos and Nielsen, Søren Nors (2016) IntegratedEnvironmental Management, A transdisciplinary Approach. CRC Press.
2. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press.
3. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge.
4. Tiefenbacher, J (ed.) (2022). Environmental Management - Pollution, Habitat, Ecology, and Sustainability, Intech Open, London. 10.5772/
5. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.

Unit IV. Environmental Treaties and Legislation (4)

Learning outcomes:
After completing this unit, students will be able to:
• Learn about how the nations of the world work together for the environment.
• Learn about the major international treaties and our country's stand on and responses to the major international agreements.
• Learn about major international institutions and programmes and the role played by them in the protection and preservation of the environment.

Unit Outline:

• Major International Environmental Agreements: Convention on Biological Diversity (CBD); Convention on International Trade in Endangered Species of Wild Flora andFauna (CITES); Ramsar Convention on Wetlands of International Importance; United Nations Convention to Combat Desertification (UNCCD); Montreal Protocol onSubstances that Deplete the Ozone Layer and the Kigali Amendment; Minamata Convention on Mercury; United Nations Framework Convention on Climate Change(UNFCCC); Kyoto Protocol; Paris Agreement; India's status as a party to major conventions.
• Major Indian Environmental Legislations: The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981; The Environment (Protection) Act, 1986; The Biological Diversity Act, 2002; Noise Pollution (Regulation and Control) Rules, 2000; Waste management rules.
• National Green Tribunal; United Nations Environment Programme (UNEP), International Union for Conservation of Nature (IUCN), World Commission on Environment and Development (WCED), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC), and Man and the Biosphere (MAB) programme.

Suggested Readings:

1. UNEP (2007) Multilateral Environmental Agreement Negotiator's Handbook, University of Joensuu, ISBN 978-952-458-992-5
2. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes. https://moef.gov.in/wp- content/uploads/2020/02/ convention-V-16-CURVE-web.pdf
3. Kanchi Kohli and Manju Menon (2021) Development of Environment Laws in India, Cambridge University Press.
4. India Code – Digital repository of all Central and State Acts: https://www.indiacode.nic.in/
5. Bohra, Saroj, Judicial Intervention and Evolution of Environmental Principles and Doctrines (January 7, 2019). Available at SSRN: https://ssrn.com/abstract=3311406 or http://dx.doi. org/10.2139/ssrn.3311406

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Unit V. Case Studies & Fieldwork (15)

- Discussion on one international case study related to the environment and sustainable development.
- Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.
- Participation in cleanliness drives and nature camps.
- Campus environmental management activities such as solid waste disposal and management.
- Campus environmental management activities such as water management and sanitation, and sewage treatment.
- Case Studies on any one Pollution related Disaster: (Bhopal Gas Tragedy, Chernobyl Disaster, London smog, Delhi Smog, Minamata Disaster).
- Prepare a brief report on any one Environment related Treaty/Protocol: (Kyoto Protocol, Montreal Protocol, CITES, Paris Agreement, CBD).
- Prepare a map highlighting the Ramsar Sites of India.

Course outcomes (COs):

CO1	Identify different types of environmental pollution and their sources.
CO2	Explain the impacts of climate change and the measures for adaptation and mitigation.
CO3	Apply environmental management principles to real-life scenarios
CO4	Analyze the effectiveness of international environmental treaties and national legislations.
CO5	Evaluate the success of different environmental policies and management systems.
CO6	Develop comprehensive reports on environmental case studies and fieldwork projects.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
CourseName	Basics of Design & Graphics	Course Code	JMCSCL-401
Credit	2	Course type	SEC-4
Year/Sem	IV	L-T-P-	0-0-2

Course Objectives:

1. Describe the basics of design and graphics.
2. Apply various elements and principles of design to different forms of visual and graphic projects.
3. Develop skills in layout planning for advertisements, newspapers, magazines, and books.
4. Create and edit visual designs, including posters, logos, and brochures.

Course Contents:

Unit-1: Principles of Design & Graphics
Basics of Design and Graphics
Elements and principles of design
Typography: Physical form, aesthetics, and classifications
Colour: Physical forms, psychology, colour scheme, and production

Unit-2: Layout, Visuals and Design
Components of layout and layout planning
Advertisement layout
Broadsheet and Tabloid layout
Magazine & Book Layout
Visuals: Physical forms, functions, and editing
Poster Design
Logo Design
Brochure Design

Unit-3: DTP & Printing
Basics of Desktop Publishing
Printing Process
Printing Methods: Letter Press, Screen, Offset
Paper and finishing

Exercises and Assignments:

- Design a visiting card
- Design a postcard
- Design a poster
- Design a brochure
- Design a magazine (at least 16 pages)
- Prepare a tabloid
- Prepare a front page of a newspaper

Suggested Books:

1. Duggal, K. S. (2000). *Book Publishing*. Sagar Publishers.
2. Dhar, A. K. (1998). *Printing and Publishing*. Sagar Publishers.
3. Sarkar, N. N. (2001). *Art and Production*. New Delhi: Sagar Publishers.
4. Sarkar, N. N. (1998). *Designing Print Communication*. New Delhi: Sagar Publishers.

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Reference Books:

1. Lupton, E. (2014). *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students* (2nd ed.). New York: Princeton Architectural Press.
2. Meggs, P. B., & Purvis, A. W. (2016). *Meggs' History of Graphic Design* (6th ed.). Hoboken, NJ: John Wiley & Sons.
3. Samara, T. (2007). *Design Elements: A Graphic Style Manual*. Beverly, MA: Rockport Publishers.
4. Ambrose, G., & Harris, P. (2010). *The Fundamentals of Graphic Design*. Lausanne: AVA Publishing.
5. Carter, R., Day, B., & Meggs, P. B. (2011). *Typographic Design: Form and Communication* (5th ed.). Hoboken, NJ: John Wiley & Sons.
6. White, A. W. (2011). *The Elements of Graphic Design* (2nd ed.). New York: Allworth Press.
7. Dabner, D., Stewart, S., & Vickress, E. (2014). *Graphic Design School: The Principles and Practice of Graphic Design* (5th ed.). Hoboken, NJ: John Wiley & Sons.
8. Bhaskara, K. (2004). *Essentials of Graphic Design*. New Delhi: Gyan Books.

Course Outcomes (COs):

CO1	Define and recall the basic elements and principles of design and graphics.
CO2	Explain the concepts of typography, color theory, and layout components.
CO3	Use design principles to create visually appealing layouts for different media formats.
CO4	Distinguish between various printing methods and their applications.
CO5	Critique and refine design projects based on aesthetic and functional criteria.
CO6	Develop original designs for visiting cards, postcards, posters, brochures, magazines, and newspaper front pages using desktop publishing software.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Basic skills for Radio Jockeying	Course Code	JMCSCL-402
Credit	2	Course type	SEC-4
Year/Sem	IV	L-T-P-	0-0-2

Course Objectives:

1. Introduce students to the fundamentals of radio jockeying, including the roles, responsibilities.
2. Develop essential voice grooming skills and improving voice quality for radio.
3. Enhance students' abilities to write effective scripts tailored to various radio formats.
4. Foster familiarity with radio equipment and broadcasting processes.

Course Contents:

Unit 1: Introduction to Radio Jockeying and RJ Styling

Basics of being a Radio Jockey (RJ) or Radio presenter
Tips and techniques amd responsibilities of an RJ
Overview of various story types and formats in radio
Voice Grooming and RJ Styling
Voice grooming techniques for improving vocal clarity and range
RJ styling: gender-specific considerations in presentation
Techniques for engaging listeners effectively
Roles of Announcer, Radio Jockey, and News Reader

Unit 2: Scriptwriting for Radio

Exploring different radio formats and the structure of radio scripts
Basics of news presentation and script adaptation
Introduction to radio equipment and sound recording
Editing and streaming basics
Tips for passing RJ interviews and improving professional skills

Unit 3: Advanced Presentation and Technical Skills

Hands-on training with audio equipment: editing tools and streaming software
Advanced techniques in vocal warm-ups
Engaging storytelling through live and recorded radio
Tips for managing live broadcasts, crisis management on-air
Professional insights: learning from experienced RJs and their signature techniques.

Suggested Books:

1. Bhatia, A. (2010). *Radio jockeying: A complete guide*. New Delhi: Rupa Publications.
2. Hilliard, R. L. (2015). *Writing for television, radio, and new media* (11th ed.). Boston: Cengage Learning.
3. Joshi, R. (2014). *Radio jockeying: A comprehensive study*. New Delhi: Kanishka Publishers.
4. McLeish, R. (2015). *Radio production* (6th ed.). Focal Press.
5. Shrivastava, K. M. (2005). *Radio journalism and production*. New Delhi: Sterling Publishers.
6. Tagg, S. (2019). *The art of voice acting: The craft and business of performing voiceover*. Routledge.
7. Yadav, A. (2016). Radio jockeying and broadcasting. Jaipur: Aavishkar Publishers.

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Reference Books:

1. Bhatia, A. (2010). *Radio Jockeying: A Complete Guide*. New Delhi, India: Rupa Publications.
2. Dev, A. (2012). *Voice Culture for Radio and Television*. New Delhi, India: HarperCollins India.
3. Hilliard, R. L. (2015). *Writing for Television, Radio, and New Media* (11th ed.). Boston, MA: Cengage Learning.
4. Joshi, R. (2014). *Radio Jockeying: A Comprehensive Study*. New Delhi, India: Kanishka Publishers.
5. McLeish, R. (2015). *Radio Production* (6th ed.). Oxford, UK: Focal Press.
6. Tagg, S. (2019). *The Art of Voice Acting: The Craft and Business of Performing Voiceover*. New York, NY: Routledge.
7. Tyagi, V. (2014). *The Handbook of Radio and Television Broadcasting*. New Delhi, India: Atlantic Publishers.
8. Yadav, A. (2016). *Radio Jockeying and Broadcasting*. Jaipur, India: Aavishkar Publishers.

Course Outcomes (COs):

CO1	Identify and recall essential concepts in radio jockeying, including voice modulation, radio formats, and presentation techniques.
CO2	Explain the role of a Radio Jockey, the different styles of storytelling, and the importance of voice grooming.
CO3	Applyscriptwriting techniques and voice modulation for radio formats.
CO4	Analyzedifferent aspects of radio production, including technical equipment and broadcasting methods.
CO5	Evaluate presentations and scripts to improve voice quality and audience engagement.
CO6	Create effective and engaging radio scripts, plan shows, and execute technical aspects of radio jockeying.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
CourseName	Internship/apprenticeship/project/community outreach	Course Code	JMCIC-401
Credit	2	Coursetype	IAPC-2
Year/Sem	IV	L-T-P-	0-0-2

Course Objectives:

1. To provide practical experience in the field of mass communication and media.
2. To develop professional skills and competencies relevant to the media industry.
3. To enhance students' understanding of media ethics and professional standards.
4. To foster networking opportunities and professional connections within the media industry.

Course Contents:

IAPC- Internship duration and academic credentials:

1. Minimum of 2 credits of internship/ Entrepreneurial activities/ project work/ seminar and inter/intra institutional training, internship may be counted towards in BA (H) JMC Program.
2. Here one credit is equivalent to minimum 30-60 hours of works.
3. Therefore a full time intern is expected to spent 40-45 hours per week on internship/ training/ project work/ seminar activities etc.
4. Internship may be conducted during the summer and winter break as per the norms.
5. Provide an orientation session to familiarize interns with the organization's mission, values, and operations.
6. Assign interns to various departments or projects within the organization to gain hands-on experience in different areas of media production, marketing, or management.
7. Encourage interns to seek out opportunities for skill development and networking within the organization and the broader industry.
8. Allow interns to showcase their work and achievements through a final presentation or portfolio review. Encourage interns to reflect on their overall experience, lessons learned, and future career aspirations, and provide feedback on the internship program to help improve it for future participants.
9. Ensure that Students have completed the required duration and tasks of their media internship or industrial training as specified by program or organization.
10. Provide any additional information requested by the organization, such as a summary of Media Internship and Industrial Training, tasks, projects completed, or specific skills acquired during the internship/ training period.
11. Attach any supporting documents or evidence of your participation in workshops, seminars, or other learning activities during the internship/training if required.
12. Once the certificate is ready for collection or issuance, confirm the details and arrange for its collection or delivery as per the organization's instructions.

Mode of Evaluation:

Evaluation will be based on final Certificate issued by training organization. Carry 100 marks. 30 marks evaluation will be done by the course supervisor/Head of the Department & 70 Marks by an external examiner. There will not be a mid-semester examination. Evaluation will be done at the end of the semester carrying 100 marks.

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Suggested Books:

1. Bhatia, A. (2019). Practical Guide to Media Internships. Sage Publications.
2. Chatterjee, S. (2020). Internship in Media: Practical Approaches. Oxford University Press.
3. Desai, M. (2018). Media Internship Handbook. Cambridge University Press.
4. Gupta, R. (2019). Industrial Training in Media and Communication. McGraw Hill Education.
5. Jain, M. (2020). Media Internships: Theory and Practice. Bloomsbury India.
6. Kapoor, S. (2019). Hands-On Media Training. Routledge.
7. Rao, P. (2018). Internships in Digital Media. Prentice Hall.
8. Sharma, P. (2020). Professional Media Training. Springer.
9. Verma, S. (2019). Media and Industrial Training: A Practical Approach. PHI Learning.

Reference Books:

1. Drotner, K., & Schrøder, K. C. (2010). Digital Content Creation: Perceptions, Practices, & Perspectives. Peter Lang.
2. Greenberg, B. S. (2002). Communication and Terrorism: Public and Media Responses to 9/11. Hampton Press.
3. Jenkins, H., & Deuze, M. (2008). Convergence Culture and Media Work. Blackwell Publishing.
4. McNair, B. (2010). Journalism and Democracy: An Evaluation of the Political Public Sphere. Routledge.
5. Thussu, D. K. (2006). Media on the Move: Global Flow and Contra-Flow. Routledge.
6. Williams, K. (2010). Understanding Media Theory. Bloomsbury Academic.

Course outcomes (COs):

CO1	Recall the fundamental concepts and terminologies related to media internship and industrial training.
CO2	Explain the processes and workflow in a professional media environment.
CO3	Demonstrate the application of theoretical knowledge in practical media settings.
CO4	Analyze the challenges and opportunities encountered during a media internship.
CO5	Assess the effectiveness of various media strategies and tools used in industrial training.
CO6	Develop a comprehensive media project by integrating skills and knowledge gained during the internship.

CO-PO Mapping:

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Advanced New Media and Ethical Issues	Course Code	JMCVC-401
Credit	2	Course type	VAC-4
Year/Sem	IV	L-T-P-	2-0-0

Course Objectives:

1. To explore the development and impact of new media technologies.
2. To understand the ethical challenges in digital media and online platforms.
3. To analyze issues like privacy, digital rights, misinformation, and media regulation.
4. To encourage responsible and ethical use of digital tools in media.

