SHRI GURU RAM RAI UNIVERSITY

(Estd.by Govt.ofUttarakhand,vide Shri Guru Ram Rai University Act no. 03of2017)

Department of Journalism and Mass Communication

BA (H) Journalism and Mass Communication

Undergraduate Programme

SYLLABUS

Choice Based Credit System

CurriculumFrameworkunderNationalEducationPolicy-2020

Effective from Academic Session
2023-2024

Introduction

The National Education Policy(NEP)2020 seek store form the Higher Education system by providing flexibility to students in terms of choice of subjects to study and academic path ways. 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 main stream education.

1.1 Nomenclature

The students will have 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 4 years (eight semesters). Candidate who meets the minimum CGPA of 7.5 in three-year Bachelor's degree can pursue and continue the Bachelor's Degree with Research

Levels	Qualification Title	Proposed Minimum Credit by the University	Proposed Credit for the Programme
Level 5	Certificate in Journalism and Mass Communication	44	44
Level 6	Diploma In Journalism & Mass Communication	88	88
Level 7	B.A (Honours') Journalism and Mass Communication	132	132
Level 8	B.A (Honours') Journalism and Mass Communication withResearch	176	176

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

The Medium of Examination:
The medium of examination will be either Hindi or English.

Eligibility for admission:
Any candidate who has passed the Plus Two of the Higher Secondary Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in with not less than 40%-marks in aggregate is eligible for admission; However, SC/ST, OBC and other eligible communities shall be given relaxation as per university rules

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.

Examination Scheme:

Components	CIE	IAE	ESE
Weightage (%)	15	15	70

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

NEP -2020 Framework

Course Categorization and Credit Distribution for UG/Bachelor's Program shall comprise of 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 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)

Open Elective means an elective course which is available for students of all programmes, including students of same department. Basket for Minor/Open elective will be provided by University or will be provided by the Parent Department. Minor elective or Open elective will be of 2 credits per semester from 1 st to 4 th semester.

Modes of Evaluation:

Continuous Internal Evaluation (CIE) as well Semester End Examination (SEE) will carry 30% and 70% weight age each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

SN. No	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous & Comprehensive Evaluation (CCE)	15 Marks
2	Internal Assessment Examination (IAE)	15 Marks
	Total CIE= (CCE+IAE)	30 Marks
3	End Semester Examination (ESE)	70 Marks
	Total of CIE and ESE	100 Marks

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

i. Individual Assignments
ii. Seminars/Class Room Presentations/ Quizzes
iii. Group Discussions /Class Discussion/ Group Assignments
iv. Case studies/Case lets
v. Participatory & Industry-Integrated Learning/ Filed visits
vi. Practical activities / Problem Solving Exercises
vii. Participation in Seminars/ Academic Events/Symposia, etc.
viii. Mini Projects/Capstone Projects
ix. Any other academic activity

Learning Outcome Based Curriculum Framework

The B.A (Honors) Journalism and Mass Communication has the objective of preparing graduates who embody the University graduate attributes. The graduate attributes and the graduate outcomes will shape the graduate profile. It aims to provide students with the knowledge, skills, attitudes, values and habits on the one hand and the tools of analysis and the holistic development of the personality on the other with which to understand and actively participate in the media, communication and its related fields, to prepare them for subsequent graduate studies and to achieve success in their professional careers.

Programme Outcome (POs)

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Programme Specific Outcome (PSOs)

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

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COURSE-GRID.

Semester	Core – Discipline Specific Core (DSC)	Elective-Disciplin 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/credi tdistribution (Credits4) TheoryorTheory+ Practicu m(3T+1 L)	Course/cre ditdistribut ion(Credits 4)Theory orTheory +Practicum/ Lab (3T+1L or2T+2L)	Course/cre ditdistribut ion(Credits 4)Theory orTheory +Practicum/ Lab (Credits 4Tor 3T+1L or2T+2L)	Course/ credit distributio n (Credits2)	Course/creditdis tribution(Credits 2)	Course/cre ditdistribut ion(Credits 2)	Course/cred itdistributio n(Credits2)	
I	DSC1-(4) DSC2-(4) DSC3-(4) (3T+1L)		Chooseone fromapool ofcourses GE –1(4)	AEC–1(2)	Chooseone fromapoolof courses SEC–1(2)		Chooseone fromapool ofcourses VAC–1(2)	22
II	DSC4-(4) DSC5-(4) DSC6-(4) (3T+1L)		Chooseone fromapool ofcourses GE –2(4)	AEC–2(2)	Chooseone fromapoolof courses SEC–2(2)		Chooseone fromapool ofcourses VAC–2(2)	22
	StudentsonexitshallbeawardedUndergraduateCertificate(inthefieldofstudy/Discipline)after securingrequisite44creditsinsemesterI &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/CommunityOutreach(IAPC)–(2)			Choose one From a pool Of courses VAC–3(2)	22
IV	DSC10-(4) DSC11-(4) DSC12-(4) (3T+1L)	Choosconefromapoolof courses,DSE 2(4)credits) OR GE -4(4) (4T/or 3T+1L/or 2T+2L) OR MOOC	AEC–4(2)	Choosconefrom SEC4–(2) OR Internship/Apprenticeship/ Project/CommunityOutreach (IAPC)–(2)			Chooscone fromapool ofcourses VAC–4(2)	22
	Students on exit shall be awarded Undergraduate Diploma (in the field of study/Discipline)aftersecuringrequisite88credits insemesterIII&IV							Total credits =88

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V	DSC13-(4) DSC14-(4) DSC15-(4) (3T+1L)	Chooseone fromapool ofcourses, DSE3(4) credits) (3T+1L/or 2T+2L) OR MOOC	Chooseone fromapool ofcourses GE –5(4) OR MOOC		Chooseonefrom SEC5–(2) OR Internship/Apprenticeship/Project /CommunityOutreach(IAPC)–(2)		22
VI	DSC16-(4) DSC17-(4) DSC18-(4) (3T+1L)	Chooseone fromapool ofcourses, DSE4(4) credits) (3T+1L/or 2T+2L) OR MOOC (4)	Chooseone fromapool ofcourses GE –6(4) OR MOO C		Chooseonefrom SEC6–(2) OR Internship/Apprenticeship/Project /CommunityOutreach(IAPC)–(2)		22
Students on exit shall be awarded Bachelor of(in the field of study) Honours (Discipline) aftersecuringrequisite132creditsoncompletionofsemesterVI							**Total credits = 132**
VII	DSC19(4) (3T+1L)	Choose3DSE (3x4)coursesOR Choose2DSE– (2x4)andoneGE (4)course ORChoose1 DSE(4)and 2GE (2x4)courses (Total=12)			Dissertation on Major/Minor(4+2) OR Academic Project/Entrepreneurship (4+2)		22
VIII	DSC20(4) (3T+1L)	Choose3DSE (3x4)coursesOR Choose2DSE– (2x4)andoneGE (4)course ORChoose1 DSE(4)and 2GE (2x4)courses (Total=12)			Dissertation on Major/Minor(4+2) OR Academic Project/Entrepreneurship (4+2)		22
Students on exit shall be awarded Bachelor of (field of study) (Honours with Research or Honours with Academic project/Entrepreneurship) Discipline after securing requisite 176creditsoncompletionofsemesterVIII							**Total credits= 176**

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Scheme of Teaching and Evaluation of Examination: 2023-24
Department of Mass Communication,
Certificate in Journalism and Mass Communication, (Duration One Year)
Semester- 1

SN	Course Category	Course Code	Course Name	Credit			Evaluation Scheme				Subject Total
							Seasonal			ESE	
				L	T	P	Credit	1st Internal	2nd Internal		
Semester-I											
1.	DSC-I	JMCDC-1O1	Communication Concept and Process	4	-	-	4	15	15	70	100
2.	DSC-II	JMCDC-102	Introduction to Social Media	4	-	-	4	15	15	70	100
3.	DSL-III	JMCDC-103	Reporting and Editing for Print	3	-	-	3	15	15	70	100
4	DSL-III	JMCDCL-103	Reporting and Editing for Print Practical	-	-	1	1	15	15	70	100
5	GE-I	JMCGE-101	Introduction to Journalism-I	4	-	-	4	15	15	70	100
6	AEC-I	AEC-101	Communication Skills: Listening and Speaking Skills	2	-	-	2	15	15	70	100
7	SEC-I	JMCSC-101	Computer Application in Media	2	-	-	2	15	15	70	100
8	VAC-I	JMCVC-101	Society and Media-I	2	-	-	2	15	15	70	100
Total Credits							**22**	**Total**			**700**
Semester-II											
1.	DSC-4	JMCDC-201	Introduction to 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.	DSC-6	JMCDCL-203	Photography Practical	-	-	1	1	15	15	70	100
5.	GE-2	JMCGE-201	Introduction to Journalism-II	4	-	-	4	15	15	70	100
6.	AEC-2	AEC-201	Environmental Studies-I	2	-	-	2	15	15	70	100
7.	SEC-2	JMCSC-201	Print Media and Production Software Training	2	-	-	2	15	15	70	100
8.	VAC-2	JMCVC-201	Society and Media-II	2	-	-	2	15	15	70	100
Total Credits							**22**	**Total**			**700**
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.											

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Diploma in Journalism and Mass Communication – Second Year

Semester- III

SN	Course Category	Subject Code	Subject Title	Periods per week			Evaluation Scheme				Subject Total
							Seasonal			ESE	
				L	T	P	Credit	1st Internal	2nd Internal		
Semester-III											
1.	DSC-7	JMCDC-301	Media Laws and Ethics	4	-	-	4	15	15	70	100
2.	DSC- 8	JMCDC-302	Development Communication	4	-	-	4	15	15	70	100
3.	DSC- 9	JMCDC-303	Advanced Broadcast Media	3	-	-	3	15	15	70	100
4.	DSC- 9	JMCDCL-303	Advanced Broadcast Media Practical	-	-	1	1	15	15	70	100
5.	DSE-1 OR	JMCDE-301	Writing for media	4	-	-	4	15	15	70	100
	GE-3 OR	JMCGE-301	Media and Information Literacy								
	MOOC-1	MOOC	MOOC								
6.	AEC-3	AEC-301	Communication Skills: Reading and Writing Skills	2	-	-	2	15	15	70	100
7.	SEC-3 OR	JMCSC-301	Audio-Visual Production training	-	-	2	2	15	15	70	100
	IAPC-1	JMCIC-301	Internship/apprenticeship /project/community outreach								
8.	VAC-3	JMCVC-301	Introduction to New Media and journalism ethics	2	-	-	2	15	15	70	100
Total Credits							**22**	**Total**			**700**
Diploma in Journalism and Mass Communication- Semester – IV											
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.	DSC-12	JMCDCL-403	Documentary Production Practical	-	-	1	1	15	15	70	100
5.	DSE-2 OR	JMCDE-401	Health Communication	4	-	-	4	15	15	70	100
	GE-4 OR	JMCGE-401	Parliamentary Journalism								
	MOOC-2	MOOC	MOOC								
6.	AEC-4	AEC-401	Environmental Studies-II	2	-	-	2	15	15	70	100
7.	SEC-4 OR	JMCSC-401	Fundamental of Economics and Indian Economy	2	-	-	2	15	15	70	100
	IAPC-2	JMCIC-401	Internship/apprenticeship /project/community outreach	-	-	-	2				
8.	VAC-4	JMCVC-401	Advanced New Media and Ethical Issues	2	-	-	2	15	15	70	100
Total Credits							**22**	**Total**			**700**

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Degree in Journalism and Mass Communication (Duration Three Year)

Semester- V

SN	Course Category	Course Code	Course Name	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-13	JMCDCL-501	Multimedia Journalism Practical	-	-	1	1	15	15	70	100
3.	DSC-14	JMCDC-502	Media, Gender & Human Rights	4	-	-	4	15	15	70	100
4.	DSC-15	JMCDC-503	Advanced advertising	3	-	-	3	15	15	70	100
5.	DSC-15	JMCDCL-503	Advanced Advertising Practical	-	-	1	1	15	15	70	100
6.	DSE-3	JMCDE-501	Cyber Crime and Media: Current Trends	4	-	-	4	15	15	70	100
		JMCDE-502	ICT Application for Media								
7.	GE-5	JMCGE-501	Digital Media and Social Platforms	4	-	-	4	15	15	70	100
		JMCGE-502	Cyber Media and E-Governance								
	MOOC/ SWAYAM	MOOC	MOOC								
8.	SEC-5	JMCSCL-501	Video Editing Tools	-	-	-	2	15	15	70	100
		JMCSCL-502	Advanced Photography Techniques and Skills								
	IAPC-3	JMCIC-501	Internship/apprenticeship project/community outreach								
Total Credits							22	**Total**			700

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Degree in Journalism and Mass Communication (Duration Three Year)

Semester- VI

SN	Course Category	Course Code	Course Name	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
	DSC-16	JMCDCL-601	Event Management Practical	-	-	1	1	15	15	70	100
2.	DSC-17	JMCDC-602	Web Journalism	4	-	-	4	15	15	70	100
3.	DSC-18	JMCDC-603	Television Reporting and News Gathering	3	-	-	3	15	15	70	100
		JMCDCL-603	Television Reporting and News Gathering Practical	-	-	1	1	15	15	70	100
4.	DSE-4	JMCDE-601	Public Relations and Corporate Communications	4	-	-	4	15	15	70	100
		JMCDE-602	Media and Employment Opportunities								
5.	GE-6	JMCGE-601	Social Media Marketing	4	-	-	4	15	15	70	100
	OR	JMCGE-602	Influencer Marketing and Digital Campaigns								
	MOOC-4	JMCMC-601	MOOC								
6.	SEC-6	JMCSCL-601	Introduction to Blogging	-	-	-	2	15	15	70	100
	OR	JMCSCL-602	Broadcast Marketing and Promotion								
	IAPC-4	JMCIC-601	Internship/apprenticeship/projects/community outreach								
			Total Credits	**22**						**Total**	**800**

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BA (Honours) Journalism and Mass Communication

Semester-I

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Communication Concept and Process	Course Code	JMCDC-101
Credit	4	Course type	DSC-I
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 system.
4. Importance of communication theories and its importance and relevance.

Course Contents:

Unit 1- Communication: Concept, Meaning and Definition

Elements, Process, FunctionsTypes of Communication
Evolution of human beings and human communication7 C's of Communication
Barriers of Communication

Unit 2- Models of Communication:
Aristotle's Model, Berlo's SMCR Model,Laswell's Model,
Shanon-Weaver Mathematical Model,Newcomb's ABX Model
George Gerbner's Model, Osgood and Schramm's Model,
Gate keeping 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, Play 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. Berlo, D. K. (1960). *The process of communication*. Holt, Rinehart and Winston.
2. McQuail, D., & Deuze, M. (2020). *McQuail's media and mass communication theory* (7th ed.). SAGE Publications.
3. Fiske, J. (2011). *Introduction to communication studies* (3rd ed.). Routledge.
4. Kumar, K. J. (2020). *Mass communication in India* (6th ed.). Jaico Publishing House.
5. D'Souza, Y. K. (2019). *Communication and media studies*. Himalaya Publishing House.
6. Chaturvedi, P. D. (2011). *Business communication: Concepts, cases and applications*. Pearson India.

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Reference Books:

1. Schramm, W. (1954). *The process and effects of mass communication*. University of Illinois Press.
2. Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
3. Seiler, W. J., & Beall, M. L. (2017). *Communication: Making connections* (10th ed.). Pearson.
4. Rayudu, C. S. (2010). *Communication*. Himalaya Publishing House.
5. Narula, U. (2006). *Communication models*. Atlantic Publishers.
6. Singh, A. (2021). *Understanding communication: Models, theories, and applications*. SAGE Publications India.

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

1. Boyd, D. (2014). *It's complicated*

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-II
Year/ Sem	1	L-T-P-	4-0-0

Course Objectives:

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- journalism, communication and modern society
Social media's influence on journalism, communication and society
Social media's role in news dissemination and storytelling
Real-time reporting and live streaming: Opportunities and challenges

Unit 2: Social Media Strategy and Impact
Creating Engaging Content for Social Media
Strategies for effective content creation
Principles of content creation for social media
Strategies for increasing engagement: Likes, comments, shares and followers
Social media management tools: scheduling, monitoring and analytics tools
Developing a social media strategy: Setting goals, target audience and content plan
Crisis management and handling negative situations on social media
Community engagement: Building and maintaining an online audience.

Unit 3: Social Media Trends and Ethics in Journalism
Digital storytelling
Social media marketing: Promotions, ads, campaigns,
Virility and trends: Analysing the factors that make content go viral
Privacy concerns and data protection in the digital age
Ethical considerations: Fact-checking, verification,
Ethics and responsible journalism in the context of social media
Balancing transparency and accuracy in social media reporting
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 in the social media landscape

Suggested Books:

1. Boyd, D. (2014). *It's complicated: The social lives of networked teens*. Yale University Press.
2. Fuchs, C. (2017). *Social media: A critical introduction* (2nd ed.). SAGE Publications.
3. Shirky, C. (2008). *Here comes everybody: The power of organizing without organizations*. Penguin.
4. Kietzmann, J., & Canhoto, A. (2013). *Social media marketing: A strategic approach*. Pearson.
5. Kumar, K. J. (2020). *Mass communication in India* (6th ed.). Jaico Publishing House.
6. Chakraborty, S. (2021). *Digital media ethics and society*. SAGE Publications India.

Reference Books:

1. Qualman, E. (2018). *Socialnomics: How social media transforms the way we live and do business* (3rd ed.). Wiley.
2. Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (3rd ed.). SAGE Publications.
3. Rajagopal, I. (2022). *Social media and digital journalism in India*. Routledge India.
4. Basu, R. (2021). *Social media and youth in India: A sociological exploration*. Orient BlackSwan.
5. Miller, D. et al. (2016). *How the world changed social media*. UCL Press.
6. Kapoor, D. (2019). *Digital communication: A critical introduction*. Rawat Publications.

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	Analyze 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:

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	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: Medium Correlated, 1: Lowest Correlated

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-III
Year/ Sem	I	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 of print media
3. Impart knowledge of print media production process
4. Understand the theory, methods, and practice of gathering information and writing news

Course Contents:

Unit 1 : Covering news

Ingredients of News, News Values, News Sources, Reporter- role, functions and qualities
General assignment reporting/ working on a beat; news agency reporting.Covering Speeches, Meetings and Press Conferences
Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health,
Specialized Reporting: Business/economic, Parliamentary, Political, Agriculture, Science & Technology Reporting, Development Reporting, Environment Reporting
Education, sports; news package and its importance
Role of photographs in news

Unit 2 : Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview
News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification
Articles, features, types of features and human interest stories, leads for features, differencebetween articles and features.

Unit 3 : Editing

The Newspaper newsroom
Newsroom, Organizational setup of a newspaper, Editorial department
Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents , Editorial page
Principles of editing, Headlines; importance, functions of headlines, typography and style, language,types of headline, style sheet, importance of pictures,
Selection of news picture

Unit 4: Production of Newspaper: Principles of Layout and Design

Layout and format, Typography, Copy preparation, Design process (size, anatomy, grid, design) ,
Handling text matter (headlines, pictures, advertisements)
Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit 5: Technology and Print

Modern Printing Processes DTP (Desk top publishing)
Software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.)
Picture Editing and Caption Writing

Suggested Books:

1. Mencher, M. (2010). *News reporting and writing* (11th ed.). McGraw-Hill Education.
2. Fedler, F., Bender, J. R., Davenport, L., & Drager, M. (2012). *Reporting for the media* (10th ed.). Oxford University Press.
3. George, T. J. S. (2010). *Editing: A handbook for journalists*. IIMC Publication.
4. Parthasarathy, R. (2009). *Journalism in India: From the earliest times to the present day*. Sterling Publishers.
5. Ahuja, B. N. (2015). *Journalism and mass communication*. Surjeet Publications.
6. Singh, R. (2019). *Reporting and editing: A guide for journalists*. Sage Publications India.

Reference Books:

1. Harrower, T. (2012). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill Education.
2. Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2008). *News reporting and writing* (9th ed.). Bedford/St. Martin's.
3. Kamath, M. V. (2009). *Professional journalism*. Vikas Publishing House.
4. Raghavan, G. N. S. (2007). *The press in India: A new history*. Gyan Publishing House.
5. Chatterji, B. (2014). *Reporting and editing practices in India*. Kanishka Publishers.
6. Shrivastava, K. M. (2008). *News reporting and editing*. Sterling 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 Newspaper printing process and co-ordination of departments.
CO4	Able to Use of print media terminology, Page layout and designing.
CO5	Assess Press and field visit to know the working culture of press and execution
CO6	Compose news, article, Editorial, Photo caption and feature writing and editing.

CO-PO Mapping:

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

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

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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	DSL-III
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 of print media.
3- To create 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 page,
Coverage of local events with photos,
Preparation of newspackage 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. Parthasarathy, R. (2011). Basic journalism. Macmillan Publishers India.
4. Rich, C. (2015). Writing and reporting news: A coaching method (8th ed.). Cengage Learning.
5. Srivastava, K. M. (2007). News reporting and editing. Sterling Publishers Pvt. Ltd.
6. Fleming, C. (2006). Introduction to journalism. VLE Books.

Reference Books:

1. Harcup, T. (2015). Journalism: Principles and practice (3rd ed.). SAGE Publications.
2. Hohenberg, J. (1983). The professional journalist. Holt, Rinehart, and Winston.
3. Kamath, M. V. (2009). The journalist's handbook. Vikas Publishing House.
4. Kovach, B., & Rosenstiel, T. (2014). The elements of journalism: What newspeople should know and the public should expect (3rd ed.). Three Rivers Press.
5. Lambeth, E. B., Meyer, P., & Thorson, E. (1998). Assessing public journalism. University of Missouri Press.
6. Natarajan, J. (2000). History of Indian journalism. Publications Division, Ministry of Information and Broadcasting, Govt. of India.

Course outcomes (COs):

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

CO-PO Mapping:

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

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

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
Generic Elective			

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

Unit 3: Different mediums-a comparison
Language and principles of writing: Writing for print, news,
Feature and article, opinion pieces,editorials, interviews, profile writing, reviews, criticism
Writing for radio journalism and TV journalism writing
Basic differences between the print, Electronic and online journalism
Photo Journalism
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, K. J. (2010). *Mass communication in India* (4th ed.). Jaico Publishing House.
2. Arnold, G. (2004). *Media writer's handbook*. Tata McGraw-Hill Education.
3. Narula, U. (2006). *Handbook of communication: Models, perspectives, strategies*. Atlantic Publishers.
4. Aggarwal, V. B. (2007). *Handbook of journalism and mass communication*. Concept Publishing Company.
5. Shrivastava, K. M. (2003). *News reporting and editing*. Sterling Publishers.
6. Ahuja, B. N. (2015). *Theory and practice of journalism*. Surjeet Publications.

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Reference Books:

1. Keeble, R. (2001). *The newspaper handbook* (4th ed.). Routledge.
2. Berlo, D. K. (1960). *The process of communication: An introduction to theory and practice*. Holt, Rinehart and Winston.
3. DeVito, J. A. (2006). *The interpersonal communication book* (11th ed.). Pearson Education.
4. McNair, B. (2009). *News and journalism in the UK* (5th ed.). Routledge.
5. Harrower, T. (2012). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill Education.
6. Franklin, B. et al. (2005). *Key concepts in journalism studies*. Sage Publications.

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:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	-	2	-	-	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: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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Semester-I

Program Name	Certificate in Journalism and Mass Communication	Program Code	C0501
Course Name	Communication Skills: Listening and Speaking Skills	Course Code	AEC-101
Credit	2	Course type	AEC-I
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.

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.

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CO-PO-Mapping

CO'S	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

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-I
Year/ Sem	I	L-T-P-	2-0-0

Course Objectives:

1. To understand the history, application and networking of computer
2. To understand about Operating and Application Software
3. To understand the evolution and social uses of internet
4. To understand the digital media concept with ethical and legal issues

Unit-1- Origin and growth of Computer

Applications of Computer
Computer hardware: CPU, Data Input and Output devices,Computer memory: Primary and secondary
Computer Networks: LAN, WAN, MAN

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- Internet: Origin and brief history

Web Browsers and net surfing
Social Networking Sites, Blogging, Micro blogging website like TwitterComposing and Sending-Receiving e-mails

Unit- 4-Digital: Definition and Concept

Virtual Technology
Server, Server Farms, Cloud
E-commerce, M-commerce and E-governance,
Surveillance and the state,
Cyber security and issuesof privacy,
Ethical and legal issues

Unit 5: Practical-

1. Power Point Presentation-5
2. Preparing Excel Sheet in Word-5
3. Report Writing in MS Word-5
4. Blog Writing (Posts) -5

Suggested Books:

1. Chatterjee, S. (2019). *Media Technologies and Applications*. Cambridge University Press.
2. Ghosh, A. (2020). *Computing for Media Professionals*. Pearson India.
3. Jain, M. (2018). *Digital Media Production*. Bloomsbury India.
4. Kapoor, S. (2017). *ICT in Media and Communication*. Routledge.
5. Sen, A. (2019). *Multimedia Systems and Content-based Retrieval*. Prentice Hall.
6. Sharma, P. (2018). *Advanced Media and Information Technology*. Springer.