Course Contents:

Unit 1: Introduction to New Media Technologies
Digital media and online media
Technological Determinism, Computer-mediated-Communication (CMC),
Activism and New Media
Role of social media in social change
Economy of New Media
Introduction to Blogging, Future Trends

Unit 2: Ethical Challenges in New Media
Authorship- Piracy, Copyright,
New Media and Ethics,
Cybercrime, threats and viral messages
Cyber security and issues of privacy
Copyright and Intellectual Property
Cyber bullying and Online Harassment
Fake News and Misinformation
Digital Rights and Freedom of Speech

Unit 3: Visual and Content Design
Website planning and visual design,
Content strategy and Audience Analysis,
Creating and Promoting a Blog, Types, importance
Writing Techniques for Multimedia
Storytelling structures, web portals, writing for news for websites
Regulation and Governance of New Media
Government Policies
Corporate Responsibility
Digital Media Laws
Journalistic Ethics in the Digital Age
Case Studies: Ethical issues faced by tech giants (Facebook, Google, Twitter)

Suggested Books:

1. Singh, K. S. (n.d.). *Electronic Media Communication*. Jnanada Prakashan.
2. Kumar, K. J. (n.d.). *Mass Communication in India*. Jaico.
3. Bansal, S. K. (n.d.). *Journalism and Electronic Media*. APH Publishing.
4. Bhattacharjee, S. (n.d.). *Media and Mass Communication: An Introduction*. Kanishka Publication.

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Reference Books:

1. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2008). *New Media: A Critical Introduction* (2nd ed.). Routledge.
2. Manovich, L. (2001). *The Language of New Media*. MIT Press.
3. Papacharissi, Z. (Ed.). (2011). *A Networked Self: Identity, Community, and Culture on Social Network Sites*. Routledge.
4. Bell, D., & Kennedy, B. (Eds.). (2007). *The Cyber Cultures Reader*. Routledge.

Course Outcomes (COs):

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

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
CourseName	Multimedia Journalism	Course Code	JMCDC-501
Credit	3	Course type	DSC-13
Year/Sem	V	L-T-P-	3-0-0

Course Objectives:

1. To understand the principles and practices of multimedia journalism.
2. To develop skills in producing multimedia content.
3. To learn how to integrate different media formats to create cohesive stories.
4. To explore ethical and legal considerations in multimedia journalism.

Course Contents:

Unit 1: Introduction to Multimedia Journalism
Evolution of multimedia journalism
Convergence of media: text, audio, video, and interactive media
Tools and technologies for multimedia journalism
Principles of storytelling in multimedia journalism

Unit 2: Writing and Production for Multimedia
Writing for different media platforms: text, audio, and video
Adapting traditional journalism skills to multimedia contexts
Crafting narratives for multimedia stories
Scripting for video and audio stories
Audio and Video Production: Basics of audio recording and editing
Fundamentals of video production: shooting, editing, and post-production
Tools and software for audio and video editing

Unit 3: Interactive and Data Journalism
Introduction to interactive journalism: info graphics, maps, and data visualization
Principles of data journalism: sourcing, analyzing, and visualizing data
Tools and software for creating interactive content
Ethical considerations in data journalism
Case studies of successful interactive and data journalism projects

Unit 4: Multimedia Journalism in Practice
Ethical and legal issues in multimedia journalism
Managing multimedia projects and workflows
Distribution strategies for multimedia content
Measuring audience engagement and impact
Future trends in multimedia journalism

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

Suggested Books:

1. Singh, Kumar Samir. (Year). *Electronic Media Communication*. Jnanada Prakashan: New Delhi.
2. Bansal, K.S. (Year). *Journalism and Electronic Media*. APH Publications: New Delhi.
3. Bhattacharjee, Shymali. (Year). *Media and Mass Communication: An Introduction*. Kanishka Publication: New Delhi.
4. Sengupta, Aditya. (Year). *Electronic Journalism: Principles and Practices*. Authors Press: New Delhi.

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Reference Books:

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

Course outcomes (COs):

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

CO-PO Mapping:

CO's	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	-	-	1	1	1	-	-	3	1	1	-	1
CO2	1	3	1	2	-	-	-	-	1	1	-	3	2	2	3	2	-
CO3	2	2	-	1	-	1	1	-	-	1	-	-	-	2	1	1	1
CO4	2	-	2	-	3	-	-	1	-	2	1	3	-	1	2	2	-
CO5	3	1	-	-	1	-	-	-	1	1	-	3	3	1	1	-	-
CO6	1	3	1	2	-	-	-	1	-	1	1	3	2	2	3	2	1

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
CourseName	Multimedia Journalism –Practical	Course Code	JMCDCL-501
Credit	1	Course type	DSC-13
Year/Sem	V	L-T-P-	0-0-1

Course Objectives:

1. To acquaint students with the fundamental technologies of the multimedia production.
2. To make the students understand the multimedia production in modern media industry.
3. To develop the skills of graphics
4. To develop the knowledge of editing software's

Course Contents:

Unit 1: Introduction to Multimedia Production
Understanding the multimedia production process
Introduction to multimedia tools and software
Planning a multimedia project: Conceptualization and storyboarding
Basics of visual design: Color theory, typography, and layout
Practical Exercise 1: Creating a simple multimedia presentation using presentation software incorporating multimedia elements: Text, images, audio, and video
Editing and enhancing multimedia components

Unit 2: Advanced Multimedia Production
Introduction to multimedia editing software (e.g., Adobe Creative Suite)
Advanced video editing techniques: Cutting, transitions, effects, and filters
Audio editing basics: Recording, editing, and mixing
Interactive multimedia: Introduction to interactive media platforms and tools
Basics of animation principles and techniques
Creating an interactive multimedia project
Final Project: Multimedia Production

Practical: Students will work on a multimedia project of their choice, applying the skills learned throughout the course.

Assignments:

- Write a multimedia news story integrating text, audio, and video elements.
- Analyze a multimedia news story for its narrative structure and effectiveness.
- Produce a short video news story.
- Create an audio podcast on a current news topic.
- Create an info graphic based on a current news story.
- Develop a data-driven interactive story

Suggested Books:

1. Cohen, N., & Kenny, T. (2017). *Multimedia journalism: A practical guide*. Routledge.
2. Briggs, M. (2015). *Journalism next: A practical guide to digital reporting and publishing* (3rd ed.). CQ Press.
3. Frost, C. (2017). *Multimedia storytelling for digital communicators in a multiplatform world*. Routledge.
4. Salzman, M. (2016). *Multimedia storytelling for journalists*. Routledge.
5. Quinn, S. (2010). *Convergent journalism: An introduction*. Peter Lang Publishing.

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Reference Books:

1. Deuze, M. (2006). *Global journalism education: Challenges and innovations*. Peter Lang Publishing.
2. Allan, S. (Ed.). (2013). *The Routledge companion to news and journalism*. Routledge.
3. Singer, J. B. (Ed.). (2014). *Handbook of media economics*. Routledge.
4. Kovach, B., & Rosenstiel, T. (2014). *The elements of journalism: What newspeople should know and the public should expect* (3rd ed.). Crown Publishing Group.

Course outcomes (COs):

CO1	Define multimedia and explain its significance in modern communication.
CO2	Understand the principles of animation and their application in multimedia projects.
CO3	Utilize multimedia tools and software to create engaging presentations and projects.
CO4	Analyze the use of animation in multimedia content to determine its effectiveness in storytelling.
CO5	Evaluate the usability and functionality of interactive multimedia projects from a user perspective.
CO6	Create multimedia content that demonstrates proficiency in both basic and advanced techniques.

CO-PO Mapping:

CO's	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	-	2	1	-	1	1	1	1	3	3	1	1	1	1
CO2	1	1	3	1	2	-	2	-	1	2	1	3	2	2	3	2	3
CO3	1	1	3	3	2	-	-	3	-	1	2	3	1	2	1	1	2
CO4	1	1	3	-	3	-	-	1	-	3	1	3	1	1	2	2	2
CO5	3	1	3	1	3	-	-	1	1	2	2	3	3	1	1	1	2
CO6	1	1	3	2	3	-	-	1	-	3	3	3	2	2	3	2	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Media, Gender and Human Rights	Course Code	JMC DC-502
Credit	4	Course type	DSC-14
Year/Sem	V	L-T-P-	4-0-0

Course Objectives:

1. To understand the fundamental concepts of gender, media, and human rights.
2. To critically analyze media representations of gender and human rights issues.
3. To explore the impact of media on public perceptions of gender and human rights.
4. To examine case studies and real-world examples of media influence on gender and human rights.

Course Contents:

Unit 1: Media and the Social World
Media impact on individual and society
Media's role in social movements and issues
Democratic Polity & Mass media
Role of Media in Political Processes, Democratic Societies
Media and Cultural Change
Rural Urban Divide in India: grassroots media

Unit 2: Conceptual Frameworks in Gender studies
Feminist Theory and Masculinity
Media representation of masculinity and femininity
Public Sphere and its critique, "Public sphere" of the Disempowered
Media and Social Difference: Class, Gender, Race etc.

Unit 3: Media and Human Rights
Human Rights: Theoretical perspectives, Universal Declaration of Human Rights
Role of UN and Its Specialized Agencies for the Protection of Human Rights
Human Rights Institutions: Amnesty International, NGOs, Red Cross
National Human Rights Commission - Role, Duties and Functions;
National Commission for Women-Structure, Role
Contemporary Human rights Issues: National and Global
Ethical considerations in media reporting on sensitive human rights topics

Unit 4: Media, Gender and Social Justice
Portrayal of women in Mass Media, Gender stereotypes
Role of Media: Women development & welfare
Human Rights and Crimes against women
Media coverage of human rights issues
Social Media and Activism: Viral movements and online activism
Analysis of media campaigns on gender and human rights: #Me-too movement, LGBTQ+
Case studies of media's role in addressing gender-based violence

Case Studies and Presentation:

a) Gender Stereotypes in Advertising
b) Social Media and Gender Activism
c) Representation of Women in Cinema
d) Portrayal of Marginalized Groups in Mainstream Media
e) Representation of Human Rights issues and violations in International and Media
f) Contemporary Human rights Issues: National and Global

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Suggested Books:

1. Kataria, P. (2007). *Women and Media*. New Delhi: Regal Publications.
2. Mathur, K. (2004). *Countering Gender Violence*. New Delhi: Sage Publications.
3. Basu, D. D. (1994). *Human Rights in Constitutional Law*. New Delhi: Prentice Hall.
4. Dines, G., & Humez, J. M. (2014). *Gender, Race, and Class in Media: A Critical Reader*. Thousand Oaks, CA: SAGE Publications.
5. Byerly, C. M., & Ross, K. (2006). *Women and Media: A Critical Introduction*. Malden, MA: Blackwell Publishing.
6. Nair, S. (2011). *Women in Indian Television: From Domestic Goddess to Desirable Object*. New Delhi: Rutledge
7. Pande, R. (2018). *Gender, Violence and Popular Culture: Telling Stories*. Thousand Oaks, CA: SAGE Publications

Reference Books:

1. Banerjee, S., Menon, P., & Priyameds. (2010). *Human Rights, Gender and Environment*. New Delhi: Pearson & Co.
2. Bhargava, G. (2001). *Human Rights Concern of the Future*. New Delhi: Gyan.
3. Aggarwal, H. O. (2000). *International Law & Human Rights*. Allahabad: Central Law Publications.
4. McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th ed.). London: SAGE Publications.
5. Gross, L. (2002). *Up from Invisibility: Lesbians, Gay Men, and the Media in America*. New York: Columbia University Press.
6. Moghadam, V. M. (2005). *Globalizing Women: Transnational Feminist Networks*. Baltimore: Johns Hopkins University Press.

Course outcomes (COs):

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

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Digital and Social media Advertising	Course Code	JMCDC-503
Credit	3	Course type	DSC-15
Year/Sem	V	L-T-P-	3-0-0

Course Objectives:

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

Course Contents:

Unit 1-Introduction to Advertising
Meaning, history, function, scope &types of Advertising
Advertising as a tool of communication,
Role of Advertising in Marketing mix, PR
Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model
Communication theories applied to advertising
Advertising regulatory bodies: AAAI, ASCI and global regulatory bodies

Unit 2- Advertising through Print, electronic and online media
Types of media for advertising
Defining advertising objectives, segmentation, positioning, and targeting
Media selection, planning, scheduling, and strategies for effective reach
Marketing strategy, research, and branding essentials
Structure and functions

Unit 3 – Social Media Marketing
Social Media Technologies and Management
Integrated Marketing Communication
Developing Social Networks, Social Media Strategies, Tactics and Ethics
Social Media Tools for content creation, scheduling, and analytics
Measurement strategies for social media effectiveness

Unit 4: Digital and Social Media Advertising
Innovative Advertising Techniques
Use of artificial intelligence and big data in advertising
Global Advertising: Strategies for international advertising campaigns
Consumer Behavior and Advertising
Public Relations and Advertising: Role of PR in supporting advertising efforts
Crisis Management in Advertising
Future Trends in Advertising

Suggested Books:

1. Haldar, R. (Year). *Advertising and Sales Promotion Management*.Himalaya Publishing House, New Delhi.
2. Kumar, K. J. (Year). *Advertising Theory and Practice*. Himalaya Publishing House, New Delhi.
3. Mohan, S. (2012). *Trends in Advertising Management*. Enkay Publishing, New Delhi.
4. Pant, N. C. (2004). *Jan Sampark Vigyapan Evam Prasar Madhyam*. Taxshila Publication, New Delhi.
5. Sarkar, N. N. (Year). *Public Relations and Management*. Sterling Publishers, New Delhi.
6. Sengupta, S. (Year). *Management of Public Relations and Communication*. Vikas Publishing House, Delhi.

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Reference Books:

1. Tellis, G. J. (2006). *Effective Advertising*.Response Books, New Delhi.
2. Cross, M. (2001). *Advertising and Culture*. Prentice Hall.
3. Sharma, S., & Kumar, D. (2003). *Advertising Planning, Implementation & Control*. Mangaldeep Publications, Jaipur.
4. Kundra, S. (2005). *Introduction to Advertising and Public Relations*. Anmol Publications, New Delhi.
5. Kumar, P. (2020). *Advertising and Public Relations*. Parikalpna Publishing Co., Delhi.

Course outcomes (Cos):

CO1	Identify key concepts, theories, and historical milestones in advertising.
CO2	Describe the various economic, cultural, psychological, and social influences on advertising.
CO3	Apply advertising models to develop effective advertising strategies.
CO4	Analyze the effectiveness of different advertising media, their suitability for various campaign objectives.
CO5	Critically evaluate the role of innovative advertising techniques and emerging technologies in modern advertising practices.
CO6	Design social media marketing strategies that enhance brand engagement, achieve marketing objectives.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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ShriGuruRamRaiUniversity School of Humanities and Social SciencesB.A.(Honours)JournalismandMassCommuni

Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Digital and Social media Advertising- Practical	Course Code	JMCDCL-503
Credit	1	Course type	DSC-15
Year/Sem	V	L-T-P-	0-0-1

Course Objectives:

1. To understand the foundational concepts and strategies of digital and social media advertising.
2. To develop skills in creating and managing digital ad campaigns across various social media platforms.
3. To explore tools and techniques for targeting, analytics, and performance optimization.
4. To impart knowledge on content creation.