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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. Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York University Press.
4. Pavlik, J. V. (2013). *Media in the Digital Age*. Columbia University Press.
5. Shirky, C. (2008). *Here Comes Everybody: The Power of Organizing Without Organizations*. Penguin Books.
6. 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 of cyber security and privacy, cyber ethics and Surveillance
CO4	Analyze the Virtual technology and cyber law
CO5	Asses and explain the Social Networking Sites and uses
CO6	Develop skills for digital writing in different social media platform

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	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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester-I

ogram Name	Certificate in Journalism and Mass Communication	Program Code	C0501
ourse Name	Society and Media-I	Course Code	JMCVC-101
redit	2	Course type	VAC-I
ear/ 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

Unit 2: 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 3: The Entertainment Industry and Media
Educational media: e-learning, documentaries, edutainment, Entertainment media
Media's Role in Shaping Pop Culture, Media Literacy and Responsible Consumption
Ethical Considerations
Fake News and Misinformation
New Trends in Media Industry

Unit 4: Role of Media in Crisis Management
Understanding Crisis Management
Media's 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

Suggested Books:

1. Carah, N., & Louw, E. (2015). *Media and society: Production, content and participation* (2nd ed.). SAGE Publications.
2. Croteau, D., & Hoynes, W. (2018). *Media/society: Industries, images, and audiences* (6th ed.). SAGE Publications.
3. Berger, A. A. (2012). *Media and society: A critical perspective*. Rowman & Littlefield.
4. Lule, J. (2016). *Understanding media and culture: An introduction to mass communication*. University of Minnesota Libraries Publishing.
5. Croteau, D., & Hoynes, W. (2019). *Media/society: Technology, industries, content, and users* (6th ed.). SAGE Publications.
6. Kellner, D. (1995). *Media culture: Cultural studies, identity and politics between the modern and the postmodern*. Routledge.

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Reference Books:

1. Campbell, R., Martin, C. R., & Fabos, B. G. (2020). *Media & culture: Mass communication in a digital age* (12th ed.). Bedford/St. Martin's.
2. Hesmondhalgh, D., & Toynbee, J. (2008). *The media and social theory*. Routledge.
3. Punzalan, R., & Roberts, S. (2017). *Media, society, culture, and you*. University of Minnesota Libraries Publishing.
4. Berger, A. A., & Gibson, R. C. (2011). *Media and society in the 21st century: A critical introduction*. Peter Lang Publishing.
5. O'Shaughnessy, M., & Stadler, J. (2015). *Media and society: An introduction* (6th ed.). Oxford University Press.
6. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). SAGE Publications.

Course outcomes (COs):

CO1	Enhance Knowledge of Society and Media
CO2	Understanding key concepts of Society and media
CO3	Construct critical thinking on Media and Cultural Influence
CO4	Analyze Media's Role in Education and Entertainment
CO5	Analysis the role and responsibility of media with their case study of international organization
CO6	Devise solution to major issues and concerns through 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	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

Semester – II

Program Name	Certificate in Journalism and Mass Communication	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. Understanding the basics of technology
3. To identify, select and use appropriate audio (microphone) techniques
4. To understand the structure and function of production room.

Course Contents:

Unit 1 – Basics of Sound
Concepts of sound-space, sound culture
Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound
Sound Design-Its Meaning with examples from different forms Sound recording techniques
Introduction to microphones Characteristics of Radio as a medium

Unit 2 – Basics of Visual
What is an image, electronic image, television image, Digital image, Edited Image (politics of an image)
What is a visual?(still to moving)
Visual Culture Changing ecology of images today,
Characteristics of Television as a medium

Unit 3 – Writing and Editing Radio News
Elements of a Radio News Story: Gathering, Writing/Reporting.
Radio news sources
Elements of a Radio News Bulletins , Working in a Radio News Room
Introduction to Recording and Editing sound. (Editing news based capsule only).
Selection of newsfor radio bulletin.

Unit 4 – Writing and Editing Television News
Basics of a Camera- (Lens & accessories)
Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept)
Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective.
Writing for visuals, Relation between narration and visuals
News presentation patterns in Doordarshan news and Private TV channels in India.
Elements of a Television News Story: Gathering, Writing/Reporting.
Elements of a Television News Bulletins
Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule)

Unit 5- Broadcast News:
Critical Issues and Debates
Public Service Broadcasters – AIR and DD News – Voiceof India (Analysis of News on National Broadcasters)
Changing Character of Television News (24 –hrs news format, News Production cycle,
News 'Lingo', News 'Formulae'?
News as Event, Performance and Construction

Suggested Books:

1. Kumar, K. J. (2010). *Mass communication in India* (3rd ed.). New Delhi: Jaico Publishing House.
2. Ahuja, B. N. (2016). *Media and communication in India: Broadcasting and journalism*. New Delhi: Surjeet Publications.
3. Chatterji, S. (2012). *Broadcasting in India: Policy, regulation and practice*. New Delhi: Sage Publications.
4. Fleming, C. (2002). *The Radio Handbook*. Routledge.
5. Sharma, K. (2007). *Radio Prasaran*. Pratibha Publication.
6. Mehta, D. S. (1979). *Mass Communication and Journalism in India*. Allied Publishers.

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.
6. Masani, M. (1976). *Broadcasting and the People*. National Book Trust.

Course outcomes (Cos):

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

CO-PO Mapping:

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

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

Semester – 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 the traditional print, electronic and web media.
4. Understand Brief history of sound and visual media

Course contents:

Unit 1 : Print Media
Media and Modernity: Print Revolution
Yellow Journalism
History of the Press in India- Colonial Period, National Freedom Movement
Gandhi and Ambedkar as Journalists and Communicators
Media in the Post-Independence Era, Emergency and Post Emergency Era
Origin, Growth and Development of News Agencies in India
Changing Readership and Print Cultures: E- Newspaper, Challenges of Print Media
Current and future trends of Print Media

Unit 2 : Radio
Early history of Radio in India
History of AIR: Evolution of AIR Programming Patterns of State Control; Demand for Autonomy,
FM: Radio Privatization
Community Radio: Concept & Importance
Current and future trends of Radio Broadcasting

Unit 3 : Television
Origin & History of TV
Growth and development of Doordarshan- SITE and Kheda Project
Committee: Chanda Committee, Verghese Committee, Joshi Committee, Vardhan Committee etc.
Commercialization of Programming (1980s)
Formation of Prasar Bharati
Growth and Development of Private News channel in India
Current and future trends of Television Broadcasting

Unit 4 : Cinema
Origin History, Growth of Cinema with special reference to IndiaIndian New Wave Cinema
Regional cinema in India
Role of Cinema in Social Change: Critical analysis
Issues and Problems of Indian Cinema

Unit 5: New Media
Emergence of New Communication Technologies – Growth of the Internet, Social Media
Characteristics of New Media
Traditional vs new media
New Media: Future of Journalism,
New Media and Convergence, Citizen Journalism

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

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.
6. Jeffrey, R. (2000). *Media and Modernity: Communications, Women, and the State in India*. Permanent Black.

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 National Freedom Movement, Social history and development
CO4	Analyse 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 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	3	-	-	-	-	-	-	2	-	1	-	3	1	-	1	-
CO2	3	3	-	1	-	-	3	-	2	1	1	-	3	3	1	1	1
CO3	3	3	1	1	-	1	-	1	1	-	1	-	3	2	-	1	-
CO4	1	3	1	2	-	-	-	-	-	1	2	-	2	2	1	-	1
CO5	1	3	3	-	2	-	-	-	2	2	2	-	3	3	2	-	-
CO6	3	3	-	2	2-	-	-	1	-	-	2	1	3	2	-	-	-

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – II

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

Course Objectives:

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

Course contents:

Unit -1: Introduction to Photography

A brief History of Photography- Camera Obscura to the daguerreotype process
Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge,Experiment (Leaping horse).
The photographic process (The Silver Hallide Photography Process)
A brief glimpse into the Dark Room Development of a Photograph
Modernization of Photography and its use in Mass Media
History of Photography- Definition and origin of Photography
The birth of Camera and its evolution,
Types of photographic cameras (Pin-hole, SLR, TLR, D-SLR)Basic of digital photography

Unit- 2: Equipment of Photography

Cameras Lenses Tripods Monopods Camera bags Digital storage

Unit-3 : Lighting:

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

Unit-4: Types of Photography and Photojournalism

News Photography, Sports Photography, Nature photography, Portrait photography, Fashionphotography and advertisement photography
The basics of photojournalism, importance of photojournalism

Unit -5: Editing Photo editing software

Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (CreativeCloud)
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.
6. Langford, M. (2007). *Basic Photography*. Focal Press.

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.
6. Newhall, B. (1982). *The History of Photography: From 1839 to the Present*. Museum of Modern Art.

Course outcomes (COs):

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

CO-PO Mapping:

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

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, its 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.
6. Langford, M. (2007). *Basic Photography*. Focal Press.

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.
6. Beardsworth, J. (2022). *Photographer's Workflow: Adobe Lightroom and Photoshop*. Rocky Nook.

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Course outcomes (COs):

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

CO-PO Mapping:

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

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-2
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: Major trends In Indian Journalism

Major trends In Indian Journalism before and after Independence
Struggle for freedom of the Press
Establishment of Press Councils and News Agencies
Right to information act
Challenges of journalism

Unit 2: Press Laws and News Organizations

Press Laws – Defamation, Libel, Contempt of Court, Slander, Copyright
Laws, Press Regulation Act, Press Registration Act, Law of Privileges
Press Council of India
Press Information Bureau

Unit 3: Reporting and Newspaper Layout

Types of Reporting
Role of a Reporter
Basic principles of News Editing, Duties of an Editor
Make-up of a newspaper,
Layout of the Newspaper- Headlines, Editorial, Feature, Personal Column, Reviews,
Interviews and Press Conferences
Advertisement -Types, Techniques and Social Responsibility

Unit 4: Introduction to Electronic and New Media

Contemporary landscape of electronic and new media
Types of Social Medial like Blog, Twitter etc
The role of social media in journalism
Ethics and Social Responsibilities of New Media
Principles and Ethical considerations in digital journalism
Live streaming and citizen journalism
Mobile journalism and responsive design
Social media marketing strategies

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
6. Ward, S. J. A. (2009). *Ethics and the Media: An Introduction*. Cambridge: Cambridge University Press.

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.

Course outcomes (COs):

CO1	Describe the contemporary landscape of electronic and new media.
CO2	Categorize different types of social media platforms, including blogs and Twitter.
CO3	Apply basic principles of news editing in crafting news stories.
CO4	Examine the evolving role of social media in journalism.
CO5	Analyze the ethical considerations and responsibilities associated with new media.
CO6	Demonstrate an understanding of news layout and design 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	3	2	2	2	1	1	1	2	1	1	2	3	2	2	1	1
CO2	2	3	2	2	2	1	1	1	2	1	1	2	2	3	2	1	1
CO3	2	2	3	2	3	2	1	1	2	2	1	3	2	2	3	2	1
CO4	3	3	2	3	2	2	1	2	3	2	1	3	3	2	2	2	1
CO5	2	2	2	3	3	3	2	2	3	2	2	3	3	3	2	3	2
CO6	2	2	3	2	3	2	1	1	2	2	1	3	2	2	3	2	1

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

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.

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.

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.

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	Create detailed reports and presentations on environmental case studies and fieldwork projects.

CO-PO Mapping:

CO's	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	1	1	1	3	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

Semester – II

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

Course Objectives:

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

Course Content-

Unit-1: Introduction to Quark Xpress
Uses of tools; Uses of Measurement panel; Formatting news; Designing newspaper; use of modifypanel

Unit-2: Introduction to Corel Draw
Uses of tools panel; Color pallet; Text formatting; Effects; Arrange; Use of Bitmaps; Creation ofLogo; Ad Designing.