Course Contents:

Unit 1: Design and create advertisement

- Making posters and pamphlets,
- using social media tools for the promotion of the institution,
- Copy writing for different types of Advertising and advertising campaign.
- Placement of advertisement in outdoors and its technicalities

Unit 2: Development of Concept, Story Board, Body copy

- Jingle writing, color combination, importance of visuals and product packaging in Advertising
- Planning and designing of Advertisement Campaign.
- Social Media advertising campaign.
- Corel Draw, Canva: hands-on practice on designing Advertisement

Suggested Books:

1. Haldar, R. (Year). *Advertising and Sales Promotion Management*. New Delhi: Himalaya Publication.
2. Kumar, K. J. (Year). *Advertising Theory and Practice*. New Delhi: Himalaya Publication.
3. Sarkar, N. N. (Year). *Public Relations and Management*. New Delhi: Sterling.
4. Sengupta, S. (Year). *Management of Public Relation and Communication*. New Delhi: Vikas Publications.
5. Pant, N. C. (2004). *Jan Sampark Vigyapan Evam Prasar Madhyam*. New Delhi: Taxshila Publication.
6. Kundra, S. (2005). *Introduction to Advertising and Public Relations*. New Delhi: Anmol Publication.

Reference Books:

1. Tellis, G. J. (2006). *Effective Advertising*. New Delhi: Response Books.
2. Fowles, J. (1996). *Advertising and Popular Culture*. Thousand Oaks, CA: Sage Publications.
3. Cross, M. (2001). *Advertising and Culture*. Upper Saddle River, NJ: Prentice Hall.
4. Sharma, S., & Kumar, D. (2003). *Advertising Planning, Implementation & Control*. Jaipur: Mangaldeep Publication.
5. Mohan, S. (2012). *Trends in Advertising Management*. New Delhi: Enkay Publishing.
6. Kumar, P. (2020). *Advertising and Public Relations*. Delhi: Parikalpna Publishing Co.

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ShriGuruRamRaiUniversity School of Humanities and Social SciencesB.A.(Honours)JournalismandMassCommuni

Course outcomes (Cos):

CO1	Identify and recall the key elements and tools used in designing and creating advertisements
CO2	Understand the principles and importance of various aspects of advertising, including copywriting, visual design, and cultural considerations
CO3	Apply design principles and tools to create effective advertisements and campaigns
CO4	Analyze the effectiveness of different advertising strategies and elements
CO5	Evaluate the effectiveness of advertising campaigns across different cultures
CO6	Design and create comprehensive and effective advertising campaigns using various media and tools

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	ProgramCode	C0501
Course Name	Cyber Crime and Media : Current Trends	Course Code	JMCDE-501
Credit	4	Course type	DSE-3
Year/Sem	V	L-T-P-	4-0-0

Course Objectives:

1. Understand the fundamental concepts and types of cybercrime.
2. Analyze the impact of cybercrime on the media industry.
3. Explore legal and ethical frameworks related to cybercrime.
4. Identify and apply protection mechanisms and cyber security strategies.

Course Contents-

Unit 1: Introduction to Cyber Crime
Definition and Types of Cyber Crime: hacking, phishing, identity theft, and cyber stalking.
Tracing the development of cybercrime
Impact of Cyber Crime on Society: social, economic, and psychological impacts of cybercrime.
Case Studies: Reviewing notable cybercrime cases and their implications.

Unit 2: Cyber Crime and Media
Cyber Attacks on Media Organizations
Fake News and Misinformation
Impact of cybercrime
The role of social media in cybercrime

Unit 3: Legal and Ethical Frameworks
Cyber Laws and Regulations: Overview of laws governing cybercrime.
Understanding the penalties and legal proceedings related to cyber offenses.
Ethical Issues in Cyber Crime:
Role and challenges faced by law enforcement in cybercrime.
Introduction to cyber security concepts and terminologies
Protective Technologies and Tools: antivirus software, firewalls, encryption, and other protective tools.
Best Practices for Cyber Safety: Guidelines and strategies to protect against cyber threats.

Unit 4: The Future of Cyber Crime and Media
Emerging Cyber Threats: Identifying and understanding new and evolving cyber threats
Exploring innovations and future trends in cyber security technology
Media's Role in Cyber Crime Awareness
Strategies for media organizations to build resilience against cyber threats

Suggested Books:

1. Anderson, R. (2020). *Security Engineering: A Guide to Building Dependable Distributed Systems* (3rd ed.). Wiley.
2. Casey, E. (2011). *Digital Evidence and Computer Crime: Forensic Science, Computers, and the Internet* (3rd ed.). Academic Press.
3. Gupta, P. K. (2018). *Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives*. Khanna Publishing.
4. Jain, S. (2019).*Cyber Crime and Security*. S. Chand Publishing.
5. Kumar, V. (2020).*Cyber Crime, Cyber Terrorism and Cyber Laws*.Lexis Nexis.
6. Mishra, S. (2015).*Cyber Crime and Digital Disorder*.Kalpaz Publications.

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Reference Books:

1. Bansal, S., & Kaur, R. (2018).*Cyber Security and Cyber Laws*.Laxmi Publications.
2. Chawla, A. (2014). *Cyber Crime and Information Technology*. Sumit Enterprises.
3. Dhawan, S. (2019). *Cyber Security: Frameworks, Strategies, and Practices*. BPB Publications.
4. Holt, T. J., Bossler, A. M., & Seigfried-Spellar, K. C. (2018). *Cybercrime and Digital Forensics: An Introduction* (2nd ed.). Routledge.
5. Krishna, V. V. (2015). *Cyber Crime and Digital Forensics*. SBS Publishers & Distributors Pvt. Ltd.
6. Sharma, V. (2016). *Cyber Crime: Law and Practice*. Universal Law Publishing.
7. Srivastava, R. (2017). *Cyber Crime and Indian IT Act*. New Era Law Publications

Course outcomes (COs):

CO1	Define key concepts and principles of public speaking, including speech types and audience analysis.
CO2	Explain speech structure, organization, and the creation of effective outlines and thesis statements.
CO3	Illustrate the impact of cybercrime on intellectual property rights in media.
CO4	Examine the role of social media in facilitating and combating cybercrime
CO5	Evaluate the impact of cybercrimes and the effectiveness of current laws..
CO6	Design a framework for legal, ethical cybercrime prevention and emerging cybersecurity trends.

CO-PO Mapping:

CO's	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	1	3	1	3	2	1	3	3	3	3	1	1	-	-
CO2	3	1	1	3	3	1	2	1	1	3	3	3	3	-	-	-	-
CO3	3	3	1	1	3	1	1	1	1	3	3	3	3	-	1	-	-
CO4	3	3	1	1	3	-	-	1	1	3	3	3	3	-	-	-	-
CO5	3	3	3	1	3	-	-	-	1	3	3	3	3	-	1	-	-
CO6	3	1	3	2	3	-	-	2	1	3	3	3	3	1	1	-	-

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Specialized Writings	Course Code	JMCDE-502
Credit	4	Course type	DES-3
Year/Sem	V	L-T-P-	4-0-0

Course Objectives:

1. Understand the evolving landscape of journalism in the digital age.
2. Develop proficiency in using digital tools and platforms for journalism practices.
3. Critically analyze and evaluate information to produce accurate.
4. Demonstrate ethical awareness and responsibility in journalistic practices and storytelling.

Course Contents:

Unit 1: Digital Journalism and Online Media
Introduction to digital journalism: Evolution and current trends
Characteristics of online media
Multimedia storytelling, interactive content
Writing for digital platforms
Utilizing social media for journalism
Strategies for distribution and audience engagement
Ethical considerations in digital journalism

Unit 2: Investigative Journalism
Introduction to investigative journalism
Techniques for investigative reporting
Legal and ethical considerations in investigative journalism
Case studies in investigative reporting
Writing investigative stories

Unit 3: Opinion Writing and Editorializing
Role of opinion writing in contemporary journalism
Types of opinion pieces: Editorials, columns, and reviews
Crafting persuasive arguments: Opinion formation and reader engagement
Ethical considerations in opinion journalism
Impact of opinion journalism on public discourse and policy

Unit 4: Multimedia Journalism and Storytelling
Multimedia storytelling techniques
Engaging audiences through interactive features and immersive storytelling
Mobile journalism: Reporting and producing content using mobile devices
Collaborative journalism: Partnerships for multimedia projects
Future trends in multimedia journalism
New storytelling formats

Suggested Books:

1. Mukherjee, M. (Ed.). (2018). *Indian Writing in English: Critical Essays*. Oxford University Press, India.
2. Ghosh, A. (1997). *The Shadow Lines*. Penguin Books India.
3. Roy, A. (1997). *The God of Small Things*. Random House India.
4. Menon, N. (2003). *History of English Literature: From Chaucer to the Present Day*. Macmillan India.
5. Mehrotra, A. R. (Ed.). (2003). *The Last Bungalow: Writings on Allahabad*. Penguin Books India.
6. Rao, R. K. (1951). *Kanthapura*. New Directions Publishing.
7. Rivkin, J., & Ryan, M. (Eds.). (2017). *Literary Theory: An Anthology* (3rd ed.). Wiley-Blackwell.
8. Tyson, L. (2014). *Critical Theory Today: A User-Friendly Guide* (3rd ed.). Routledge.

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Reference Books:

1. Abrams, M. H., & Harpham, G. G. (2014). *A Glossary of Literary Terms* (11th ed.). Cengage Learning.
2. Baldick, C. (2015). *The Oxford Dictionary of Literary Terms* (4th ed.). Oxford University Press.
3. Dutt, R. C. (2015). *Indian Writing in English*. Atlantic Publishers and Distributors.
4. Krishnan, S. (Ed.). (2019). *Contemporary Indian Writing in English: Critical Perceptions*. Routledge India.
5. Eagleton, T. (2008). *Literary Theory: An Introduction* (2nd ed.). Wiley-Blackwell.
6. Leitch, V. B., et al. (Eds.). (2017). *The Norton Anthology of Theory and Criticism* (3rd ed.). W. W. Norton & Company.

Course outcomes (COs):

CO1	List the characteristics of online media, including multimedia storytelling and interactive content.
CO2	Explain the role of data in journalism and its importance in storytelling.
CO3	Demonstrate proficiency in data collection, analysis, and interpretation for journalistic purposes.
CO4	Assess the role and impact of opinion journalism on public discourse and policy formation.
CO5	Critically evaluate different storytelling techniques in multimedia journalism, including interactive and immersive storytelling.
CO6	Design multimedia journalism projects integrating text, images, video, and audio.

CO-PO Mapping:

COs	PO1	PO 2	PO 3	PO 4	P O5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	-	-	3	1	1	1	3	3	2	2	3	1	-	-	-
CO2	3	1	-	-	3	-	1	3	3	3	2	2	1	1	2	3	3
CO3	2	1	1	1	3	1	1	3	3	3	3	2	1	1	3	3	3
CO4	1	1	1	3	1	1	3	3	3	3	3	2	1	1	3	3	3
CO5	3	1	1	1	3	1	1	3	3	3	3	3	1	1	3	3	3
CO6	2	2	2	2	3	3	1	3	3	3	3	3	1	1	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Photography Techniques	Course Code	JMCGE-501
Credit	3	Course Type	GE-5
Year/Sem	V	L-T-P-	3-0-0

Course Objectives:

1. To introduce students to the basics of photography.
2. To develop an understanding of different types of cameras, lenses, and photographic equipment.
3. To teach the principles of composition, lighting, and exposure.
4. To enable students to develop basic skills in digital photo editing and post-processing.

Course Contents:

Unit 1: Introduction to Photography
History and Evolution of Photography
Types of Cameras
Basic Camera Controls and Functions
Understanding Lenses and Their Uses

Unit 2: Composition and Lighting
Principles of Composition: Rule of Thirds, Leading Lines, Framing, and Perspective
Understanding Light: Natural vs. Artificial Lighting
Techniques for Controlling and Modifying Light

Unit 3: Exposure and Technical Skills
Understanding Exposure: Aperture, Shutter Speed, and ISO
The Exposure Triangle: Balancing Aperture, Shutter Speed, and ISO
Focus and Depth of Field
Introduction to Digital Photo Editing Software (e.g., Adobe Photoshop, Light room)

Unit 4: Practical Applications and Portfolio Development
Photographing People: Portraits and Candid's
Landscape and Nature Photography
Street and Travel Photography
Creating and Presenting a Photography Portfolio

Suggested Books:

1. Freeman, M. (2007). *The Photographer's Eye: Composition and Design for Better Digital Photos*. Focal Press.
2. Hirsch, R. (2012). *Exploring Color Photography: From Film to Pixels*. Focal Press.
3. Kelby, S. (2020). *The Digital Photography Book*. Peachpit Press.
4. Langford, M. (2007). *Langford's Basic Photography: The Guide for Serious Photographers*. Focal Press.
5. Peterson, B. (2016). *Understanding Exposure: How to Shoot Great Photographs with Any Camera*. Amphoto Books.

Reference Books:

1. Prakel, D. (2006). *The Visual Dictionary of Photography*. AVA Publishing.
2. Rankin, A. (2014). *Photography: The Definitive Visual History*. DK Publishing.
3. Shaw, J. (2017). *The Nature Photographer's Complete Guide to Professional Field Techniques*. Amphoto Books.
4. Tomang, T. (2017). *Photography: A Cultural History*. Laurence King Publishing.
5. Wells, L. (2015). *Photography: A Critical Introduction*. Routledge.