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

Unit-4 : Introduction to In Design
Uses of tools; Use of Control options; Use of Layout; Use of Type; Use of object; Use of Table

Unit-5 : Introduction to Illustrator
Uses 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 newspaper and Magazines, Use of headlines, Photo editing, Caption writing, Use of Quark Express, Adobe Photoshop, Page layout and design practice. Dummy, News package, Graphics use, To visit important media houses and observe their functioning.

Suggested Books:

1. Garcia, M. (1987). *Contemporary newspaper design*. Englewood Cliffs, NJ: Prentice Hall.
2. Kelby, S. (2017). *The Adobe Photoshop CC book for digital photographers*. Berkeley, CA: New Riders.
3. Verma, R. (2012). *Akhbari prakashan aur sampadan kala*. New Delhi, India: Vani Prakashan.
4. Kumar, D. (2010). *Photo aur print patrakarita*. Delhi, India: Sumit Enterprises.
5. Hough, G. A. (1998). *News writing*. New Delhi, India: Kanishka Publishers.
6. Williams, R. (2015). *The non-designer's design book*. Berkeley, CA: Peachpit Press.

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Reference Books:

1. Samara, T. (2017). *Making and breaking the grid*. Gloucester, MA: Rockport Publishers.
2. Sharma, A. K. (2015). *Patrakarita ke siddhant evam lekhan kala*. New Delhi, India: Rajat Publications.
3. Wheeler, A. (2017). *Designing brand identity: An essential guide for the whole branding team* (5th ed.). Hoboken, NJ: Wiley.
4. Craig, M., & D'Aprix, R. (2012). *Designing news: Changing the world of newspapers*. New York, NY: Routledge.
5. White, R. A. (2010). *The journalism handbook*. London, UK: Routledge.
6. London, B. (2011). *Visual journalism: A guide to designing news*. New York, NY: Focal Press.
7. Meggs, P. B., & Purvis, A. W. (2016). *Meggs' history of graphic design* (6th ed.). Hoboken, NJ: Wiley

Course outcomes (COs):

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

CO-PO Mapping:

COs	PO1	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: Medium Correlated, 1: Lowest Correlated

Semester – II

Program Name	Certificate in Journalism and Mass Communication	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. Analyse 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
Social Responsibility in Media, Media's Role in Society
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, promoting inclusivity and challenging stereotypes
Influencer Marketing and Consumer Culture
Analyzing the economic aspects of media production,
Advertising strategies, and their impact on society
Misleading Visuals and Photo Manipulation

Unit 4: Developing media literacy
Developing media literacy skills and promoting responsible digital citizenship
Social Media Platforms and Content Moderation
Technology misuse and Its Implications
Virtual Reality and Immersive Storytelling
Media's Impact on Public Health Campaigns
Online Harassment and Digital Civility
Investigating how media can drive positive social change

Suggested Books:

1. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). London, UK: Sage Publications.
2. Kumar, K. J. (2010). *Mass communication in India* (3rd ed.). New Delhi, India: Jaico Publishing House.
3. Singh, U., & Vilanilam, J. V. (2013). *Mass communication in India: A sociological perspective*. New Delhi, India: Sage Publications.
4. Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: Foundations, ferment, and future* (7th ed.). Boston, MA: Cengage Learning.
5. Chatterji, S. (2012). *Broadcasting in India: Policy, regulation and practice*. New Delhi, India: Sage Publications.
6. Joseph, S. (2010). *Media, culture and politics in India*. New Delhi, India: Pearson Education.

Reference Books:

1. Denis, J., & Sparks, C. (2012). *Journalism and society* (4th ed.). London, UK: SAGE Publications.
2. Williams, R. (2015). *Television: Technology and cultural form* (2nd ed.). New York, NY: Routledge.
3. Singhal, A., & Rogers, E. M. (2012). *Entertainment-education and social change: History, research, and practice*. New York, NY: Routledge.
4. Castells, M. (2010). *The rise of the network society* (2nd ed.). Oxford, UK: Wiley-Blackwell.
5. McLuhan, M., & Fiore, Q. (2001). *The medium is the massage: An inventory of effects*. London, UK: Penguin.
6. Pavarala, V., & Malik, K. K. (2007). *Other voices: The struggle for community radio in India*. New Delhi, India: Sage Publications.

Course outcomes (COs):

CO1	Understand media's role in social change and challenging stereotypes.
CO2	Explain economic aspects of media, including advertising impact.
CO3	Apply media literacy skills to evaluate the credibility and reliability of information on social media.
CO4	Analyze ethical issues in emerging media technologies.
CO5	Assess media ethics in politics and public opinion.
CO6	Create media campaigns promoting social change.

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	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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – III

Program Name	Diploma in Journalism and Mass Communication	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)
Freedom of expression and defamation- Libel and slander
Issues of privacy and Surveillance in Society ,Right to Information
Idea of Fair Trial/Trial by Media , Intellectual Property Rights
Media ethics and cultural dependence

Student Presentations-

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

Unit 2 : Media Technology and Ethical Parameters- Live reporting and ethics
Legality and Ethicality of Sting Operations, Phone Tapping etc
Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court)
Discussion of Important cases-eg- Operation Westend
Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Student Presentations-

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

Unit 3- Representation and ethics Advertisement and Women Pornography

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

Student Presentations- Students will submit on above mentioned topics.

Unit 4- Media and Regulation

Regulatory bodies, Codes and Ethical Guidelines
Self-Regulation, Media Content- Debates on morality and Accountability:
Taste, Culture and Taboo , Censorship and media debates

Unit 5- Media and Social Responsibility

Economic Pressures
Media reportage of marginalized sections- children, Dalits, tribal's, Gender
Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition- Incitement to violence, hate Speech, Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists

Suggested Books:

1. Thakurta, P. G. (2009). *Media ethics*.Oxford University Press.
2. Myneni, R. S. (2020). *Media law*. New Delhi: Asia Law House.
3. Prasad, K. (2011). *Media law in India*. Kluwer Law International.
4. Raghavan, V. R. (2015). *Media law and ethics in India*. New Delhi, India: Oxford University Press.
5. Singh, S. P. (2012). *Media ethics and governance*. New Delhi, India: Sage Publications.
6. Black, J., & Roberts, C. (2011). *Doing ethics in media: A practical approach*. London, UK: Routledge.

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	Analyse media social responsibility and accountability factors
CO5	Criticize the media content debates and issues
CO6	Develop critical thinking to analyse media coverage of violence and law through case studies.

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

Semester – III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Development Communication	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, Development Dichotomies
Millennium development goals & Sustainable development goals
International agencies and development aid: FAO, ILO, UNDP, UNESCO, UNICEF, WTO,WHO.

Unit- 2-Development Planning in India
Gandhian, Nehruvian and Deendyal Upadhayay thoughts on development
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
Change agents: Role of development agencies, NGOs, SHG, RTI in development communication

Unit 4- Rural Journalism
Role Models in Rural communication: Works of P. Sainath – a case study
Agricultural communication and Rural development, Information needs in rural areas, Rural newspapers, Role of media in rural development, Media's reporting of rural problems and issues

Unit- 5-Role of media in development
Development messages: Specific requirements for print, Electronic, Web and Traditional media
Research, writing and packaging of the development story
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
Media specific development coverage: The differences in approach between print and broadcast
Development Journalism: Meaning, Definition, Characteristics and Objectives
Present state of development journalism in India

Suggested Books:

1. Narula, U. (2004). *Development communication: Theory and practice*. Har-Anand Publications.
2. Prasad, K. (2009). *Communication for development: Reinventing theory and action*. BR Publishing Corporation.
3. Rogers, E. M. (2000). *Communication and development: Critical perspectives*. Sage Publications.
4. World Bank. (2021). *World development report 2021: Data for better lives*. Oxford University Press.
5. Ghosh, D., & Pramanik, S. K. (2007). *Panchayat system in India: Political and administrative realities*. Kanishka Publishers.
6. Sainath, P. (2000). *Everybody loves a good drought: Stories from India's poorest districts*. Penguin Books.

Reference Books:

1. Melkote, S. R., & Steeves, H. L. (1991). *Communication for development in the Third World: Theory and practice for empowerment*. Sage Publications.
2. Ghosh, A. (2006). *Communication technology and human development: Recent experiences in the Indian social sector*. Sage Publications.
3. Murthy, D. V. R. (2006). *Development journalism: What next?* Kanishka Publishers.
4. Nair, S. (Ed.). (1993). *Perspectives on development communication*. Sage Publications.
5. Roy, S. (2005). *Globalization, ICT and developing nations: Challenges in the information age*. Sage Publications.
6. Servaes, J. (2008). *Communication for development and social change*. Sage Publications.

Course outcomes (COs):

CO1	Understand development concepts, processes, indicators, and media's role.
CO2	Explain models of development and approaches to development communication.
CO3	Identify key agencies, programs, schemes, and policies in development.
CO4	Compare developed and developing societies.
CO5	Analyze challenges, issues, and development journalism.
CO6	Produce reports, news, and ICT-based campaigns for various media platforms.

CO-PO Mapping:

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

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – III

Program Name	Diploma in Journalism and Mass Communication	Program Code	CD501
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
Public Service Model in India (Policy and laws), Global Overview of Public Service Broadcasting
Community Radio, Community Video , Participatory Communication, Campus Radio

Unit 2 : Private Broadcasting
Private Broadcasting Model in India; Policy and Laws
Structure, Functions and Working of a Broadcast Channel
Public and Private partnership in television and Radio programming (India and Britain case studies)

Unit 3: Broadcast Genres
Why am I the 'Idiot Box'? , Debates, Issues and Concerns of Television Genre
Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.

Unit 4 : Advanced Broadcast Production I (Radio)
Writing and Producing for Radio , Public Service Advertisements
Jingles , Radio Magazine shows
News bulletin production , Discussions arrangements
Produce discussions shows on environment, New Education Policy – 2020 and Health awareness.

Unit 5 : Advanced Broadcast Production II - (Television)
Mixing Genres in Television Production, Music Video for social comment/as documentary
Mixing ENG and EFP , Reconstruction in News based Programming
Produce a news bulletin for TV. Record a group discussion for TV on disaster management.
Right to Information act – 2005 and its importance

Suggestive projects -

1. Script writing , 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

Suggested Books:

1. Chatterji, S. (2012). *Broadcasting in India: Policy, regulation and practice*. New Delhi, India: Sage Publications.
2. Dominick, J. R. (2013). *The dynamics of mass communication: Media in the digital age* (12th ed.). New York, NY: McGraw-Hill Education.
3. Ahuja, B. N. (2016). *Media and communication in India: Broadcasting and journalism*. New Delhi, India: Surjeet Publications
4. Boyd, A. (2001). *Broadcast journalism: Techniques of radio and television news* (5th ed.). Oxford: Focal Press
5. McLeish, R. (2005). *Radio production* (5th ed.). Oxford: Focal Press.
6. Whitaker, W. R., Ramsey, M. E., & Smith, R. D. (2012). *Mediawriting: Print, broadcast, and public relations* (4th ed.). New York: Routledge.

Reference Books:

1. Fleming, C. (2002). *The radio handbook* (2nd ed.). London & New York: Routledge.
2. Bhatt, S. C. (1994). *Satellite invasion of India*. New Delhi: Gyan Publishing House.
3. Crisell, A. (1994). *Understanding radio* (2nd ed.). London: Routledge.
4. Beaman, J. (2000). *Interviewing for radio*. London: Routledge.
5. Teer-Tomaselli, R., & Tomaselli, K. G. (2005). *Media, democracy and renewal in Southern Africa*. Colorado Springs: International Academic Publishers.
6. Zettl, H. (2013). *Television production handbook* (11th ed.). Boston: Cengage Learning.

Course outcomes (COs):

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

CO-PO Mapping:

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

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

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

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 on Music Presentation

Unit-2- Presentation of Commercial Channel functions
Presentation on global broadcasting models & Indian Broadcasting Models

Suggested Books:

1. Puri, N. (2019). *Modern radio production*. New Delhi: Kanishka Publishers.
2. Shrivastava, K. M. (2005). *Broadcast journalism in the 21st century*. New Delhi: Sterling Publishers.
3. Whitaker, J. (2015). *TV news production: A practical guide for journalists*. London, UK: Routledge.
4. Moloney, K. (2015). *Media practice: Production, performance, and industry* (2nd ed.). London, UK: Sage Publications.
5. Ahuja, B. N. (2016). *Media and communication in India: Broadcasting and journalism*. New Delhi, India: Surjeet Publications.
6. Rabiger, M., & Hurbis-Cherrier, M. (2013). *Directing the documentary* (6th ed.). Burlington, MA: Focal Press.

Reference Books:

1. Fleming, C. (2002). *The radio handbook* (2nd ed.). London & New York: Routledge.
2. Sharma, K. (2007). *Radio Prasaran* [Radio Broadcasting]. New Delhi: Pratibha Publication.
3. Katheria, N. (2013). *Radio Madhyam evam Takniki* [Radio Medium and Technology]. Delhi: Shilpyan Prakashan.
4. Bhatt, S. C. (1994). *Satellite invasion of India* (1st ed.). New Delhi: Gyan Publishing House.
5. Rabiger, M. (2014). *Directing: Film techniques and aesthetics* (6th ed.). Burlington, MA: Focal Press.
6. Zettl, H. (2013). *Television production handbook* (12th ed.). Boston, MA: Cengage Learning.

Course outcomes (COs):

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

CO-PO Mapping:

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

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

Semester – III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Writing for Media	Course Code	JMCDE-301
Credit	4	Course type	DSE-1
Year/ Sem	III	L-T-P-	4-0-0

Course Objectives:

1. Introduce students to advanced journalism and media writing practices.
2. Explain news values, representation, and related ethical issues.
3. Develop writing skills and techniques for various mass media.
4. Equip students with reporting, newsroom, and media understanding.

Course Contents:

Unit – 1: Writing for Print Media
Principles of news writing
News values, News sources
News story, Profile writing, Column writing, Editorials
drafting news reports, Feature writing
Letters to editor, Book reviews and film reviews
Writing for magazines, Freelance

Unit – 2: Writing for Audio Visual Media
Documentary scripts, Background narration, Sub-titles, putting research as text
Story writing for films
Radio: Script writing for various radio programs -announcements, talks, interviews and outlines for discussion programs, documentaries/features, Drama and commentaries, news.
Television: Script for various television programs- News, interviews, discussion programs, documentaries, features.

Unit – 3: Writing for Online Media
Writing for the Internet – writing for news websites, writing blogs, writing for social media
Characteristics of web writing, technical writing, blogs, online journalism
Impact of technology on writing, Emails, Face-book posts, blogs, tweets
Artificial Intelligence and the future of creative writing
Online news writing, Online content writing, Online editing

Unit – 4: Writing for PR and Advertising
Writing for Advertisement- copies for print media, jingles for radio, script for TV advertisements
Online advertisements, brochures, pamphlets, hoardings and transit media
Writing for PR- Writing Press Release
Writing Reports, Writing for Newsletter
Writing for Ad-Copy, Preparation for Ad Copy, Slogan Writing, Punch line writing, Tag line writing

Suggested Books:

1. Hilliard, R. L. (2010). *Writing for television, radio, and new media*. Belmont, CA: Wadsworth Publishing Company.
2. De Fossard, E. (2004). *Writing and producing radio dramas*. New Delhi, India: Sage Publications.
3. Verma, R. (2012). *Akhbari lekhan aur sampadan kala*. New Delhi, India: Vani Prakashan.
4. Sharma, A. K. (2015). *Patrakarita ke siddhant evam lekhan kala*. New Delhi, India: Rajat Publication
5. Singh, R. (2016). *Patrakarita aur media lekhan ke mool siddhant*. New Delhi, India: Sunrise Publications.
6. Joshi, S. (2018). *Digital media lekhan aur patrakarita*. New Delhi, India: Excel Books.

Reference Books:

1. Batty, C., & Cain, S. (2010). *Media writing: A practical introduction*. London, UK: Palgrave Macmillan.
2. Stovall, J. G. (2014). *Writing for the mass media* (10th ed.). Boston, MA: Pearson.
3. Knight, R. M. (2010). *Journalistic writing: Building the skills, honing the craft*. Portland, OR: Marion Street Press.
4. Stovall, J. G. (2014). *Writing for the mass media* (10th ed.). New York, NY: Pearson.
5. Kumar, D. (2010). *Photo aur print patrakarita*. Delhi, India: Sumit Enterprises.
6. Verma, P. (2014). *Sampadakiya lekhan aur patrakarita kala*. New Delhi, India: Vikas Publishing House.

Course outcomes (COs):

CO1	Define writing for various media
CO2	Understand script writing for different media platform
CO3	Application of drafting , principle, writing techniques, software for newspaper production
CO4	Illustrate the writing pattern for all media
CO5	Evaluate the role of technology and their impact on writing
CO6	Create and design reports, for print and audio visual 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	-	-	-	3	1	1	1	3	3	1	-	3	1	-	-	-
CO2	3	1	-	-	3	-	1	3	3	3	1	-	1	1	2	3	3
CO3	2	1	1	1	3	1	1	3	3	3	1	1	1	1	3	3	3
CO4	1	1	1	3	1	1	3	3	3	3	1	1	1	1	3	3	3
CO5	3	1	1	1	3	1	1	3	3	3	3	1	1	1	3	3	3
CO6	2	2	2	2	3	3	1	3	3	3	2	3	1	1	3	3	3

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

Semester–III

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

Course Objectives:

1. To make aware of different types of media.
2. To understand the role of media in democracy.
3. To define media and information literacy
4. To learn the need for media literacy in the digital age.

Course Contents:

Unit-1- Media and Information
Defining Media and Information, Types of Media- Print, Electronic and 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. Potter, W. J. (2019). *Media literacy* (9th ed.). Thousand Oaks, CA: Sage Publications.
2. Livingstone, S., & Bulger, M. (2014). *A global agenda for children's rights in the digital age*. Bristol, UK: Policy Press.
3. Kellner, D., & Share, J. (2007). *Critical media literacy, democracy, and the reconstruction of education*. New York, NY: Peter Lang.
4. Kumar, K. J. (2010). *Mass communication in India* (3rd ed.). New Delhi, India: Jaico Publishing House.
5. UNESCO. (2013). *Media and information literacy curriculum for teachers*. Paris, France: UNESCO.
6. Sen, R. (2015). *Media literacy in India: Concepts and challenges*. New Delhi, India: Sage Publications.

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Reference Books:

1. Hobbs, R. (2010). *Digital and media literacy: Connecting culture and classroom*. Thousand Oaks, CA: Corwin Press.
2. Thoman, E., & Jolls, T. (2005). *Literacy for the 21st century: An overview & orientation guide to media literacy education*. Center for Media Literacy.
3. Reddy, S. (2014). *Media literacy education in India*. New Delhi, India: Authorspress.
4. Potter, W. J. (2013). *The state of media literacy*. Journal of Media Literacy, 50(2), 1–15.
5. Kumar, D. (2016). *Information literacy and mass communication*. New Delhi, India: Sumit Enterprises.
6. Jhunjhunwala, S. (2018). *Digital media and information literacy*. New Delhi, India: Vikas Publishing House.

Course outcomes (COs):

CO1	Enhance knowledge various dimension on media and literacy
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 reliable sources of information
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

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

Semester – III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	MOOC	Course Code	MOOC
Credit	4	Course type	MOOC -I
Year/ Sem	III	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. Enrolment 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.

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	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
CO1	3	1	1	2	2	1	1	1	2	3	3	2	3	3	3	3
CO2	3	2	2	2	2	2	1	1	2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3
CO4	3	3	3	3	3	3	3	1	3	3	3	3	3	3		3
CO5	3	3	3	3	3	3	3	2	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: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Semester – III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Communication Skills: Reading and Writing Skills	Course Code	AEC-301
Credit	2	Course type	AEC-3
Year/ Sem	III	L-T-P-	0-0-2

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.
5. Learn the skills to face interview, making a speech, presentation etc.

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.

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

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
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

Semester – III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Audio-Visual Production training	Course Code	JMCSC-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 with different kinds of microphones.
Script Writing: Writing of different kinds of script.
Radio Format : Jingles, Radio magazine, Interview, Talk Show, Discussion, Feature, Documentary, phone in programme, Panel discussion, Radio Play, Commentary.
Radio News: News reporting/ writing, News editing, Planning production and compilation of news and other programs.
Radio News Reading: Radio News reading/ Presentation.

Unit 2: Visual Program Training
Video Camera : Handling different kinds of Video camera, shooting with TV camera,
Studio Lights: Use of studio lights,
Script Writing: Writing of different kinds of script.
Interview: Techniques, field and studio interviews, studio discussions.
Chat Show: Organizing and participating in Chat Show.
Making Documentaries: T.V. Documentary Production.
T.V. News: News reporting/ writing: News editing,
planning production and compilation of news programs.
T.V. News Reading and Anchoring. : Television news reading/ presentation and anchoring.

Unit 3: Audio Editing :
Different kinds of Audio editing techniques with software for android and PC
Visual Editing : Different kinds of Video editing techniques- cut,
mix and dissolve use of cutaway for android and PC
Mixing: Audio and Video Mixing technique

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

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

Suggested Books:

1. Boyd, A. (2001). *Broadcast journalism: Techniques of radio and television news* (5th ed.). Focal Press.
2. Pathak, R. M. (2006). *Electronic madhyam: Radio evam Doordarshan*. Kanishka Publishers.
3. Sinha, K. (2009). *Radio prasaran ki nai technique*. Vani Prakashan.
4. Harimohan, P. (2010). *Radio aur Doordarshan patrakarita*. Rajkamal Prakashan.
5. Kumar, K. J. (2010). *Mass communication in India* (4th ed.). Jaico Publishing House.
6. Chatterji, S. A. (2015). *Indian cinema: A very short introduction*. Oxford University Press.

Reference Books:

1. Belavadi, V. (2008). *Video production*. Oxford University Press.
2. Ascher, S., & Pincus, E. (2012). *The filmmaker's handbook: A comprehensive guide for the digital age* (4th ed.). Plume.
3. Brown, B. (2016). *Cinematography: Theory and practice: Image making for cinematographers and directors* (3rd ed.). Routledge.
4. Owens, J., & Millerson, G. (2011). *Television production* (15th ed.). Focal Press.
5. Ascher, S., & Pincus, E. (2019). *The filmmaker's handbook: A comprehensive guide for the digital age* (5th ed.). Plume.
6. Zettl, H. (2013). *Television production handbook* (11th ed.). Cengage Learning.

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	Analyse 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	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	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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – III

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Internship/apprenticeship/project/community outreach	Course Code	JMCIC-301
Credit	2	Course type	IAPC-I
Year/ Sem	III	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. A minimum of 2 credits from internship, project work, seminars, or training is mandatory for the BA (H) JMC program.
2. One credit = 30–60 hours of practical work; full-time internships require 40–45 hours/week for 2–4 weeks (or more as per credits).
3. Internships should be planned during coursework with proper academic scheduling.
4. Provide an orientation session and assign interns to different media departments/projects for hands-on learning.
5. Encourage skill development, networking, and industry exposure throughout the training.
6. Interns must document and present their work through a final presentation/portfolio and reflective report.
7. Students should submit a summary report of tasks, skills, and learning, along with any required supporting documents.
8. The internship record will be reflected in academics, contributing to credits and skill-based outcomes, with the internship/training certificate duly verified, finalized, and collected/delivered 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.

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. Gupta, R. (2019). Industrial Training in Media and Communication. McGraw Hill Education.
4. Jain, M. (2020). Media Internships: Theory and Practice. Bloomsbury India.
5. Sharma, P. (2020). Professional Media Training. Springer.
6. 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. 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

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- Cyber journalism- Concept, definition and scope
Cyber journalism - E-newspaper, Internet TV, Internet radio,
Cyber Journalism tools
Do's and Don'ts of Cyber Reporting and Editing
Writing and Design for online medium
Multimedia storytelling
Citizen journalism

Unit -3- 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 -4- 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. Rettberg, J. W. (2008). *Blogging*. Polity Press.
4. Ward, S. J. A. (2010). *Ethics and the media: An introduction*. Cambridge University Press.
5. Pavlik, J. V. (2008). *Media in the digital age*. Columbia University Press.
6. Silverstone, R. (2007). *Media and morality: On the rise of the mediapolis*. Polity Press.