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Course Outcomes (COs):

CO1	Define key terms and concepts related to photography.
CO2	Explain the functions of different types of cameras, lenses, and photographic equipment.
CO3	Demonstrate the principles of composition, lighting, and exposure in photography.
CO4	Analyze different photographic techniques and their effects.
CO5	Evaluate the quality of photographs based on technical and aesthetic criteria.
CO6	Create a portfolio of photographs demonstrating a variety of techniques and styles.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Photography Techniques (Practical)	Course Code	JMCGEL-501
Credit	1	Course Type	GE-5
Year/Sem	V	L-T-P-	0-0-1

Course Objectives:

1. To learn the basic components and functions of a camera
2. To master the principles of composition and lighting
3. To develop technical proficiency in exposure settings.
4. Able to create and present a photography portfolio

Course Contents:

Unit 1: Camera Basics, Lighting and Portfolio Development
Basic camera functions
Principles of Composition
Experimenting with Different Lenses
Lighting, Exposure and Portfolio Development
Natural vs. Artificial Lighting
Controlling Exposure: Aperture, Shutter Speed, and ISO
Using Reflectors and Diffusers
Photographing People: Portrait and Candid Shots
Landscape and Nature Photography
Street and Travel Photography
Portfolio Development

Unit 2: Post-Processing and Advanced Editing
Introduction to Editing Software
Advanced Editing: Retouching and Color Grading
Creative Effects and Filters
Advanced Techniques and Creative Approaches
Long Exposure Photography
Creating a Professional Portfolio
Client Work and Communication
Marketing Your Photography
Copyright and Image Licensing
Ethical Considerations in Photography

Suggested Books:

1. Kumar, R. (2018).*Photography: The Art of Seeing*. Wisdom Press.
2. Sarkar, P. (2015).*Mastering Digital Photography*. Vikas Publishing House.
3. Kumar, R. (2018). *Photography: The art of seeing*. Wisdom Press.
4. Sarkar, P. (2015). *Mastering digital photography*. Vikas Publishing House.
5. Meyer, D. (2018). *The digital photography book*. Peachpit Press.
6. McNally, J. (2013). *The moment it clicks: Photography secrets from one of the world's top shooters*. New Riders.
7. Basu, S. (2020). *Light & composition: The Indian photographic perspective*. HarperCollins India.
8. Bose, S. (2019). *Photography for the social media age*. Penguin Random House India.

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Reference Books:

1. Meyer, D. (2018). *The Digital Photography Book*. Peachpit Press.
2. McNally, J. (2013). *The Moment It Clicks: Photography Secrets from One of the World's Top Shooters*. New Riders.
3. Basu, S. (2020). *Light & Composition: The Indian Photographic Perspective*. HarperCollins India.
4. Andrews, M. (2021). *Photographic Lighting: Essential Skills for Portrait Photography*. Focal Press.
5. Snyder, R. (2016). *The Complete Guide to Digital Photography*. Amherst Media.
6. Chakraborty, P. (2014). *The basics of photography*. Orient Blackswan.
7. Scott, D. (2015). *Lightroom 6 / CC: The missing FAQ*. The Missing Manual.
8. Williams, C. (2018). *Street photography: The art of capturing the human condition*. Ilex Press.

Course Outcomes (COs):

CO1	Define the basic terminology and key concepts in photography.
CO2	Describe the principles of composition and how they contribute to the aesthetic appeal of a photograph.
CO3	Demonstrate the use of basic camera controls and settings to capture well-exposed images.
CO4	Analyze the effects of lights on a photograph and make appropriate adjustments in exposure and lighting for desired results.
CO5	Critique photographs based on principles of composition, exposure, and lighting.
CO6	Develop a professional photography portfolio, incorporating a range of photographic styles and showcasing creative and technical 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
CO1	3	2	1	1	2	1	1	1	2	1	1	1	3	1	1	1	1
CO2	2	3	2	1	2	1	1	1	2	1	1	1	3	2	2	1	1
CO3	2	2	3	1	3	1	1	1	3	2	1	1	2	1	3	1	1
CO4	2	3	3	1	3	1	1	1	3	2	1	1	3	2	3	1	1
CO5	3	3	2	1	3	1	2	1	3	2	1	1	3	2	2	1	1
CO6	2	3	3	1	3	1	2	2	3	3	2	1	3	2	3	1	2

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Television Reporting and News Gathering	Course Code	JMCGE-502
Credit	3	Course type	GE-5
Year/Sem	V	L-T-P-	3-0-0

Course Objectives:

1. To understand the fundamental principles and techniques of television reporting and news gathering.
2. To develop skills in writing and presenting news stories for television.
3. To analyze the role of ethics and legal considerations in television journalism.
4. To enhance skills in interviewing and researching for news stories.

Course Contents:

Unit 1: Introduction to Television Journalism
History of Television News: Overview of its evolution.
Principles of Reporting: Key news values and audience engagement.
News Story Structure: Components of a television news package.
Roles in News: Functions of reporters, producers, editors, and anchors.
Television Formats: Live reports, packages, and breaking news styles.

Unit 2: News Gathering Techniques
Research Skills: Information gathering and source verification
Interview Techniques: Preparation and questioning strategies for TV
Multimedia Use: Incorporating visuals and audio into stories.
Field Reporting: Strategies for live broadcasts and field reporting.

Unit 3: Writing for Television
Script Writing: Crafting clear and concise on-air scripts.
Voice and Delivery: Effective vocal techniques and body language
Editing Packages: Basics of video editing for compelling narratives
Ethics in Journalism: Navigating ethical dilemmas in reporting.
Legal Considerations: Understanding defamation, privacy, and copyright.

Unit 4: Technology in Television Reporting
Technology's Impact: Transformation of production and distribution.
New Media Integration: Convergence of traditional and digital media.
Future Trends: Innovations shaping television journalism.
Audience Engagement: Leveraging social media for viewer interaction.

Suggested Books:

1. Katz, E., & Dayan, E. (2009). *Media Events: The Live Broadcasting of History*. Harvard University Press.
2. Morrison, D. (2018). *Television Journalism: A Handbook*. Routledge.
3. Burns, L. (2016). *Writing for Television, Radio, and New Media*. Cengage Learning.
4. Mason, P. (2014). *Television News: A Handbook for Journalists*. Oxford University Press.
5. Harcup, T. (2015). *Journalism: Principles and Practice*. SAGE Publications.
6. Gunter, B. (2016). *Television and Radio Reporting*. Routledge.
7. Thompson, J. B. (2017). *The Media and Modernity: A Social Theory of the Media*. Stanford University Press.
8. Tuchman, G. (2014). *Making News: A Study in the Construction of Reality*. Free Press.
9. Siegel, L. J. (2016). *Television News: A Comprehensive Handbook*. Routledge.

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Reference Books:

1. Burns, L. (2016). *Writing for television, radio, and new media.* Cengage Learning.
2. Harcup, T. (2015). *Journalism: Principles and practice*. SAGE Publications.
3. Katz, E., & Dayan, E. (2009). *Media events: The live broadcasting of history*. Harvard University Press.
4. Mason, P. (2014). *Television journalism: A handbook*. Oxford University Press.
5. Morrison, D. (2018). *Television journalism: A handbook*. Routledge.
6. Siegel, L. J. (2016). *Television news: A comprehensive handbook*. Routledge.
7. Thompson, J. B. (2017). *The media and modernity: A social theory of the media*. Stanford University Press.
8. Tuchman, G. (2014). *Making news: A study in the construction of reality*. Free Press.
9. Gunter, B. (2016). *Television and radio reporting*. Routledge.

Course Outcomes (COs):

CO1	Remember the key concepts of television reporting and news gathering.
CO2	Understand and explain the structure of television news stories and their production.
CO3	Apply techniques of news gathering and writing for television.
CO4	Analyze ethical and legal issues in television reporting.
CO5	Evaluate the effectiveness of television news stories based on content and presentation.
CO6	Create and present compelling television news reports using appropriate technology.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Television Reporting and News Gathering (Practical)	Course Code	JMCGEL-502
Credit	1	Course type	GE-5
Year/Sem	V	L-T-P-	0-0-1

Course Objectives:

1. To understand and apply the principles of television news reporting.
2. To develop and produce clear, compelling news scripts and packages.
3. To gain confidence in on-camera reporting and effective voice modulation.
4. To build and edit complete television news stories for a professional broadcast audience.

Course Contents:

Unit 1: Introduction to Television Reporting and News Gathering Techniques
News Story Structure: Practice breaking down sample news stories
Writing for TV: news scripts
On-Camera Practice: delivering short news
Field Reporting and News Gathering Techniques
Research and Interview Preparation: prepare a list of interview questions.
Interview Techniques
Field Report Simulation: Mock field report to practice handling live situations

Unit 2: Camera, Editing and Post-Production For Television News
Camera Basics and Sound Recording
Visual Storytelling: Create a 1-2 minute visual story using recorded footage
Editing and Post-Production for Television News
Editing Basics: Introduction to editing software
Voiceover and Sound Mixing
Final Project: Each student produces a complete 1-2 minute news segment

Suggested Books:

1. Katz, E., & Dayan, E. (2009). *Media Events: The Live Broadcasting of History*. Harvard University Press.
2. Morrison, D. (2018). *Television Journalism: A Handbook*. Routledge.
3. Burns, L. (2016). *Writing for Television, Radio, and New Media*. Cengage Learning.
4. Mason, P. (2014). *Television News: A Handbook for Journalists*. Oxford University Press.
5. Harcup, T. (2015). *Journalism: Principles and Practice*. SAGE Publications.
6. Gunter, B. (2016). *Television and Radio Reporting*. Routledge.
7. Thompson, J. B. (2017). *The Media and Modernity: A Social Theory of the Media*. Stanford University Press.
8. Tuchman, G. (2014). *Making News: A Study in the Construction of Reality*. Free Press.
9. Siegel, L. J. (2016). *Television News: A Comprehensive Handbook*. Routledge.

Reference Books:

1. Burns, L. (2016). *Writing for television, radio, and new media*. Cengage Learning.
2. Harcup, T. (2015). *Journalism: Principles and practice*. SAGE Publications.
3. Katz, E., & Dayan, E. (2009). *Media events: The live broadcasting of history*. Harvard University Press.
4. Mason, P. (2014). *Television journalism: A handbook*. Oxford University Press.
5. Morrison, D. (2018). *Television journalism: A handbook*. Routledge.
6. Siegel, L. J. (2016). *Television news: A comprehensive handbook*. Routledge.
7. Thompson, J. B. (2017). *The media and modernity: A social theory of the media*. Stanford University Press.
8. Tuchman, G. (2014). *Making news: A study in the construction of reality*. Free Press.
9. Gunter, B. (2016). *Television and radio reporting*. Routledge.

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Course Outcomes (COs):

CO1	Identify key components of television news reporting.
CO2	Explain research, interview techniques, and field reporting for creating TV news stories.
CO3	Operate camera equipment, frame shots, and record sound to enhance storytelling.
CO4	Analyze footage for editing, voiceovers, and sound mixing in storytelling.
CO5	Evaluate news segments based on reporting quality, clarity, and technical execution.
CO6	Create a news segment showcasing structure, storytelling, reporting, and editing 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
CO1	3	2	1	1	2	1	1	2	2	1	2	1	3	2	1	1	2
CO2	2	3	2	2	1	1	2	2	3	2	2	1	2	3	2	1	2
CO3	2	2	3	1	3	1	1	3	2	2	1	2	1	2	3	2	1
CO4	1	2	2	3	2	1	1	2	2	1	2	2	1	1	2	3	2
CO5	1	1	1	2	2	2	3	3	3	2	1	1	2	1	2	2	3
CO6	2	2	3	3	3	1	2	2	2	3	3	2	2	2	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	MOOC/SWAYAM	Course Code	MOOC
Credit	4	Course type	MOOC
Year/Sem	V	L-T-P-	0-0-4

Course Objectives:

1. Students will be able to list and describe the basic components and characteristics of MOOCs.
2. Students will be able to summarize the key milestones and influential factors in the growth of MOOCs.
3. Students will be able to effectively use MOOC platforms to participate in and finish a course.
4. Students will be able to analyze and differentiate between various MOOC providers and their educational methods.

Course Contents:

MOOC-MASSIVE OPEN ONLINE COURSE-

1. This course is an opportunity to explore the dynamic world of MOOCs and their potential to transform education.
2. Minimum of 4 credits can be earned through online courses; registration has to be done in the current semester along with other courses.
3. Enrollment for the online course should be done in the previous semester itself along with other courses as per university norms
4. The students can earn 4 credits through online course instead of the generic elective course.
5. The students undergoing online course can be evaluated in the following ways-
    a. Need to either receive a certification or earned credits to become eligible for semester examination.
    b. Credits earned from a university which offer the online courses.

Mode of Evaluation:

Evaluation will be based on final output carrying 100 marks. 100 marks evaluation will be done by the Head of the department. There will not be a mid-semester examination. Evaluation will be done at the end of the semester carrying 100 marks

Suggested Books:

1. Clark, D. (2013). *What is a MOOC?*. Lifelong Learning Market.
2. Daniel, J. (2012). *Making sense of MOOCs: Musings in a maze of myth, paradox and possibility*. Journal of Interactive Media in Education, 3, 18.
3. Friedman, T. L. (2013). *The world is flat 3.0: A brief history of the twenty-first century*. Picador.
4. Koller, D. (2012). *What we're learning from online education*. TED Books.
5. Martin, F., & Knop, S. (2014). *The essentials of instructional design: Connecting fundamental principles with process and practice*. Routledge.
6. Yuan, L., & Powell, S. (2013). *MOOCs and open education: Implications for higher education*. JISC CETIS.

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Semester – V

Program Code C0501

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Reference Books:

1. Downes, S. (2012). *Connectivism and connective knowledge: Essays on meaning and learning networks*. National Research Council Canada.
2. Liyanagunawardena, T. R., Adams, A. A., & Williams, S. A. (2013). *MOOCs: A systematic study of the published literature 2008-2012*. The International Review of Research in Open and Distributed Learning, 14(3), 202-227.
3. McAuley, A., Stewart, B., Siemens, G., & Cormier, D. (2010). *The MOOC model for digital practice*. University of Prince Edward Island.
4. Ng, A. (2013). *Coursera's Andrew Ng: MOOCs are just one part of the future of education*. Wired.
5. Pappano, L. (2012). *The year of the MOOC*. The New York Times, 2, 2012.
6. Siemens, G. (2014). *Connectivism: A learning theory for the digital age*. International Journal of Instructional Technology and Distance Learning, 2(1), 3-10.

Course outcomes (COs):

CO1	Define key terms and concepts related to MOOCs, such as "massive," "open," "online," and "course."
CO2	Explain the historical development and the evolution of MOOCs in higher education
CO3	Demonstrate how to enroll in, navigate, and complete a MOOC on a chosen platform.
CO4	Compare and contrast different MOOC platforms and their pedagogical approaches.
CO5	Assess the impact of MOOCs on traditional education systems and lifelong learning.
CO6	Design a proposal for a new MOOC, including course objectives, structure, and delivery methods

CO-PO-Mapping

CO's	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	2	2	1	1	1	2	3	3	2	3	3	3	3	3
CO2	3	2	2	2	2	2	1	1	2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	3	3	1	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	1	3	3	3	3	3	3	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Video Editing Tools	Course Code	JMCSCL-501
Credit	2	Course type	SEC-5
Year/Sem	V	L-T-P-	0-0-2

Course Objectives:

1. Students will be able to identify and describe various video editing software and their key features.
2. Students will be able to demonstrate basic editing techniques to create engaging video content.
3. Students will be able to analyze different editing styles and their impact on storytelling through video.
4. Students will be able to produce, present a polished video project using learned editing skills and tools.