Reference Books:

1. Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU Press.
2. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Sage Publications.
3. Poster, M. (1995). *The second media age*. Polity Press.
4. Ward, S. J. A. (2005). *The invention of journalism ethics: The path to objectivity and beyond*. McGill-Queen's University Press.
5. Keen, A. (2007). *The cult of the amateur: How blogs, MySpace, YouTube, and the rest of today's user-generated media are destroying our economy, our culture, and our values*. Doubleday/Currency.
6. Deuze, M. (2007). *Media work*. Polity Press.

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	P O9	PO 10	PO 11	PO1 2	PSO 1	PSO2	PSO3	PSO 4	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

Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	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
Auteur- 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

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

Suggested Books:

1. Tiwari, V. (n.d.). *Film patrkarita*. Vaani Prakashan.
2. Kumar, J. (2006). *Mass communication in India*. Jaico Publishing House.
3. Prasad, M. (1998). *Ideology of Hindi film: A historical construction*. Oxford University Press.
4. Government of India. (1969). *Cinematography censorship rules*. Govt. of India Press.
5. Rajadhyaksha, A., & Willemen, P. (1999). *Encyclopedia of Indian cinema* (2nd ed.). Oxford University Press.
6. Gokulsing, K. M., & Dissanayake, W. (2004). *Indian popular cinema: A narrative of cultural change* (2nd ed.). Trentham Books.

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.
5. Monaco, J. (2009). *How to read a film: Movies, media, and beyond* (4th ed.). Oxford University Press.
6. Bordwell, D., & Thompson, K. (2016). *Film art: An introduction* (11th ed.). McGraw-Hill Education.

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	PSO 5
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

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	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
Traditional Folk variety in India- Different forms of Folk Media forms in different states.
Folk Theatre: Characteristics, Advantages
Folk Theatrical forms in India- Street Theatre, IPTA, Puppetry
Role of various Folk forms in social and cultural development.
Convergence of Traditional Media with Modern Mass 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 as alternative to mainstream media, as public sphere
Community Media in India Case studies- Community television – SITE, Kheda, Jhabua experiment.
Community radio – Characteristics, features ,Advantages, Global prospects
Community Radio in India- History and Recent development
Community Newspapers and Magazine
Initiatives in Community Media Participatory Video

Unit 3: Forms of Folk Media in Uttarakhand

Folk Media: Types of Folk Dance, Songs, Theatre and its importance.
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,Promoting Health, Education, Tourism, Women's Issues
Folk media tool for development and social change
Government Agencies and Promotion of Folk Artists: Song Drama Division, Publications Division, DAVP and Ministry of Rural Development
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. Fenton, N. (2010). *New media, old news: Journalism and democracy in the digital age*. London: Sage.
3. Gangopadhyay, S. (Ed.). (2014). *Digital media - Emerging issues*. Kolkata: Suhrid.
4. Nayar, P. (2010). *An introduction to new media and cyber cultures*. Wiley Blackwell.
5. Kumar, K. (Keval). *Mass communication in India*. Mumbai: Jaico Publishers.
6. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kieran, K. (2009). *New media: A critical introduction*. Routledge.

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. Pavarala, V., & Malik, K. (2007). *Other voices: The struggle for community radio in India*. New Delhi: Sage.
6. 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

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, Per formative, Reflexive and Poetic , Ethical Debates in the Documentary Encounter
Defining the Subject/Social Actor/Participant
Voice in the Documentary: Problematic of 'Voice of God' Narrator &Different Posturing of the Narration, Participant, Filmmaker, & Audience, Camcorder Cults, Documentary

Unit 2- Documentary Production: Pre-Production
Researching the Documentary , Research: Library, Archives, location, life stories, ethnography
Writing a concept: telling a story , Writing a Treatment, Proposal and Budgeting
Structure and scripting the documentary , Issues of Funding and Pitching
Issues of Primary and Secondary Audience

Unit 3- Documentary Production: Production
Documentary Sound , Documentary Cinematography – a responsive filmic encounter
Location Research , Technologies and Techniques
Shooting Schedule, Shot Breakdown, & Call list
Production Team, Meetings, Checklist, Crowd Funding

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

Suggested Screenings:

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

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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. Cooper, D. (Year). *Writing great screenplays for film and TV*. Publisher.
4. Hilliard, R. L. (2010). *Writing for television, radio, and new media*. Wadsworth Publishing Company Inc: USA.
5. De Fossard, E. (2004). *Writing and producing radio dramas*. Sage Publication: India.
6. Marshall, C. (Year). *Writing for social media*. Publisher.

Reference Books:

1. Hayward, S. (2018). *Cinema studies: The key concepts*. Routledge: London and New York.
2. Sikov, E. (Ed.). (2010). *Film studies and production*. Columbia University Press: New York.
3. Rich, C. (Year). *Writing and reporting news*. Publisher.
4. Fleming, C. (Year). *The radio handbook*. Routledge: London & New York.
5. Downing, J. D. H. (Ed.). (2011). *Encyclopedia of social movement media*. Sage Publications: London.
6. 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	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

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 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, Performative, reflexive, Poetic and Ethical.

Unit:2 -Documentary Production

Planning research writing script presentencing anchoring voice over narration shooting with professional camera, Post-Production process to edit the documentary

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

Suggested Books :

1. Barnow, E., & Krishnaswamy. *Documentary*. [Publisher & Year to be added].
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. *How to Write a Documentary: Double Take by PSBT, DOX Magazine*. [Publisher & Year to be added].
4. Nichols, B. (2001). *Introduction to Documentary*. Indiana University Press.
5. Rabiger, M. (2009). *Directing the Documentary* (5th ed.). Focal Press.
6. Aufderheide, P. (2007). *Documentary Film: A Very Short Introduction*. Oxford University Press.

Reference Books :

1. Jayasankar, K. P., & Monterio, A. (2015). *A Fly in the Curry: Independent Documentary Film in India*. Sage Publications.
2. Belavadi, V. (2013). *Video Production*. Oxford University Press.
3. Hayward, S. (2018). *Cinema Studies: The Key Concepts* (4th ed.). Routledge.
4. Sikov, E. (2010). *Film Studies and Production*. Columbia University Press.
5. Kumar, J. (Keval). (2006). *Mass Communication in India*. Jaico Publishing House.
6. Ellis, J. C., & McLane, B. A. (2005). *A New History of Documentary Film*. Continuum International Publishing Group.

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	PSO 2	PSO 3	PSO 4	PSO 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

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Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Health Communication	Course Code	JMCDE-401
Credit	4	Course type	DSE-2
Year/ Sem	IV	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. (2000). *Public health communication interventions: Values and ethical dilemmas*. Sage Publications
2. Rice, R. E., & Katz, J. E. (2000). *The internet and health communication: Experiences and expectations*. Sage Publications.
3. Northouse, L. L., & Northouse, P. G. (1998). *Health communication: Strategies for health professionals* (3rd ed.). Pearson Education (Appleton & Lange).
4. Kar, S. B., Alcalay, R., & Alex, S. (2000). *Health communication: A multicultural perspective*. Sage Publications.
5. Schiavo, R. (2007). *Health Communication: From Theory to Practice*. Jossey-Bass.
6. Dutta, M. J. (2008). *Communicating Health: A Culture-Centered Approach*. Polity Press

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Reference Books:

1. Gregory, J., & Miller, S. (1998). *Science in public: Communication, culture, and credibility*. New York, NY: Plenum.
2. Vilanilam, J. V. (1993). *Science communication and development in India*. New Delhi, India: Sage Publications.
3. Thompson, T. L., Dorsey, A. M., & Miller, K. I. (Eds.). (2008). *Handbook of health communication*. Mahwah, NJ: Lawrence Erlbaum Associates.
4. Kreps, G. L., & O'Hair, D. (Eds.). (2009). *Communication and health outcomes*. Cresskill, NJ: Hampton Press.
5. Gwyn, R. (2002). *Communicating health and illness*. London, UK: Sage Publications.
6. Parrott, R. (2008). *Health communication: Strategies for developing global health programs*. Thousand Oaks, CA: Sage Publications.

Course Outcomes (COs):

CO1	Knowledge of Evolution ,development and growth of Health Communication in India
CO2	Understandtheimportanceofcommunicationskillsinthehealthcareindustry.
CO3	Know the key steps in planning, implementing and assessing health promotion campaigns
CO4	Analyse the role of Information Education Communication in Health Communication
CO5	Evaluate the basic of Theories and Models of Health Communication
CO6	Develop the skills for designing messages for health care in an effective 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	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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Parliamentary Journalism	Course Code	JMCGE-401
Credit	4	Course type	GE-4
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
Organs 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

Unit 5: Case Study on sanction of famous Parliamentary Bills
Triple Talaq, Article 370, CAA.

Suggested Books:

1. Raghavan, V. R. (2015). *Media and parliamentary reporting in India*. New Delhi, India: Oxford University Press.
2. Rajagopal, A. (2001). *Politics after television: Religious nationalism and the reshaping of the Indian public*. Cambridge, UK: Cambridge University Press.
3. Kumar, K. J. (2010). *Mass communication in India* (3rd ed.). New Delhi, India: Jaico Publishing House.
4. Iyengar, S., & Kinder, D. R. (1987). *News that matters: Television and American opinion*. Chicago, IL: University of Chicago Press.
5. McNair, B. (2011). *Journalism and democracy: An evaluation of the political public sphere*. London, UK: Routledge.
6. Choudhary, A. N. (2010). *Mass media laws and regulations in India*. New Delhi, India: Universal Law Publishing.

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Reference Books:

1. Dey, S. (2013). *Parliamentary reporting and the role of media in India*. New Delhi, India: Sage Publications.
2. Jeffrey, R. (2000). *India's newspaper revolution: Capitalism, politics and the Indian-language press, 1977–1999*. London, UK: Hurst & Company.
3. Norris, P. (2000). *A virtuous circle: Political communications in postindustrial societies*. Cambridge, UK: Cambridge University Press.
4. Basu, D. D. (2016). *Introduction to the Constitution of India* (23rd ed.). New Delhi, India: LexisNexis.
5. Chatterji, M. (2011). *Corporate social responsibility and media ethics*. New Delhi, India: Oxford University Press.
6. Singhal, A., & Rogers, E. M. (2012). *Entertainment-education and social change: History, research, and practice*. New York, NY: Routledge.

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

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

Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	MOOC	Course Code	MOOC
Credit	4	Course type	MOOC -2
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 analyse 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. Enrolment 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.

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	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
CO1	3	1	1	2	2	1	1	1	2	3	3	2	3	3	3	3
CO2	3	2	2	2	2	2	1	1	2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3
CO4	3	3	3	3	3	3	3	1	3	3	3	3	3	3		3
CO5	3	3	3	3	3	3	3	2	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: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

Semester – IV

Program Name	Diploma in Journalism and Mass Communication	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; Criteria pollutants; Other important air pollutants- (VOCs), (PAN), (PAHs) and (POPs); Indoor air 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 and ecosystems.

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).

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 and mitigation.

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 and coastal 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.

Suggested Readings:

1. Jørgensen, Sven Marques, Erik João Carlos and Nielsen, Søren Nors (2016) Integrated Environmental 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 and Fauna (CITES); Ramsar Convention on Wetlands of International Importance; United Nations Convention to Combat Desertification (UNCCD); Montreal Protocol on Substances 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

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
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

Semester – IV

Program Name	Diploma in Journalism and Mass Communication	Program Code	C0501
Course Name	Fundamental of Economics and Indian Economy	Course Code	JMCSC-401
Credit	2	Course type	SEC-4
Year/ Sem	IV	L-T-P-	2-0-0

Course Objectives:

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

Course Contents:

Unit-1 -Economic terms

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

Unit-2 - Indian Economy

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

Unit-3- Globalization and Economic Reforms

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

Unit-4 - Foreign trade and FDI

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

Suggested Books:

1. Mankiw, N. G. (2020). *Principles of economics* (9th ed.). Boston, MA: Cengage Learning.
2. Dwivedi, D. N. (2019). *Macroeconomics: Theory and policy* (6th ed.). New Delhi, India: Vikas Publishing House.
3. Mishra, S., & Puri, V. K. (2021). *Indian economy: Its development experience* (10th ed.). New Delhi, India: Himalaya Publishing House.
4. Vaish, M. C., & Agarwal, R. (2017). *Principles of economics*. New Delhi, India: Vikas Publishing House.
5. Banerjee, A., & Duflo, E. (2019). *Good economics for hard times*. New York, NY: PublicAffairs.
6. Rangarajan, C. (2018). *Indian economy: Essays on development policy*. New Delhi, India: UBS Publishers.