Course Contents:

Unit 1: Introduction to Video Editing Software
Introduction to popular video editing software
Install and set up software on personal devices.
Familiarization with interface: timeline, preview window, toolbars.
Basic editing: importing footage, creating a project, project settings.
Advanced Editing Techniques
Cutting and trimming clips.
Apply transitions and video effects.
Create and animate titles/graphics.
Audio editing: import audio, adjust levels and apply effects.

Unit 2: Working with Advanced Features
Multi-camera editing: synchronize footage from multiple angles
Color grading: enhance visuals with color correction tools
Motion graphics and animation
Integrate special effects into the project.

Unit 3: Final Project and Presentation
Storyboard development and scriptwriting.
Pre-production planning: production schedule.
Shooting techniques: framing, lighting, sound
Audio/music selection and editing
Final adjustments: color correction, sound mixing.
Render the final video for presentation.

Practical:

- Project: Create a 1-2 minute edited video using techniques learned in units.
- Project: Edit a short video incorporating advanced features like color grading and special effects.
- Comprehensive Editing: Edit a 3-5 minute video project based on the storyboard

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Suggested Books:

1. Murch, W. (2001). *In the blink of an eye: A perspective on film editing*. Silman-James Press.
2. McCathran, K. (2021). *Adobe Premiere Pro classroom in a book*. Adobe Press.
3. Dancyger, K. (2013). *The technique of film and video editing: History, theory, and practice* (5th ed.). Focal Press.
4. Brenneis, L. (2013). *Final Cut Pro X: Visual quickstart guide*. Peachpit Press.
5. Russell, D. O. (2002). *Editing digital video: The complete creative and technical guide*. Cengage Learning.
6. Hullfish, S. (2017). *The art of the cut: Conversations with film and TV editors*. Focal Press.
7. McGowan, J. A. A. (2019). *Cutting edge: Art-horror and the horrors of cutting*. Indiana University Press.
8. Block, B. (2008). *The visual story: Creating the visual structure of film, TV, and digital media*. Focal Press.

Reference Books:

1. McCathran, K. (2013). *Adobe Premiere Pro Classroom in a Book*. Adobe Press.
2. Dancyger, K. (2010). *The Technique of Film and Video Editing*. Focal Press.
3. Brenneis, L. (2013). *Final Cut Pro X: Visual QuickStart Guide*. Peachpit Press.
4. Russell, D. O. (2007). *Editing Digital Video: The Complete Creative and Technical Guide*. Focal Press.
5. Hullfish, S. (2017). *The Art of the Cut: Conversations with Film and TV Editors*. Routledge.
6. McGowan, J. A. A. (2018). *Cutting Edge: Art-Horror and the Horrors of Cutting*. Routledge.
7. Block, B. (2001). *The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media*. Focal Press.

Course Outcomes (COs):

CO1	Explain key concepts and terminology in video editing.
CO2	Understand various video editing software and their features.
CO3	Apply basic editing techniques to enhance video content.
CO4	Analyze the effectiveness of different editing styles in storytelling.
CO5	Evaluate the quality and impact of edited video projects.
CO6	Create a final video project utilizing advanced editing tools and 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	PSO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	3	-	3	1	3	3	-	-	3	3	2	1	-	-	-
CO2	1	-	3	-	3	1	3	3	-	-	3	3	1	1	-	-	-
CO3	1	1	2	-	3	1	3	3	-	-	3	3	1	1	1	1	1
CO4	1	1	3	1	3	3	3	3	-	-	3	3	1	1	1	1	1
CO5	2	1	3	2	3	3	3	3	3	-	3	3	1	1	2	2	2
CO6	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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Advanced Photography Techniques and Skills	Course Code	JMCSCL-502
Credit	2	Course Type	SEC-5
Year/Sem	V	L-T-P-	0-0-2

Course Objectives:

1. To build upon the foundational skills learned in Photography-I.
2. To explore advanced techniques in photography and digital editing.
3. To understand the principles of various photography genres.
4. To develop a professional photography portfolio.

Course Contents:

Unit 1: Advanced Techniques in Photography
Advanced Camera Settings and Techniques
High Dynamic Range (HDR) Photography
Long Exposure Photography
Macro and Close-up Photography

Unit 2: Specialized Photography Genres
Fashion and Commercial Photography
Architectural and Interior Photography
Wildlife and Sports Photography
Abstract and Conceptual Photography

Unit 3: Digital Editing and Post-Processing
Advanced Photo Editing Techniques
Working with Layers and Masks in Adobe Photoshop
Using Presets and Filters in Adobe Lightroom
Creating Digital Art from Photographs
Developing a Professional Photography Portfolio
Marketing and Branding for Photographers
Legal and Ethical Considerations in Photography
Participating in Photography Competitions and Exhibitions

Suggested Books:

1. Abend, P. (2015). *The Art of Photography: A Personal Approach to Artistic Expression*. Rocky Nook.
2. Ang, T. (2016). *Digital Photography Masterclass*. DK Publishing.
3. Blain, J. (2013). *The Freelance Photographer's Handbook*. Focal Press.
4. Busch, D. D. (2017). *David Busch's Mastering Digital SLR Photography*. Cengage Learning.
5. Kelby, S. (2019). *The Adobe Photoshop CC Book for Digital Photographers*. Peachpit Press.

Reference Books:

1. Kelby, S. (2021). *The Adobe Lightroom CC Book for Digital Photographers*. Peachpit Press.
2. Kingston, A. (2018). *Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade*. Focal Press.
3. Ritchin, F. (2013). *Bending the Frame: Photojournalism, Documentary, and the Citizen*. Aperture.
4. Shaw, J. (2015). *Closeups in Nature*. Amphoto Books.
5. Versace, J. (2017). *Lighting for Digital Photography: From Snapshots to Great Shots*. Peachpit Press.

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Course Outcomes (COs):

CO1	Recall advanced techniques and concepts in photography.
CO2	Describe the principles and methods of different photography genres.
CO3	Apply advanced photographic and digital editing techniques.
CO4	Critically analyze the work of professional photographers and their techniques.
CO5	Assess personal and peer photographic works for technical and artistic quality.
CO6	Produce a cohesive and professional photography portfolio.

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	PSO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	3	-	3	1	3	3	-	-	3	3	2	1	-	-	-
CO2	1	-	3	-	3	1	3	3	-	-	3	3	1	1	-	-	-
CO3	1	1	2	-	3	1	3	3	-	-	3	3	1	1	1	1	1
CO4	1	1	3	1	3	3	3	3	-	-	3	3	1	1	1	1	1
CO5	2	1	3	2	3	3	3	3	3	-	3	3	1	1	2	2	2
CO6	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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – V

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
CourseName	Internship/apprenticeship/project/community outreach	Course Code	JMCIC-501
Credit	2	Course type	IAPC-3
Year/Sem	V	L-T-P-	0-0-2

Course Objectives:

1. To provide practical experience in the field of mass communication and media.
2. To develop professional skills and competencies relevant to the media industry.
3. To enhance students' understanding of media ethics and professional standards.
4. To foster networking opportunities and professional connections within the media industry.

Course Contents:

IAPC- Internship duration and academic credentials:

1. Minimum of 2 credits of internship/ Entrepreneurial activities/ project work/ seminar and inter/intra institutional training, internship may be counted towards in BA (H) JMC Program.
2. Here one credit is equivalent to minimum 30-60 hours of works.
3. Therefore a full time intern is expected to spent 40-45 hours per week on internship/ training/ project work/ seminar activities etc.
4. Internship may be conducted during the summer and winter break as per the norms.
5. Provide an orientation session to familiarize interns with the organization's mission, values, and operations.
6. Assign interns to various departments or projects within the organization to gain hands-on experience in different areas of media production, marketing, or management.
7. Encourage interns to seek out opportunities for skill development and networking within the organization and the broader industry.
8. Allow interns to showcase their work and achievements through a final presentation or portfolio review. Encourage interns to reflect on their overall experience, lessons learned, and future career aspirations, and provide feedback on the internship program to help improve it for future participants.
9. Ensure that Students have completed the required duration and tasks of their media internship or industrial training as specified by program or organization.
10. Provide any additional information requested by the organization, such as a summary of Media Internship and Industrial Training, tasks, projects completed, or specific skills acquired during the internship/ training period.
11. Attach any supporting documents or evidence of your participation in workshops, seminars, or other learning activities during the internship/training if required.
12. Once the certificate is ready for collection or issuance, confirm the details and arrange for its collection or delivery as per the organization's instructions.

Mode of Evaluation:

Evaluation will be based on final Certificate issued by training organization. Carry 100 marks. 30 marks evaluation will be done by the course supervisor/Head of the Department & 70 Marks by an external examiner. There will not be a mid-semester examination. Evaluation will be done at the end of the semester carrying 100 marks.

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Suggested Books:

1. Bhatia, A. (2019). Practical Guide to Media Internships. Sage Publications.
2. Chatterjee, S. (2020). Internship in Media: Practical Approaches. Oxford University Press.
3. Desai, M. (2018). Media Internship Handbook. Cambridge University Press.
4. Gupta, R. (2019). Industrial Training in Media and Communication. McGraw Hill Education.
5. Jain, M. (2020). Media Internships: Theory and Practice. Bloomsbury India.
6. Kapoor, S. (2019). Hands-On Media Training. Routledge.
7. Sharma, P. (2020). Professional Media Training. Springer.
8. Verma, S. (2019). Media and Industrial Training: A Practical Approach. PHI Learning.

Reference Books:

1. Drotner, K., & Schroder, K. C. (2010). Digital Content Creation: Perceptions, Practices, & Perspectives. Peter Lang.
2. Forde, S., Meadows, M., & Foxwell, K. (2009). Developing Dialogues: Indigenous and Ethnic Community Broadcasting in Australia. Intellect Books.
3. Jenkins, H., & Deuze, M. (2008). Convergence Culture and Media Work. Blackwell Publishing.
4. McNair, B. (2010). Journalism and Democracy: An Evaluation of the Political Public Sphere. Routledge.
5. Thussu, D. K. (2006). Media on the Move: Global Flow and Contra-Flow. Routledge.
6. Williams, K. (2010). Understanding Media Theory. Bloomsbury Academic.

Course outcomes (COs):

CO1	Recall the fundamental concepts and terminologies related to media internship and industrial training.
CO2	Explain the processes and workflow in a professional media environment.
CO3	Demonstrate the application of theoretical knowledge in practical media settings.
CO4	Analyze the challenges and opportunities encountered during a media internship.
CO5	Assess the effectiveness of various media strategies and tools used in industrial training.
CO6	Develop a comprehensive media project by integrating skills and knowledge gained during the internship.

CO-PO Mapping:

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

ExaminationScheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Event Management	Course Code	JMCDC-601
Credit	3	Course type	DSC-16
Year/Sem	VI	L-T-P-	3-0-0

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
Overview of Event Management
Evolution of the events industry
Types of events: Corporate, social, cultural, sports, and entertainment
Role of event managers: Skills and responsibilities.
Trends in event management

Unit 2: Planning and Conceptualization
Feasibility, Keys to success, SWOT Analysis, Aim of event
Event planning process: Setting objectives, budgeting, and scheduling.
Market research and audience analysis
Conceptualizing events: Themes, branding, and creative elements
Venue selection and logistics planning
Risk management and contingency planning

Unit 3: Event Marketing and Promotion
Marketing strategies for events
Promotional tools and channels
Creating event collateral Invitations, posters and promotional materials
Sponsorship and partnership opportunities
Measuring the effectiveness of marketing efforts

Unit 4: Execution, Operations and Post-Event Evaluation
Team management and delegation of responsibilities
Setup, registration and guest services
Audio-visual setup, lighting and stage management
Crisis management and problem-solving during events
Post-Event Evaluation and Analysis
Key performance indicators (KPIs) and metrics
Feedback collection from participants, sponsors and stakeholders
Financial reconciliation and post-event reporting
Sustainable practices in event management: Waste management, carbon footprint reduction

Suggested Books:

1. Van Der Wagen, L., & Carlos, B. R. (Year). *Event Management*. Publisher.
2. Shone, A., & Parry, B. (Year). *Successful Event Management*. Publisher.
3. Tulsian, P. C. (Year). *Business Organisation & Management*. Publisher.
4. Prasad, L. M. (Year). *Principle of Management*. Publisher.
5. Shone, A., & Parry, B. (Year). *Successful Event Management*. Publisher.

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Reference Books:

1. Gaur, S. S., Saggere, S. V., & Vikas Publishing. (2010). *Event Marketing & Management*. New Delhi: Vikas Publishing.
2. Matthews, J. M., & Avishkar Publisher. (2006). *Hospitality Marketing & Management*. Publisher.
3. Shone, A., & Parry, B. (2004). *Successful Event Management: A Practical Handbook*. Cengage Learning EME.
4. Getz, D. (2007). *Event Studies: Theory, Research and Policy for Planned Events*. Publisher.
5. Rutherford, J., & Silvers. (2007). *Risk Management for Meetings and Events*. Publisher.

Course outcomes (COs):

CO1	Define event management and describe its scope and importance.
CO2	Explain the event planning process, including setting objectives, budgeting, and scheduling.
CO3	Apply marketing strategies for events by identifying target audiences and segmentation techniques.
CO4	Analyze team management strategies and techniques for effective delegation of responsibilities in event execution.
CO5	Assess sustainable practices in event management, including waste management, and carbon footprint reduction.
CO6	Prepare comprehensive event proposals, including content, structure, and presentation elements.

CO-PO Mapping:

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

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

ExaminationScheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Event Management- Practical	Course Code	JMCDCL-601
Credit	1	Course type	DSC-16
Year/Sem	VI	L-T-P-	0-0-1

Course Objectives:

1. To understand fundamental concepts and principles of event management.
2. To develop skills in planning, budgeting, logistics, and scheduling for events.
3. To gain knowledge of team roles and effective coordination in event management.
4. To learn strategies for promoting events through traditional and digital media.

Course Contents:

Unit 1: Event Planning and Execution
Planning Tools: Gantt charts, budgets, project software
Protocol & Dress Code: Setting and enforcing standards
Staging & Staffing: Coordinating logistics and staff
Event Budgeting: Estimating costs, managing expenses
Vendor Coordination: Selecting and managing suppliers and partners
Timeline Management: Creating and adhering to event timelines
Risk Management: Identifying and mitigating potential event risks

Unit 2: Event Communication and Presentation
Communication Skills: Verbal and written enhancement
Presentation Skills and using software for planning and communication
Event Branding: Creating visual identity and promotional materials
Public Relations: Managing media relations and press releases
Social Media Strategies
Event Documentation
On-Site Event Management: Role-Playing
On-Site Logistics: Setup, registration, guest services
Crisis Management: Handling event challenges
Event Flow Management, Crowd Control
Post-Event Review for improvement

Suggested Books:

1. Van Der Wagen, L., & Carlos, B. R. (Eds.). (Year). *Event Management*. Publisher.
2. Shone, A., & Parry, B. (Eds.). (Year). *Successful Event Management*. Publisher.
3. Tulsian, P. C. (Year). *Business Organisation & Management*. Publisher.
4. Prasad, L. M. (Year). *Principle of Management*. Publisher.
5. Shone, A., & Parry, B. (Eds.). (Year). *Successful Event Management*. Publisher.