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Reference Books:

1. Sen, A. (1999). *Development as freedom*. New York, NY: Knopf.
2. Jalan, B. (1996). *The Indian economy: Problems and prospects*. New Delhi, India: Viking.
3. Mishra, S., & Puri, V. K. (2020). *Economics of development and planning*. New Delhi, India: Himalaya Publishing House.
4. Dhingra, I. C. (2018). *Indian economy*. New Delhi, India: Sultan Chand & Sons.
5. Ahuja, H. L. (2019). *Indian economy: Performance and policies* (16th ed.). New Delhi, India: S. Chand Publishing.
6. Mishra, R. K. (2015). *Contemporary issues in Indian economy*. New Delhi, India: Atlantic Publishers.

Course outcomes (COs):

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

CO-PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO11	PO12	PSO1	PSO 2	PSO 3	PS O4	PS O5
CO1	3	3	2	2	2	1	1	2	1	1	2	2.	3	2	2	1	1
CO2	3	3	2	2	3	2	1	2	1	1	2	3	3	2	2	1	1
CO3	3	3	3	2	3	2	2	2	2	2	3	3	3	3	2	2	2
CO4	3	3	3	2	3	2	2	3	2	2	3	3	3	3	2	2	2
CO5	3	3	3	2	3	3	2	3	3	2	3	3	3	3	2	2	3
CO6	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3

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

Semester – IV

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

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. A minimum of 2 credits from internship, project work, seminars, or training is mandatory for the BA (H) JMC program.
2. One credit = 30–60 hours of practical work; full-time internships require 40–45 hours/week for 2–4 weeks (or more as per credits).
3. Internships should be planned during coursework with proper academic scheduling.
4. Provide an orientation session and assign interns to different media departments/projects for hands-on learning.
5. Encourage skill development, networking, and industry exposure throughout the training.
6. Interns must document and present their work through a final presentation/portfolio and reflective report.
7. Students should submit a summary report of tasks, skills, and learning, along with any required supporting documents.
8. The internship record will be reflected in academics, contributing to credits and skill-based outcomes, with the internship/training certificate duly verified, finalized, and collected/delivered 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.

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. Gupta, R. (2019). Industrial Training in Media and Communication. McGraw Hill Education.
4. Jain, M. (2020). Media Internships: Theory and Practice. Bloomsbury India.
5. Sharma, P. (2020). Professional Media Training. Springer.
6. Verma, S. (2019). Media and Industrial Training: A Practical Approach. PHI Learning.

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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

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

Course contents:

Unit 1 : Key Concepts and Theory
Defining new media and terminologies
Digital media and online media
Information society and new media
Technological Determinism, Computer-mediated-Communication (CMC),
Networked Society Genres – Digital art, Digital Cinema, Gaming and Player Culture, Virility, Memes
Guerrilla media

Unit 2 : Understanding Virtual Cultures and Digital Journalism
Internet and its Beginnings
Online Communities, User Generated Content and Networked Journalism,
Alternative Journalism
Activism and New Media, Role of social media in social change
Digital Divide and Access,
Internet and public sphere
Economy of New Media
Introduction to Blogging,

Unit 3 : Digitization of Journalism
Authorship- Piracy, Copyright, Copy left and Open Source
Digital archives, New Media and Ethics, Social platforms, cyber-crime, threats and viral messages
Cyber security and issues of privacy
Who controls New Media- net neutrality and related issues

Unit 4 : Visual and Content Design
Website planning and visual design, Content strategy and Audience Analysis,
Creating and Promoting a Blog, Types of blogs, importance and benefit for owner
Writing Techniques for Multimedia
Storytelling structures, web portals, writing for news for websites

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Suggested Books:

1. Pavlik, J. V., & McIntosh, S. (2021). *Converging media: A new introduction to mass communication* (6th ed.). Oxford University Press.
2. Lievrouw, L. A., & Livingstone, S. (Eds.). (2006). *Handbook of new media: Social shaping and consequences of ICTs*. SAGE Publications.
3. Ess, C. (2020). *Digital media ethics* (3rd ed.). Polity Press.
4. Jenkins, H., Ford, S., & Green, J. (2013). *Spreadable media: Creating value and meaning in a networked culture*. NYU Press.
5. Siapera, E. (2018). *Understanding new media* (2nd ed.). SAGE Publications.
6. Tripathi, V. P. (2019). *Nav Sanchar Madhyam aur Samaj* [New communication media and society]. Uttar Pradesh Hindi Sansthan.

Reference Books:

1. Ward, S. J. A. (2018). *Disrupting journalism ethics: Radical change on the frontier of digital media*. Routledge.
2. Zuboff, S. (2019). *The age of surveillance capitalism: The fight for a human future at the new frontier of power*. PublicAffairs.
3. Couldry, N., & Mejias, U. A. (2019). *The costs of connection: How data is colonizing human life and appropriating it for capitalism*. Stanford University Press.
4. McQuail, D., & Deuze, M. (2020). *McQuail's media and mass communication theory* (7th ed.). SAGE Publications.
5. Lodha, S. L. (2021). *Digital Media aur Naitikta* [Digital media and ethics]. Samyak Prakashan.
6. Mishra, M. (2020). *Nav Media: Sambhavnayein aur Chunautiyan* [New media: Possibilities and challenges]. Vani Prakashan.

Course Outcomes (COs):

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

CO-PO Mapping:

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

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Suggested Books:

1. Deuze, M. (2018). *Multimedia journalism* (2nd ed.). SAGE Publications.
2. Briggs, M. (2012). *Journalism 2.0: How to survive and thrive*. CQ Press.
3. Pavlik, J. V. (2013). *Journalism and new media*. Columbia University Press.
4. Allan, S. (2013). *Citizen journalism: Global perspectives*. Peter Lang.
5. Hirst, M., & Harrison, J. (2013). *Journalism in a multimedia world*. Routledge.
6. Lowrey, W., & Gade, P. J. (Eds.). (2011). *Changing the news: The forces shaping journalism in uncertain times*. Routledge.

Reference Books:

1. Pavlik, J. V. (2001). *Journalism and new media*. Columbia University Press.
2. Deuze, M. (2005). *Media work*. Polity Press.
3. Allan, S. (2010). *Online news: Journalism and the internet*. Open University Press.
4. Singer, J. B. (2006). *Journalism ethics in the digital age*. Routledge.
5. Franklin, B. (2014). *The future of journalism*. Routledge.
6. Pavlik, J. V., & McIntosh, S. (2019). *Converging media: A new introduction to mass communication* (6th ed.). Oxford University Press.

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

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	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.
- Analyse 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. Harrower, T. (2012). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill Education.
2. Briggs, M., & Burke, B. (2010). *Multimedia journalism: A practical guide* (2nd ed.). Routledge.
3. Godfrey, D., & Barker, R. (2010). *Multimedia journalism: A practical guide*. Routledge.
4. Metcalfe, J. (2012). *The reporter's handbook: An investigator's guide to documents and techniques* (3rd ed.). Dateline Press.
5. Franklin, B., & Carlson, M. (2011). *Journalism ethics and regulation* (2nd ed.). Pearson.
6. Sterling, C. H., & Kittross, J. M. (2013). *Stay tuned: A history of American broadcasting* (3rd ed.). Routledge.

Reference Books:

1. Pavlik, J. V., & McIntosh, S. (2019). *Converging media: A new introduction to mass communication* (6th ed.). Oxford University Press.
2. Lowrey, W., & Gade, P. J. (Eds.). (2011). *Changing the news: The forces shaping journalism in uncertain times*. Routledge.
3. Singer, J. B., Hermida, A., Domingo, D., Heinonen, A., Paulussen, S., Quandt, T., & Vujnovic, M. (Eds.). (2011). *Participatory journalism: Guarding open gates*. Wiley-Blackwell.
4. Deuze, M. (2005). *Media work*. Polity Press.
5. Allan, S. (2010). *Online news: Journalism and the internet*. Open University Press.
6. Kovach, B., & Rosenstiel, T. (2014). *Blur: How to know what's true in the age of information overload*. Bloomsbury USA.

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

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Media, Gender and Human Rights	Course Code	JMCDC-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 analyse 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

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. Nair, S. (2011). *Women in Indian Television: From Domestic Goddess to Desirable Object*. New Delhi: Rutledge
6. 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 key concepts and terminology related to human rights and gender studies.
CO2	Explain the history and key movements of human rights and gender.
CO3	Identify and examine the work of national, international organizations related to human rights
CO4	Analyze how media connects with gender and human rights issues.
CO5	Evaluate media's role in promoting human rights and gender equality.
CO6	Develop knowledge of laws and ethics on gender and human rights.

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Advanced 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 Behaviour and Advertising
Public Relations and Advertising: Role of PR in supporting advertising efforts
Crisis Management in Advertising
Future Trends in Advertising

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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.

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.
6. Pant, N. C. (2004). *Jan Sampark Vigyapan Evam Prasar Madhyam*. Taxshila Publication, New Delhi.

Course outcomes (Cos):

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

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Advanced 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, colour 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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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 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

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	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. Analyse 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.

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.

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 social media campaign to raise awareness about cyber threats and safety tips.

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – V

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

Course Objectives:

1. The learner can study the evolution of ICTs and impact
2. It is a learning activity on uses of the Internet and various- software.
3. Acquire knowledge on what are the things involved in the ICTs to be creative in this field.
4. Understand use of ICTs by different media for different purpose.

Course Contents:

Unit-I- ICT – Definition

Evolution-components of ICT– types of ICT – Impact of ICT Social media – definition – history of social media – Types of social media – use of social media; Trends, impact and spared

Unit-II- Application of computers in media

definition – history – types of computers – application of computers in media – Major search engines, e-mail, creation of e-mail ID, Search engines in Telugu, Problems of software, review of websites, registration of websites

Unit-III- Internet – History of Internet

Types of internet – Internet and media MS –Office basics- MS Word; features and applications–MS Excel; Features and applications — Power Point; features and applications, Google Sheets – Handling Social media

Unit IV : Project and Production

Mobile Journalism, Project and Production Photos for web – forms and format, still, gallery, slideshow Data journalism – forms and format, Digital production in the form of shorts, video, podcast, video blog, photo blog, Blogs and micro blogs etc, scripting/production, social media marketing and publicity in you tube, Instagram and other social media platform

Suggested Books:

1. Rajaram. (2015). *Fundamentals of computer*. New Delhi: Prentice Hall of India.
2. Basandra, S. K. (2013). *Computers today*. New Delhi: Galgotia Publications.
3. Leon, A., & Leon, M. (2012). *Internet for everyone*. New Delhi: Vikas Publishing House.
4. Thurlow, C., Lengel, L., & Tomic, A. (2004). *Computer mediated communication: Social interaction and the internet*. Thousand Oaks, CA: Sage Publications.
5. Sinha, R. P. (2010). *ICTs for media and journalism*. New Delhi: Concept Publishing Company.
6. Hassan, R. (2008). *The information society* (Digital Media and Society series). Cambridge: Polity Press.

Reference Books:

1. Albarran, A. B., & Goff, D. H. (2007). *Understanding the web: Social, political and economic dimensions.* Iowa: Kendall Hunt Publishing.
2. Syed, M. H. (2001). *Journalism and information technology*. New Delhi: Anmol Publications.
3. Webster, F. (2014). *Theories of the information society* (4th ed.). New York: Routledge.
4. Rao, U. (2010). *News as culture: Journalistic practices and the remaking of Indian leadership*. New York: Berghahn Books.
5. Pavlik, J. V. (2008). *Media in the digital age*. New York: Columbia University Press.
6. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). London: Sage Publications.

Course outcomes (Cos):

CO1	Identity the application and terminology of ICT.
CO2	Understand the application of computers in media
CO3	Apply ICTs tools in different mediums
CO4	Illustrate the internet and modern tools in media.
CO5	Assess the resent trends in web and new media
CO6	Design and create the media projects for different format

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

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

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Digital Media and Social Platforms	Course Code	JMCGE-501
Credit	4	Course type	GE-5
Year/Sem	V	L-T-P-	4-0-0

Course Objectives:

1. Learn how digital media and social platforms have grown and changed.
2. Understand how popular platforms work and how people use them.
3. Create and share content for different types of audiences.
4. Use simple tools to check and improve online performance.