Reference Books:

1. Gaur, S. S., Saggere, S. V., & Others. (2010). *Event Marketing & Management*. Vikas Publishing.
2. Mrthews, J. M. (2006). *Hospitality Marketing & Management*. Avishkar Publisher.
3. Alley, J. (2008). *Event Planning*. John Wiley and Sons.
4. Getz, D. (2007). *Event Studies: Theory, Research and Policy for Planned Events*. Publisher.
5. Rutherford, J. (2007). *Risk Management for Meetings and Events*. Silvers.

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Course outcomes (COs):

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

CO-PO Mapping:

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Web Journalism	Course Code	JMCDC-602
Credit	4	Course type	DSC-17
Year/Sem	VI	L-T-P-	4-0-0

Course Objectives:

1. To enable the students to learn basic concepts of Web Journalism
2. To enable students to develop the skills needed for functioning as a web journalist.
3. To equip students to work as a convergent journalist
4. Students will learn the importance of writing skills and various styles for different mass media.

Course Contents:

Unit- 1- Introduction to Web Journalism
Web Journalism & Online journalism: concept, definition and scope,
Advantages and disadvantages of Web journalism,
Impact of web journalism
Cyber-crime and security: Cyber laws, ethics and recent development,

Unit – 2- Writing Skills andPresentation on Web
Different story formats: news stories, features, articles, Interview
Content design for Social Media
Recent trends of web and social media, Future of web journalism
Layout of web newspapers and magazines
Advertising on the web
Basics of multimedia story telling
Writing for multimedia, Multimedia production techniques
Telling audio stories through tools such as Sound Cloud

Unit- 3 Analysis of Web Reporting
Participatory journalism on web
Social Media as a tool for web journalists
Citizen journalism
Live reporting for web journalists
Use of mobile in reporting
Trends in Web reporting and editing
Impact of globalization on web journalism

Unit- 4- E-Papers and E-Magazines
Online news organizations, revenue sources
Subscription and micropayment
Apps as the news outlets
Online edition of newspapers and e-Magazines-
Cyber newspaper creation: online editing and e- publishing
Growth of e-newspapers and e-magazines in India

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Suggested Books:

1. Bradshaw, P., & Rohumaa, L. (2011).*The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. Routledge.
2. Briggs, M. (2015). *Journalism Next: A Practical Guide to Digital Reporting and Publishing* (3rd ed.). CQ Press.
3. Singer, J. B., & Ashman, I. (Eds.). (2009). *Digital Journalism: Emerging Media and the Changing Horizons of Journalism*. Rowman & Littlefield Publishers.
4. Allan, S. (2013). *Online News: Journalism and the Internet*. Open University Press.
5. Hermida, A. (2012). *Tell Everyone: Why We Share and Why It Matters*. Doubleday Canada.

References Books:

1. Franklin, B. (2008). Pulling Newspapers Apart: Analysing Print Journalism.Routledge.
2. Thurman, N., & Walters, A. S. (Eds.). (2013). The Future of Journalism: In an Age of Digital Media and Economic Uncertainty. Routledge.
3. Gordon, R. (2014). Digital Media and Democracy: Tactics in Hard Times. MIT Press.
4. Pavlik, J. V. (2013). Innovation and the Future of Journalism. Springer.
5. Carlson, M. (2015). Journalism in the Age of Digital Technology. Routledge.
6. Bradshaw, P. (2017). Mobile-First Journalism: Producing News for Social and Interactive Media. Routledge.

Course outcomes (COs):

CO1	Conceptual knowledge of Web Journalism and its different aspects
CO2	Understand the Writing Skills for Web and Social Media
CO3	Develop the Multimedia production techniques
CO4	Devise the resent trends of web and social media
CO5	Evaluate the impact of globalization on web journalism
CO6	Create and Produce news content adaptable for different media platforms.

CO-PO Mapping:

CO's	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	3	3	1	1	1	1	3	3	3
CO2	3	2	-	1	2	1	-	2	2	1	1	1	1	1	1	1	1
CO3	3	1	3	-	3	1	-	3	3	3	2	1	1	1	3	3	3
CO4	3	1	3	1	3	-	-	2	3	3	3	3	1	1	3	3	3
CO5	3	1	3	-	3	1	-	1	3	3	2	2	1	1	3	3	3
CO6	3	1	3	-	3	-	-	3	3	3	2	3	1	1	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Health communication	Course Code	JMCDC-603
Credit	4	Course type	DSC-18
Year/Sem	VI	L-T-P-	4-0-0

Course Objectives:

1. To develop necessary skills regarding designing healthcare messages.
2. To understand the importance of communication skills in health sector.
3. To identify the key steps in planning and implementation in health promotion campaigns.
4. To know health reporting and health content writing.

Course Contents:

Unit 1: Understanding Health Communication
Importance of Public Health, Changing Dynamics of Health,
Meaning, Concept and Scope of Health Communication
Importance of Health Communication
Evolution of Health Communication
Health Status of People in India
Social and Economic Dimensions of Health Problems in India

Unit 2: Role of IEC
Information Education Communication (IEC) or Behavior Change Communication in Public Health Programs
Health Communication Campaign and Media, Case studies related to health communication
Social marketing, theories of behavior change, steps in behavior change process

Unit 3: Theories and Models of Health Communication
Therapeutic, Health Belief, King's Interaction
Theories and models in communicating health messages
Community Health Improvement Process (CHIP) model

Unit 4: Role of Media in Health Communication
Reporting and writing on health issues for media
Evaluation of health communication programs; ethics and health communication
Health communication strategies for risk reduction among high-risk populations
Parent-child communication in drug abuse prevention among adolescents
Health communication and epidemic/pandemic

Suggested Books:

1. Guttman, N. (Year). *Public health communication interventions*. Sage Publications.
2. Rice, R. E., & Katz, J. E. (Year). *The internet and health communication: Experiences and expectations*. Sage Publications.
3. Northouse, L. L. (Year). *Health communication: Strategies for health professionals* (3rd ed.). Pearson Education.
4. Kar, S. B. (Year). *Health communication: A multicultural perspective*. Thousand Oaks: Sage Publications.
5. Parrott, R. (Year). *Health communication: Theoretical and critical perspectives*. Sage Publications.
6. Street, R. L. (Year). *Health promotion and interactive technology: Theoretical and practical perspectives*. Lawrence Erlbaum Associates.
7. Kreps, G. L. (Year). *Health communication theory and practice*. Sage Publications.
8. Thompson, T. L., Parrott, R., & Nussbaum, J. F. (Year). *The Routledge handbook of health communication*. Routledge.

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Reference Books:

1. Gregory, J., & Miller, S. (1998). *Science in public: Communication, culture, and credibility*. Plenum: New York.
2. Paradis, J. G., & Zimmerman, M. L. (2002). *The MIT guide to science and engineering communication*. MIT Press.
3. Vilanilam, J. V. (1993). *Science communication and development in India*. Sage: New Delhi.
4. Thompson, T. L., Dorsey, A. M., & Miller, K. I. (Eds.). (2008). *Handbook of health communication*. Lawrence Erlbaum Associates.
5. Kreps, G. L., & O'Hair, D. (Eds.). (2009). *Communication and health outcomes*. Hampton Press.
6. Lupton, D. (Year). *Risk and everyday life*. Sage Publications.
7. Freimuth, V. S., & Quinn, S. C. (Year). *The handbook of health communication*. Lawrence Erlbaum Associates.
8. Chaffee, S. H., & Berger, C. R. (Eds.). (1987). *Handbook of communication science*. Sage Publications.

Course Outcomes (COs):

CO1	Knowledge of Evolution ,development and growth ofHealthCommunication in India
CO2	Understandtheimportanceofcommunicationskillsinthehealthcareindustry.
CO3	Know thekeystepsinplanning,implementing andassessinghealthpromotioncampaigns
CO4	Analyze the role of Information Education Communication in Health Communication
CO5	Evaluate the basic of Theories and Models of Health Communication
CO6	Develop the skillsfordesigningmessagesforhealthcareinaneffectivemanner.

CO-PO Mapping:

CO's	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	1	1	-	1	1	1	-	1	1	-	-	-
CO2	2	1	1	1	-	1	-	1	1	1	1	-	1	1	-	-	-
CO3	2	1	-	3	1	1	-	3	3	1	-	-	1	1	1	1	1
CO4	2	1	2	1	3	1	-	1	3	3	-	1	1	1	1	1	1
CO5	3	1	-	-	-	1	1	-	1	1	-	-	1	1	1	1	1
CO6	3	1	3	2	3	1	-	3	3	3	-	3	-	-	1	2	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	ProgramCode	C0501
CourseName	Public Relations and Corporate Communications	CourseCode	JMCDE-601
Credit	4	Coursetype	DSE-4
Year/Sem	VI	L-T-P-	4-0-0

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: Communication Strategies of PR and Corporate Communications
Overview of Public Relations and Corporate Communications
Differences between PR and Marketing/Advertising
Current Trends in PR and Corporate Communications
Ethics in PR: PRSI code of ethics and ethical considerations
Tools for Public Relation
Communication Strategies and Tactics
Message Development for stakeholders
Media Relations: writing press releases, and handling media queries
Crisis Communication, Internal Communication
Writing for Public Relation Campaign

Unit 2: Digital PR and Corporate Communication
Digital PR Landscape and Corporate Communications
Social Media Strategies: Content development, platform management, audience engagement.
Online Reputation Management
Influencer Marketing
Corporate Communication

Unit 3: Stakeholder Engagement and PR in Industry/Government
Stakeholder Analysis
Stakeholder Engagement Strategies
Corporate Social Responsibility (CSR)
Community Relations, Investor Relations
PR in Industry: Public Sector, Private Sector, MNCs, Central and State Governments.
Role of PR in Crisis Communication
PR Writings: house journals, bulletin boards, press releases, backgrounds, press briefs, rejoinders.

Unit 4: Campaign Planning, Evaluation, and Corporate Communication
Campaign Development Process and Creative Campaign Ideas
Campaign Execution: Deploying campaigns through various channels and media platforms.
Evaluation Metrics: Assessing the effectiveness of PR campaigns
Case Studies: successful PR campaign examples.

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Suggested Books:

1. Janowitz, M., & Hirsch, P. (Eds.). (Year). *Reader in Public Opinion & Mass Communication.*
2. Sahai, B. (Year). *Public Relations– A Scientific Approach.*
3. Mehta, D. S. (Year). *Handbook of Public Relations in India.*
4. Dilenschneider, R. L., & Forrestal, D. J. (Year). *Public Relations Handbook.*
5. Moore, F. H., & Kalupa, F. B. (Year). *Public Relations Principles Cases and Problems.*
6. Hakemuldar, J. R. (Year). *Future of Journalism, Mass Communication and Public Relations.*
7. Shri, J., & Jethu, N. (Year). *Public Relations Concept.* New Delhi: Sterling Publishers Pvt. Ltd.

Reference Books:

1. Chatterji, M. (2011). *Corporate Social Responsibility.* Oxford University Press.
2. Sachdeva, I. S. (2009). *Public Relations – Principles and Practices.* Oxford University Press.
3. Jethwani, J. (Ed.). *Corporate Communication.* Oxford University Press.
4. Chatterji, M. (Year). *Corporate Social Responsibility.* Oxford University Press.

Course outcomes (COs):

CO1	Define the scope and importance of Public Relations (PR) and Corporate Communications.
CO2	Identify current trends in PR and Corporate Communications.
CO3	Execute campaigns across various channels and platforms, utilizing appropriate tools and techniques to maximize reach and impact
CO4	Analyze the role of digital PR and social media in modern corporate communication.
CO5	Critically assess the ethical considerations in PR campaigns and their impact on public perception.
CO6	Design and execute comprehensive PR campaigns that incorporate digital media, social media strategies, and traditional PR tools.

CO-PO Mapping:

CO's	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	-	-	-	-	1	-	2	1	2	-	3	3	1	1	-
CO2	3	1	1	1	1	1	1	-	1	1	1	-	-	1	2	2	-
CO3	-	2	1	3	3	1	1	2	-	-	2	2	2	1	3	-	2
CO4	-	2	1	2	1	1	1	2	2	3	1	2	1	1	3	1	-
CO5	2	2	1	2	1	1	2	2	1	-	2	2	1	1	1	-	-
CO6	-	2	1	3	3	-	1	2	-	-	2	3	2	1	3	-	-

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester–VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Media and Information Literacy	Course Code	JMCDE-602
Credit	4	Course type	DSE-4
Year/Sem	VI	L-T-P-	4-0-0

Course Objectives:

1. Tomakeawareofdifferent typesof media.
2. Tounderstandtheroleof mediaindemocracy.
3. Todefinemediaandinformationliteracy
4. Tolearn theneed formedia literacyin thedigitalage.

Course Contents:

Unit-1- Media and Information
Defining Media and Information,
Types of Media- Print, Electronicand Digital,
Need for Media and Information,
Understanding the Role and Functions of Media in Democracy
Freedom of Expression and Media and Information Literacy

Unit-2: Information Literacy
Defining and Articulating Information Literacy
Need for Information Literacy
Locating and Accessing Information
Assessing Information, Organizing Information
Ethical Use of Information
Communicating Information
ICT Skills for Information Processing

Unit-3: Media Literacy
Defining Media Literacy, Need for Media Literacy.
Understanding conditions under which media performs their functions.
Media Content and Critical Evaluation,
News Literacy, Advertisement Literacy, Television and Cinema Literacy

Unit-4: Media and Information Literacy in Digital Age
Computer and Internet Literacy, User Generated Content.
Ethical Issues with Digital Media: Misinformation, Disinformation, Malinformation
Manipulation and Distortion
Reliability of Digital Content, Social Media Sharing and Forwarding
ICT tools for Fact-Checking

Suggested Books:

1. Dill, K. (2009).*How fantasy becomes reality: Seeing through media influence* (1st ed.). Oxford University Press.
2. Hodkinson, P. (2010). *Media, culture and society: An introduction*. Sage.
3. John, V. (2012). *The media of mass communication*. PHI.
4. Mackey, M. (2004). *Literacies across media: Playing the text*. Taylor and Francis.
5. Potter, W. J. (2018). *Media literacy* (9th ed.). Sage.
6. Thoman, E., & Jolls, T. (2005). *Literacy for the 21st century: An overview & orientation guide to media literacy education*. Center for Media Literacy.

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Reference Books:

1. Pike, D. M. (2013).*Media literacy: Seeking honesty, independence, and productivity in today's mass messages*. IDEA.
2. Potter, W. J. (2004). *Theory of media literacy: A cognitive approach*. Sage.
3. Potter, W. J. (2013). *Media literacy* (7th ed.). Sage.
4. Martens, H. (2010). *Evaluating media literacy education: Concepts, theories, and future directions*. Journal of Media Literacy Education, 2(1), 1-22.
5. Renee Hobbs,& David Buckingham. (2007). *The international encyclopedia of media studies*. Wiley-Blackwell.
6. Silverblatt, A. (2001). *Media literacy: Keys to interpreting media messages*. Praeger.

Course outcomes (COs):

CO1	Enhance knowledge various dimension on media andliteracy
CO2	Understanding the Role and Functions of Media In Democracy
CO3	Develop information literacy regarding Ethical Use of Information
CO4	Explain the objective, scope and importance of Media Literacy
CO5	Evaluate and identity reliablesourcesofinformation
CO6	Create and design digital content with ICT tools.

CO-PO Mapping:

CO'S	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	1	3	1	3	3	1	3	3	3	1	2	1	1	1
CO2	3	1	-	-	2	2	3	1	3	3	2	1	1	1	2	2	2
CO3	1	1	-	-	1	1	3	1	3	3	1	1	1	1	1	1	1
CO4	2	3	1	-	2	1	3	1	3	3	1	1	1	1	2	2	2
CO5	1	1	3	1	3	1	1	2	3	3	3	3	1	1	1	2	3
CO6	1	2	3	1	3	1	1	3	3	3	3	3	1	1	1	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
CourseName	Introduction to Blogging	Course Code	JMCGE-601
Credit	3	Course type	GE-6
Year/Sem	VI	L-T-P-	3-0-0

Course Objectives:

1. To understand the basics and significance of blogging in the digital media landscape.
2. To develop skills in content creation, design, and blog structure for effective communication.
3. To examine methods of monetizing blogs and understanding the business aspects of blogging.
4. To apply ethical standards and best practices in blogging to ensure authenticity and credibility.

Course Contents:

Unit 1: Introduction to Blogging
Blog: Meaning and Concept
History and Evolution of Blogging
Types of Blogs: Personal, Niche, Corporate, Micro blogging
Blogging Platforms: WordPress, Blogger, Medium, etc.
Setting Up a Blog: Choosing a Platform, Domain, and Hosting
Writing Basics: Finding Your Voice and Target Audience
Modern Blogging

Unit 2: Content Creation and Design
Writing Skills (Practice)
Introduction to various blogging sites
Working on the blogging sites (Practice)
Structuring Blog Posts: Headlines, Subheadings, and Body
Writing Styles for Blogs: Informative, Narrative, and Persuasive
Visual Content: Using Images, Videos, and Info graphics
Content Planning and Scheduling
User Experience (UX) and Blog Layout Design

Unit 3: SEO and Marketing for Blogs
Introduction to SEO: Keywords, Meta Tags, and Alt Text
Understanding search engines
Content Optimization Techniques
Link Building and Backlinks
Social Media Integration and Blog Promotion
Analyzing Blog Metrics: Traffic, Bounce Rate, and Engagement

Unit 4: Monetization and Ethical Practices in Blogging
Monetization Strategies: AdSense, Affiliate Marketing, Sponsored Content
Building an Email List and Subscriber Engagement
Blogging Ethics: Authenticity, Copyright, and Transparency
Managing Online Reputation and Building Credibility
Legal Aspects: Copyright, Trademarks, and Privacy Concerns

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Suggested Books:

1. Bhargava, R. (2018). *Blogging for Business: A Practical Guide to Everything from Content to Social Media Strategies*. Penguin Random House.
2. Clear, J. (2018). *Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones*. Penguin.
3. DeMers, J. (2016). *The Ultimate Guide to Blogging*. HarperCollins.
4. Flynn, P. (2016). *How to Start a Successful Blog*. SPI Media.
5. Godin, S. (2015). *The Icarus Deception: How High Will You Fly?* Penguin.
6. Patel, N. (2021). *Content Marketing: Secrets to Blogging, SEO, and Creating Viral Content*. McGraw Hill.
7. Sharma, A. (2020). *Digital Marketing and Blogging in India: New Perspectives and Trends*. Sage Publications.

Reference Books:

1. Allen, S. (2017). *SEO for Beginners: How to SEO Like a Pro*. New York, NY: Digital Press.
2. Babauta, L. (2016). *The Simple Guide to a Minimalist Life*. London, UK: Mantra Books.
3. Clemons, E. K. (2019). *New Media, New Influencers and Implications for the Digital Age*. New York, NY: Springer.
4. Hunt, B. (2018). *Convert! Designing Websites to Increase Traffic and Conversion*. New York, NY: Wiley.
5. Shah, K., & D'Souza, B. (2020). *Blogging 101: Indian Perspective*. New Delhi, India: Sage Publications.
6. Smith, B. (2016). *Blogging and Content Creation in the Digital Age: Building Audience Engagement*. Los Angeles, CA: Cengage Learning.

Course outcomes (COs):

CO1	Identify concepts, types, platforms, and terminologies related to blogging.
CO2	Explain blog structure, SEO principles, and content optimization strategies.
CO3	Apply best practices in writing, formatting, and designing audience-specific blog posts.
CO4	Assess blog content for quality, authenticity, ethics, and industry standards.
CO5	Evaluate blog analytics to assess audience engagement and performance.
CO6	Create and develop a personal blog with engaging, optimized content for a niche.

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to Blogging-Practical	Course Code	JMCGEL-601
Credit	1	Course type	GE-6
Year/Sem	VI	L-T-P-	0-0-1

Course Objectives:

1. Introduce students to blogging basics, including platform selection, content creation, and management.
2. To develop skills in writing engaging blog posts for specific audiences.
3. To enhance understanding of SEO and digital marketing strategies for blogs.
4. To help students create and manage their blog using multimedia content and effective tools.

Course Contents:

Unit 1: Introduction to Blogging and Content Creation

Explore Blogging platforms
Set up a blog: Choose platform, create blog and explore themes and layouts
Post creation: Write blog post, apply basic formatting and structure
Blogging tools and plugins
Content Creation and Writing for Blogs
Write effective posts: Structure, style, tone, and readability
Create engaging headlines
Use multimedia for dynamic content
Add multimedia to a blog post
Content calendar

Unit 2: SEO and Digital Marketing for Blogs

Use Google Keyword Planner and related tools to find trending keywords
Google Analytics: Set up, track metrics, and analyze blog performance.
Optimize content
Promote on social media, Email marketing
Blog maintenance
Manage comments: foster engagement
Use Google Analytics to assess performance and set growth goals
Engage audience
Explore affiliate marketing, sponsored posts, display ads and selling products

Suggested Books (APA Style)

1. Barret, R. (2018). *The blog handbook: A complete guide to blogging for beginners*. O'Reilly Media.
2. King, M. (2020). *Mastering SEO: The beginner's guide to search engine optimization*. Wiley.
3. Coombe, J. (2019). *Blogging for business: How to create and maintain a profitable blog*. Entrepreneur Press.
4. Patel, N., & Shah, S. (2021). *The art of blogging: Strategies for successful content creation*. Content Marketing Institute.
5. Kerns, J. (2017). *Blogging basics for beginners: A step-by-step guide to building your blog and making it successful*. CreateSpace Independent Publishing Platform.
6. Gupta, R., & Kumar, A. (2019). *Digital marketing & blogging: A comprehensive guide for beginners*. Vikas Publishing.
7. Mehta, P. (2021). *Blogging for success: Strategies for building a popular blog*. Bharat Publication.

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Reference Books (APA Style)

1. Dahl, J. (2019). *The complete guide to blogging: Tips, strategies, and insights for beginners*. Indie Publishing.
2. Clark, J., & Anderson, M. (2022). *Content marketing and blogging: How to leverage your blog for business success*. Routledge.
3. Brooks, D. (2016). *SEO made simple: Search engine optimization for beginners*. SEOpress.
4. Finkelstein, A. (2018). *Building a personal brand through blogging*. Career Press.
5. Sharma, S., & Verma, S. (2020). *SEO and blogging strategies for beginners*. Shree Publishers.
6. Singh, R., & Sharma, P. (2017). *Mastering blogging: A guide to writing, marketing, and monetizing your blog*. Lotus Press.

Course outcomes (COs):

CO1	Identify the basics of blogging, including platform selection, content creation, and blog management.
CO2	Understand the role of social media in promoting blogs and develop strategies for content distribution.
CO3	Develop the skills to write engaging blog posts for specific audiences.
CO4	Aanalyze search engine results and apply SEO strategies to optimize blog content for higher visibility.
CO5	Evaluate and apply SEO and digital marketing strategies to improve blog visibility and reach.
CO6	Create and manage a blog incorporating multimedia content and effective presentation 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
CO1	3	2	2	2	3	2	2	2	2	1	1	3	3	2	2	1	2
CO2	2	3	2	2	2	3	2	2	3	1	2	3	3	3	2	1	2
CO3	3	3	3	2	2	2	3	3	2	3	2	2	3	3	2	1	2
CO4	3	2	3	3	2	3	2	2	2	3	3	3	3	3	3	2	3
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO6	3	2	3	3	2	3	2	3	2	2	3	3	3	3	3	2	2

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Broadcast Marketing and Promotion	Course Code	JMCGE-602
Credit	3	Course type	GE-6
Year/Sem	VI	L-T-P-	3-0-0

Course Objectives:

1. To understand the foundational principles and methods of broadcast marketing and promotion.
2. To analyze different strategies for effectively promoting broadcast content.
3. To explore the roles of audience analysis, ratings, metrics in shaping broadcast marketing campaigns.
4. To develop skills in using digital tools and social media for broadcast promotion.

Course Contents:

Unit 1: Foundations of Broadcast Marketing
Evolution of broadcast media and marketing
Key components: brand building, audience engagement, revenue
Audience analysis: demographics, psychographics, segmentation
Ratings and audience measurement tools

Unit 2: Strategies and Techniques in Broadcast Promotion
Types of promotion: on-air, off-air, cross, digital
Marketing campaign: planning, budgeting, scheduling
Case studies of successful campaigns
Digital advertising in broadcast

Unit 3: Digital Tools and Social Media in Broadcast Promotion
Role of social media in marketing
Engaging content, live streaming, online campaigns
Influencer marketing and collaborations
Analytics and content management strategies

Unit 4: Ethics, Regulations, and Future Trends in Broadcast Marketing
Regulatory standards and ethical considerations
Advertising compliance and data security
Emerging trends: AI, programmatic ads, VR
Future of sustainable and inclusive broadcast marketing

Suggested Books:

1. Belch, G. E., & Belch, M. A. (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11th ed.). McGraw-Hill Education.
2. Singh, J., & Dhillon, A. (2016). *Broadcast Journalism in India: Strategies and Practices*. Sage India.
3. Kaye, B. K., & Medoff, N. J. (2011). *Broadcasting in America: A Survey of Electronic Media* (10th ed.). Routledge.
4. Bhargava, R. (2019). *Essentials of Digital Marketing*. Pearson India.
5. Kumar, K. J. (2020). *Mass Communication in India* (5th ed.). Jaico Publishing House.
6. White, R. (2019). *Advertising: What Everyone Needs to Know*. Oxford University Press.
7. Shrivastava, K. M. (2013). *Broadcast Journalism in the 21st Century*. New Dawn Press.

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Reference Books:

1. Belch, G. E., & Belch, M. A. (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11th ed.). McGraw-Hill Education.
2. McStay, A. (2018). *Digital Advertising* (3rd ed.). Palgrave.
3. Singh, J., & Dhillon, A. (2016). *Broadcast Journalism in India: Strategies and Practices*. Sage India.
4. Kumar, K. J. (2020). *Mass Communication in India* (5th ed.). Jaico Publishing House.
5. White, R. (2019). *Advertising: What Everyone Needs to Know*. Oxford University Press.
6. Shrivastava, K. M. (2013). *Broadcast Journalism in the 21st Century*. New Dawn Press.
7. Keller, K. L., & Kotler, P. (2016). *Marketing Management* (15th ed.). Pearson Education.

.Course outcomes (COs):

CO1	Identify the principles and practices of broadcast marketing.
CO2	Explain different strategies and tools used for broadcast content promotion.
CO3	Apply audience analysis techniques to develop targeted broadcast campaigns.
CO4	Analyze the impact of social media and digital tools in broadcast marketing.
CO5	Evaluate ethical and regulatory issues in broadcast marketing and promotion.
CO6	Design an integrated broadcast promotion strategy for a specific media product.

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Broadcast Marketing and Promotion- Practical	Course Code	JMCGEL-602
Credit	3	Coursetype	GE-6
Year/Sem	VI	L-T-P-	0-0-1

Course Objectives:

1. Understand the principles and strategies of broadcast marketing and promotion.
2. Develop skills to identify target audiences and broadcast marketing needs.
3. Design effective promotional campaigns for broadcast media using multimedia tools.
4. Apply digital marketing and social media strategies to promote broadcast content.

Course Contents:

Unit 1: Broadcast Marketing and Designing Promotional Campaigns
Brand Positioning and Market Research
Research and design an audience profile for a broadcast program
Designing Promotional Campaign and strategy
Platform Selection: Choose Media platforms for promotion.
Design promotional posters, ads and banners
Create a complete promotional plan

Unit 2: Social Media and Digital Marketing
Plan content strategy for consistent online presence
Use Google Analytics and social media insights for tracking
Create a social media content calendar and track its performance with metrics
Evaluating Broadcast Marketing Campaigns
Measure success using engagement, impressions, and ratings
Gather audience feedback via surveys and social media comments
Improve strategies based on evaluation results
Analyze a broadcast marketing campaign

Suggested Books:

1. Belch, G. E., & Belch, M. A. (2017). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.
2. Fill, C. (2013). *Marketing communications: Brands, experiences, and participation* (6th ed.). Pearson Education.
3. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
4. Ramaswamy, V. S., & Namakumari, S. (2013). *Marketing management: Global perspective, Indian context* (6th ed.). Macmillan India.
5. Bhatia, M. (2017). *Marketing management* (1st ed.). Tata McGraw-Hill.

Reference Books:

1. Smith, P. R., & Zook, Z. (2016). *Marketing communications: Integrating offline and online with social media* (6th ed.). Kogan Page.
2. Schultz, D. E., & Schultz, H. F. (2017). *Integrated marketing communications: Putting it together & making it work* (2nd ed.). McGraw-Hill Education.
3. Solomon, M. R. (2016). *Consumer behavior: Buying, having, and being* (11th ed.). Pearson Education.
4. Chakrabarti, P. (2011). *Indian advertising: A cultural perspective*. Sage Publications.
5. Seth, A. (2014). *The principles of marketing* (2nd ed.). Pearson Education India.
6. Ghosh, B. (2017). *Integrated marketing communications: A strategic approach*. Vikas Publishing House.
7. Kaur, A., & Kaur, A. (2018). *Marketing communication and branding in India*. Sage Publications.

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Course outcomes (COs):

CO1	Identify broadcast marketing needs and target audience.
CO2	Understand the principles of broadcast marketing and platform selection
CO3	Design basic promotional strategies for broadcast programs
CO4	Analyze and evaluate the success of broadcast marketing campaigns
CO5	Evaluate the effectiveness of marketing campaigns using analytics tools and audience feedback.
CO6	Create promotional materials (video, audio and graphics) for broadcast media.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
CourseName	MOOC/SWAYAM	Course Code	MOOC
Credit	4	Course type	MOOC
Year/Sem	VI	L-T-P-	0-0-4

Course Objectives:

1. Students will be able to list and describe the basic components and characteristics of MOOCs.
2. Students will be able to summarize the key milestones and influential factors in the growth of MOOCs.
3. Students will be able to effectively use MOOC platforms to participate in and finish a course.
4. Students will be able to analyze and differentiate between various MOOC providers and their educational methods.

Course Contents:

MOOC-MASSIVE OPEN ONLINE COURSE-

1. This course is an opportunity to explore the dynamic world of MOOCs and their potential to transform education.
2. Minimum of 4 credits can be earned through online courses; registration has to be done in the current semester along with other courses.
3. Enrollment for the online course should be done in the previous semester itself along with other courses as per university norms
4. The students can earn 4 credits through online course instead of the generic elective course.
5. The students undergoing online course can be evaluated in the following ways-
    c. Need to either receive a certification or earned credits to become eligible for semester examination.
    d. Credits earned from a university which offer the online courses.

Mode of Evaluation:

Evaluation will be based on final output carrying 100 marks. 100 marks evaluation will be done by the Head of the department. There will not be a mid-semester examination. Evaluation will be done at the end of the semester carrying 100 marks

Suggested Books:

1. Clark, D. (2013). *What is a MOOC?*. Lifelong Learning Market.
2. Daniel, J. (2012). *Making sense of MOOCs: Musings in a maze of myth, paradox and possibility*. Journal of Interactive Media in Education, 3, 18.
3. Friedman, T. L. (2013). *The world is flat 3.0: A brief history of the twenty-first century*. Picador.
4. Koller, D. (2012). *What we're learning from online education*. TED Books.
5. Martin, F., & Knop, S. (2014). *The essentials of instructional design: Connecting fundamental principles with process and practice*. Routledge.
6. Yuan, L., & Powell, S. (2013). *MOOCs and open education: Implications for higher education*. JISC CETIS.

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Reference Books:

1. Downes, S. (2012). *Connectivism and connective knowledge: Essays on meaning and learning networks*. National Research Council Canada.
2. Liyanagunawardena, T. R., Adams, A. A., & Williams, S. A. (2013). *MOOCs: A systematic study of the published literature 2008-2012*. The International Review of Research in Open and Distributed Learning, 14(3), 202-227.
3. McAuley, A., Stewart, B., Siemens, G., & Cormier, D. (2010). *The MOOC model for digital practice*. University of Prince Edward Island.
4. Ng, A. (2013). *Coursera's Andrew Ng: MOOCs are just one part of the future of education*. Wired.
5. Pappano, L. (2012). *The year of the MOOC*. The New York Times, 2, 2012.
6. Siemens, G. (2014). *Connectivism: A learning theory for the digital age*. International Journal of Instructional Technology and Distance Learning, 2(1), 3-10.

Course outcomes (COs):

CO1	Define key terms and concepts related to MOOCs, such as "massive," "open," "online," and "course."
CO2	Explain the historical development and the evolution of MOOCs in higher education
CO3	Demonstrate how to enroll in, navigate, and complete a MOOC on a chosen platform.
CO4	Compare and contrast different MOOC platforms and their pedagogical approaches.
CO5	Assess the impact of MOOCs on traditional education systems and lifelong learning.
CO6	Design a proposal for a new MOOC, including course objectives, structure, and delivery methods

CO-PO-Mapping

CO's	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	2	2	1	1	1	2	3	3	2	3	3	3	3	3
CO2	3	2	2	2	2	2	1	1	2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	3	3	1	3	3	3	3	3	3		3	3
CO5	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	1	3	3	3	3	3	3	3	3	3

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	ProgramCode	C0501
CourseName	Social Media Marketing Skills	CourseCode	JMCSC-601
Credit	2	Coursetype	SEC-6
Year/Sem	VI	L-T-P-	2-0-0

Course Objectives:

1. Understand key social media platforms and their marketing potential.
2. Develop strategic social media marketing plans aligned with business objectives.
3. Create engaging content tailored to target audiences.
4. Implement effective social media advertising campaigns.

Course Contents:

Unit 1: Introduction to Social Media Marketing
Major social media platforms: benefits and challenges.
Strategy development: target audience demographics and psychographics.
Content strategy: creation, scheduling.
Engagement tactics: building community and relationships.
Tools and metrics for measuring success

Unit 2: Content Creation and Management
Types of content: text, images, videos, stories, live streams.
Best practices for engaging content.
Content calendar planning and management
User-generated content (UGC) and influencer partnerships.
Managing brand voice across platforms

Unit 3: Advertising and Promotion
Introduction to social media advertising platforms
Targeting options: demographic, geographic and behavioral
Budgeting and bidding for paid campaigns.
A/B testing and optimizing ad performance
Compliance and ethics in advertising
Analytics, Monitoring, and Optimization
Tools: Google Analytics, Hootsuite, Facebook Insights
Real-time monitoring and competitor analysis
Reporting on campaign performance

Suggested Books:

1. Barker, S., & Barker, D. (2020). Social Media Marketing: A Strategic Approach (2nd ed.). Cengage Learning.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation and Practice, Pearson.
3. Evans, D. (2021). Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media (2nd ed.). Pearson.
4. Kotler, P., & Armstrong, G. (2020). Principles of Marketing (18th ed.). Pearson.
5. Lipschultz, J. H. (2021). Social Media Communication: Concepts, Practices, Data, Law and Ethics, Routledge.
6. Sharma, S., & Singh, G. (2020). Social Media Marketing for Dummies (2nd ed.). Wiley India.
7. Tuten, T. L., & Solomon, M. R. (2020). Social Media Marketing (4th ed.). Sage Publications.

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Reference Books:

1. Blanchard, O. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. Pearson.
2. Charlesworth, A. (2020). Digital Marketing: A Practical Approach (3rd ed.). Routledge.
3. Clifton, B. (2020). Advanced Web Metrics with Google Analytics (4th ed.). Wiley.
4. Gillin, P., & Schwartzman, E. (2011). Social Marketing to the Business Customer: Listen to Your B2B Market, Generate Major Account Leads, and Build Client Relationships. Wiley.
5. Holloman, C. (2012). The Social Media MBA: Your Competitive Edge in Social Media Strategy Development and Delivery. Wiley.
6. Larcker, D. F., & Tayan, B. (2011). Corporate Governance Matters: A Closer Look at Organizational Choices and Their Consequences. Pearson.
7. Wood, M. B. (2021). Essential Guide to Marketing Planning (4th ed.). Pearson.

Course outcomes (COs):

CO1	Describe key features and functionalities of major social media platforms.
CO2	Explain principles of effective social media marketing strategies and their relevance to business goals.
CO3	Create original content for social media platforms tailored to target audiences.
CO4	Analyze ethical considerations and compliance requirements in social media advertising.
CO5	Evaluate social media metrics to measure campaign effectiveness and identify improvements.
CO6	Design comprehensive social media marketing plans integrating content, advertising, and optimization.

CO-PO Mapping:

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	B.A.(H) Journalism and Mass Communication	ProgramCode	C0501
CourseName	Skills for Media and Employment Opportunities	CourseCode	JMCSC- 602
Credit	2	Coursetype	SEC-6
Year/Sem	VI	L-T-P-	2-0-0

Course Objectives:

1. To introduce students to the essential skills required for various roles in the media industry.
2. To enhance students' proficiency in communication, writing, and visual storytelling.
3. To develop an understanding of the current media landscape and employment opportunities.
4. To enable students to create a personal brand and professional portfolio for employment in media.

Course Contents:

Unit 1: Introduction to Media Skills and Industry Overview
Overview of the media industry
Key roles: journalism, broadcasting, advertising, PR
Communication and interpersonal skills
Media ethics and regulations
Industry trends and career opportunities

Unit 2: Writing for Media and Effective Storytelling
Writing for various media platforms: news, features, advertisements
Techniques for compelling storytelling: narrative structure, pacing, clarity
Crafting engaging headlines and hooks
Writing for specific audiences and platforms (blogs, social media, video scripts)
Effective research and fact-checking in media writing

Unit 3: Visual Communication and Digital Content Creation
Visual storytelling: Photography basics, video production, and infographics.
Graphic design fundamentals and introduction to design software
Digital content creation for social media: formats, engagement strategies, and trends.
Video production essentials: shooting, editing, and post-production tools
Optimizing content for different platforms

Suggested Books:

1. Bhargava, M. (2018). *Mass Communication and Journalism in India*. Sage Publications.
2. Berger, A. A. (2017). *Media Analysis Techniques*. Sage Publications.
3. Batla, N. (2020). *Effective Writing Skills for Public Relations and Media*. Ane Books.
4. Guptan, R. (2019). *Digital Journalism: Emerging Media and Issues in India*. Macmillan Publishers India.
5. Kaushik, A. (2020). *Journalism and Mass Communication*. Neha Publishers & Distributors.
6. Mehta, A. (2021). *Public Relations and Corporate Communications*. Macmillan Publishers India.

Reference Books :

1. Belch, G. E., & Belch, M. A. (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
2. Griffin, E. (2020). *A First Look at Communication Theory*. McGraw Hill Education.
3. Hanson, R. E. (2018). *Mass Communication: Living in a Media World*. CQ Press.
4. Hoynes, W., & Croteau, D. (2018). *Media/Society: Industries, Images, and Audiences*. Sage Publications.
5. McQuail, D., & Deuze, M. (2020). *McQuail's Mass Communication Theory*. Sage Publications.
6. Taylor, M., & Kent, M. L. (2014). *Public Relations Theory*. Routledge.
7. Turkle, S. (2015). *Reclaiming Conversation: The Power of Talk in a Digital Age*. Penguin.

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Course outcomes (COs):

CO1	Identify essential media skills and roles across various industry sectors.
CO2	Develop writing and storytelling techniques tailored for media audiences.
CO3	Apply visual and digital skills to create engaging multimedia content.
CO4	Analyze outcomes of personal branding and portfolio development efforts in the context of media employment opportunities.
CO5	Evaluate personal strengths and create a professional portfolio for employment.
CO6	Design a career plan with networking strategies and job search techniques in the media industry.

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

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

Examination Scheme:

Components	CIE	IAE	ESE
Weightage(%)	15	15	70

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Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Internship/apprenticeship/project/community outreach	Course Code	JMCIC-601
Credit	2	Course type	IAPC-4
Year/Sem	VI	L-T-P-	0-0-2

Course Objectives:

1. To provide practical experience in the field of mass communication and media.
2. To develop professional skills and competencies relevant to the media industry.
3. To enhance students' understanding of media ethics and professional standards.
4. To foster networking opportunities and professional connections within the media industry.

Course Contents:

IAPC- Internship duration and academic credentials:

1. Minimum of 2 credits of internship/ Entrepreneurial activities/ project work/ seminar and inter/intra institutional training, internship may be counted towards in BA (H) JMC Program.
2. Here one credit is equivalent to minimum 30-60 hours of works.
3. Therefore a full time intern is expected to spent 40-45 hours per week on internship/ training/ project work/ seminar activities etc.
4. Internship may be conducted during the summer and winter break as per the norms.
5. Provide an orientation session to familiarize interns with the organization's mission, values, and operations.
6. Assign interns to various departments or projects within the organization to gain hands-on experience in different areas of media production, marketing, or management.
7. Encourage interns to seek out opportunities for skill development and networking within the organization and the broader industry.
8. Allow interns to showcase their work and achievements through a final presentation or portfolio review. Encourage interns to reflect on their overall experience, lessons learned, and future career aspirations, and provide feedback on the internship program to help improve it for future participants.
9. Ensure that Students have completed the required duration and tasks of their media internship or industrial training as specified by program or organization.
10. Provide any additional information requested by the organization, such as a summary of Media Internship and Industrial Training, tasks, projects completed, or specific skills acquired during the internship/ training period.
11. Attach any supporting documents or evidence of your participation in workshops, seminars, or other learning activities during the internship/training if required.
12. Once the certificate is ready for collection or issuance, confirm the details and arrange for its collection or delivery as per the organization's instructions.

Mode of Evaluation:

Evaluation will be based on final Certificate issued by training organization. Carry 100 marks. 30 marks evaluation will be done by the course supervisor/Head of the Department & 70 Marks by an external examiner. There will not be a mid-semester examination. Evaluation will be done at the end of the semester carrying 100 marks.

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Suggested Books:

1. Bhatia, A. (2019). *Practical Guide to Media Internships*. Sage Publications.
2. Chatterjee, S. (2020). *Internship in Media: Practical Approaches*. Oxford University Press.
3. Desai, M. (2018). *Media Internship Handbook*. Cambridge University Press.
4. Gupta, R. (2019). *Industrial Training in Media and Communication*. McGraw Hill Education.
5. Jain, M. (2020). *Media Internships: Theory and Practice*. Bloomsbury India.
6. Kapoor, S. (2019). *Hands-On Media Training*. Routledge.
7. Sharma, P. (2020). *Professional Media Training*. Springer.
8. Verma, S. (2019). *Media and Industrial Training: A Practical Approach*. PHI Learning.

Reference Books:

1. Drotner, K., & Schrøder, K. C. (2010). *Digital Content Creation: Perceptions, Practices, & Perspectives*. Peter Lang.
2. Forde, S., Meadows, M., & Foxwell, K. (2009). *Developing Dialogues: Indigenous and Ethnic Community Broadcasting in Australia*. Intellect Books.
3. Greenberg, B. S. (2002). *Communication and Terrorism: Public and Media Responses to 9/11*. Hampton Press.
4. Jenkins, H., & Deuze, M. (2008). *Convergence Culture and Media Work*. Blackwell Publishing.
5. McNair, B. (2010). *Journalism and Democracy: An Evaluation of the Political Public Sphere*. Routledge.
6. Thussu, D. K. (2006). *Media on the Move: Global Flow and Contra-Flow*. Routledge.
7. Williams, K. (2010). *Understanding Media Theory*. Bloomsbury Academic.

Course outcomes (COs):

CO1	Recall the fundamental concepts and terminologies related to media internship and industrial training.
CO2	Explain the processes and workflow in a professional media environment.
CO3	Demonstrate the application of theoretical knowledge in practical media settings.
CO4	Analyze the challenges and opportunities encountered during a media internship.
CO5	Assess the effectiveness of various media strategies and tools used in industrial training.
CO6	Develop a comprehensive media project by integrating skills and knowledge gained during the internship.

CO-PO Mapping:

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

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