Course Contents:

Unit 1: Introduction to Digital Media
Evolution from traditional to digital media
Convergence of media (print, broadcast, digital)
Types of digital media: social, blogs, podcasts, OTT
Characteristics and impact of digital platforms
Role of AI in shaping digital content
Current trends and future directions

Unit 2: Social Media Platforms & Ecosystem
Overview of major platforms: Facebook, Instagram, X, LinkedIn, YouTube, TikTok
Emerging platforms & niche networks
Algorithms and content reach
Role of influencers & micro-influencers
Community building and engagement
Measuring social media performance
Social commerce & shoppable posts

Unit 3: Digital Content Creation & Strategy
Content types: text, images, video, infographics, live streams
Short-form video trends (Reels, Shorts, TikTok)
Tools for content creation and scheduling
Storytelling for digital audiences
User-generated content (UGC) strategies
SEO, hashtags, and optimization techniques
Gamification in content strategies

Unit 4: Digital Marketing, Analytics & Ethics
Basics: SEM, SEO, influencer marketing, paid ads
Programmatic advertising & retargeting
Analytics tools and interpreting data
Ethical issues: privacy, misinformation, copyright
Regulations: Rules and laws for using digital media safely and fairly
Case studies of successful campaigns and crisis management

Suggested Books:

1. Rajaram. (2003). *Fundamentals of computer*. New Delhi, India: PHI Learning.
2. Sandeo, D. H. (2001). *Computers today*. New Delhi, India: McGraw Hill Education.
3. Basandra, S. K. (2002). *Computers today*. New Delhi, India: Galgotia Publications.
4. Leon, A., & Leon, M. (2010). *Internet for everyone*. New Delhi, India: Vikas Publishing House.
5. Rajaraman, V. (2014). *Fundamentals of computers*. New Delhi, India: PHI Learning.
6. Ahuja, V. (2016). *Basics of information technology*. New Delhi, India: S. Chand Publishing.

Reference Books:

1. Comer, D. E. (2018). *Computer networks and Internet* (6th ed.). Boston, MA: Pearson.
2. Tanenbaum, A. S., & Bos, H. (2021). *Modern operating systems* (4th ed.). Hoboken, NJ: Pearson.
3. Sinha, P. K. (2010). *Computer fundamentals*. New Delhi, India: BPB Publications.
4. Gupta, A. (2018). *Introduction to computer applications*. New Delhi, India: Kalyani Publishers.
5. Saxena, S. (2017). *Computer fundamentals and programming in C*. New Delhi, India: Vikas Publishing House.
6. Sharma, R. (2019). *Information technology and its applications*. New Delhi, India: BPB Publications.

Course outcomes (Cos):

CO1	Recall the evolution, convergence, and key concepts of digital media.
CO2	Understand the evolution, convergence, and characteristics of digital media.
CO3	Apply content creation tools and storytelling techniques for digital audiences.
CO4	Analyze social media ecosystems and platform-specific strategies.
CO5	Evaluate ethical and legal considerations in digital media usage.
CO6	Design ethical and legally compliant digital media campaigns.

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

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

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Cyber Media and E-Governance	Course Code	JMCGE-502
Credit	4	Course type	GE-5
Year/Sem	V	L-T-P-	4-0-0

Course Objectives:

1. Understand the concepts of cyber media and its role in governance.
2. Explore digital tools and platforms for public service delivery.
3. Analyze legal, ethical, and security issues in e-governance.
4. Develop skills to apply cyber media in governance initiatives.

Course Contents:

Unit 1 – Introduction to Cyber Media
Meaning and scope of cyber media
Evolution of the internet and digital communication
Online news portals, blogs, and social media platforms
Role of cyber media in information sharing
Benefits & challenges of digital media

Unit 2 – Basics of E-Governance
Concept and objectives of e-governance
Types: Government to Citizen (G2C), Government to Business (G2B), Government to Government (G2G)
Key tools: Digital IDs, online portals, mobile governance
Importance of transparency and citizen participation
Case studies of successful e-governance projects (India & global)

Unit 3 – Technology in Cyber Media and Governance
Cloud computing and data storage
Artificial Intelligence (AI) in public services
Cybersecurity basics & protecting online information
Digital payment systems and online service delivery
Role of mobile apps in governance and public awareness

Unit 4 – Emerging Trends and Issues
Open government data and RTI in the digital era
Social media for government communication
Digital inclusion & bridging the digital divide
Cyber laws and ethics in governance
Future trends: Blockchain, IoT, smart governance

Suggested Books:

1. Bhatnagar, S. C. (2014). *E-government: From vision to implementation – A practical guide with case studies*. SAGE Publications India.
2. Sharma, P., & Singh, A. (2019). *E-governance: Concepts and case studies*. PHI Learning.
3. West, D. M. (2020). *E-government: Technology for governance*. Routledge.
4. Kaushik, A. (2017). *Cyber media: Concepts, principles and applications*. Kanishka Publishers.
5. Chadwick, A. (2013). *The hybrid media system: Politics and power*. Oxford University Press.
6. Jain, P., & Gupta, R. (2018). *E-governance and digital India initiatives*. New Delhi, India: Springer.

Reference Books:

1. Norris, D. F. (2020). *E-government research and practice*. Springer.
2. Saxena, K. B. C. (2018). *E-governance for smart governance*. Springer India.
3. Madon, S. (2009). *E-governance for development: A focus on rural India*. Palgrave Macmillan.
4. Banisar, D. (2011). *Government transparency and the right to information*. Commonwealth Secretariat.
5. Castells, M. (2010). *The rise of the network society*. Wiley-Blackwell.
6. UNDP. (2016). *E-governance for sustainable development: Best practices and lessons learned*. New York, NY: United Nations Development Programme.

Course outcomes (Cos):

CO1	Define basic concepts of cyber media and e-governance.
CO2	Explain the role of digital platforms in governance and citizen engagement.
CO3	Apply e-governance tools and cyber laws in real-world contexts.
CO4	Analyze the impact of cyber media on transparency, accountability and policy-making.
CO5	Evaluate e-governance models and cyber security strategies.
CO6	Design simple e-governance or digital awareness solutions for public services.

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

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

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 analyse 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. Enrolment 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.

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

Semester – V

Program Name	BA (Honours) 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:

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

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. Brenneis, L. (2013). *Final Cut Pro X: Visual quickstart guide*. Peachpit Press.
4. Hullfish, S. (2017). *The art of the cut: Conversations with film and TV editors*. Focal Press.
5. McGowan, J. A. A. (2019). *Cutting edge: Art-horror and the horrors of cutting*. Indiana University Press.
6. 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.

Course Outcomes (COs):

CO1	Define 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	2	1	1	2	1	1	1	2	1	1	1	3	2	1	1	1
CO2	2	3	2	2	2	1	1	1	2	1	1	1	2	3	2	1	1
CO3	2	2	3	3	2	2	1	1	2	1	1	1	2	3	3	2	1
CO4	1	2	2	3	3	2	2	1	2	1	1	1	1	2	3	3	2
CO5	1	1	2	3	3	3	2	1	2	1	1	1	1	2	2	3	3
CO6	2	2	3	3	3	3	3	2	3	1	1	1	2	3	3	3	3

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

Semester – V

Program Name	BA (Honours) 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 Readings:

1. Langford, M., & Fox, A. (2022). *Langford's basic photography: The guide for serious photographers* (10th ed.). Focal Press.
2. Hedgecoe, J. (2010). *The photographer's handbook*. Alfred A. Knopf.
3. Freeman, M. (2020). *The photographer's eye: Composition and design for better digital photos*. ILEX Press.
4. Peterson, B. (2016). *Understanding exposure: How to shoot great photographs with any camera* (4th ed.). Amphoto Books.
5. Ang, T. (2019). *Digital photographer's handbook* (6th ed.). DK Publishing.
6. Srivastava, R. (2012). *Photography for beginners*. V&S Publishers.

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Reference Books:

1. Hunter, F., Biver, S., & Fuqua, P. (2021). *Light science and magic: An introduction to photographic lighting* (6th ed.). Routledge.
2. Peres, M. R. (Ed.). (2013). *The Focal encyclopedia of photography* (4th ed.). Focal Press.
3. Zakia, R. D. (2013). *Perception and imaging: Photography as a way of seeing* (4th ed.). Routledge.
4. Kelby, S. (2021). *The Adobe Photoshop Lightroom Classic book for digital photographers* (1st ed.). Peachpit Press.
5. Sharma, S. (2015). *Digital photography: Techniques and tips*. McGraw Hill Education India.
6. Tiwari, V. (2010). *Photography: A comprehensive approach*. Vani Prakashan.

Course Outcomes (COs):

CO1	Recall advanced techniques and concepts in photography.
CO2	Describe key features of specialized photography genres.
CO3	Apply advanced photographic and digital editing techniques.
CO4	Analyze digital editing processes using Photoshop and Lightroom.
CO5	Evaluate composition and lighting in personal photo projects.
CO6	Create a professional portfolio and prepare for exhibitions or competitions.

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	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. A minimum of 2 credits from internship, project work, seminars, or training is mandatory for the BA (H) JMC program.
2. One credit = 30–60 hours of practical work; full-time internships require 40–45 hours/week for 2–4 weeks (or more as per credits).
3. Internships should be planned during coursework with proper academic scheduling.
4. Provide an orientation session and assign interns to different media departments/projects for hands-on learning.
5. Encourage skill development, networking, and industry exposure throughout the training.
6. Interns must document and present their work through a final presentation/portfolio and reflective report.
7. Students should submit a summary report of tasks, skills, and learning, along with any required supporting documents.
8. The internship record will be reflected in academics, contributing to credits and skill-based outcomes, with the internship/training certificate duly verified, finalized, and collected/delivered 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.

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. Gupta, R. (2019). Industrial Training in Media and Communication. McGraw Hill Education.
4. Jain, M. (2020). Media Internships: Theory and Practice. Bloomsbury India.
5. Sharma, P. (2020). Professional Media Training. Springer.
6. 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	Create a media project using 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

Semester – VI

Program Name	BA (Honours) 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 Readings:

1. Van Der Wagen, L., & White, L. (2018). *Event management: For tourism, cultural, business and sporting events* (5th ed.). Cengage Learning.
2. Tum, J., Norton, P., & Wright, J. (2006). *Management of event operations*. Routledge.
3. Singh, A. (2012). *Event management and public relations*. Adhyayan Publishers.
4. Tiwari, S. (2010). *Event management*. Oxford Book Company.
5. Shone, A., & Parry, B. (2013). *Successful event management: A practical handbook* (4th ed.). Cengage Learning.
6. Rao, V. B. (2015). *Event management*. Himalaya Publishing House.

Reference Books:

1. Goldblatt, J. (2011). *Special events: A new generation and the next frontier* (6th ed.). Wiley.
2. Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Festival and special event management* (5th ed.). Wiley.
3. Gaur, S. S., & Saggere, S. K. (2010). *Event marketing and management*. Vikas Publishing House.
4. Bhatia, A. (2001). *Event management*. Sterling Publishers.
5. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2010). *Events management* (3rd ed.). Routledge.
6. Bedi, M. S. (2013). *Event management and marketing*. University Science Press.

Course outcomes (COs):

CO1	Define event management and its importance.
CO2	Explain event planning steps: goals, budget and schedule.
CO3	Apply marketing and audience targeting strategies.
CO4	Analyze team roles and delegation in event execution.
CO5	Evaluate eco-friendly practices in event management.
CO6	Create structured and compelling event proposals.

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

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – VI

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0301
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 Readings:

1. Tiwari, S. (2010). *Event management*. Oxford Book Company.
2. Singh, A. (2012). *Event management and public relations*. Adhyayan Publishers.
3. Shone, A., & Parry, B. (2013). *Successful event management: A practical handbook* (4th ed.). Cengage Learning.
4. Rao, V. B. (2015). *Event management*. Himalaya Publishing House.
5. Gaur, S. S., & Saggere, S. K. (2010). *Event marketing and management*. Vikas Publishing House.
6. Bhatia, A. (2001). *Event management*. Sterling Publishers.

Reference Books:

1. Van Der Wagen, L., & White, L. (2018). *Event management: For tourism, cultural, business and sporting events* (5th ed.). Cengage Learning.
2. Tum, J., Norton, P., & Wright, J. (2006). *Management of event operations*. Routledge.
3. Goldblatt, J. (2011). *Special events: A new generation and the next frontier* (6th ed.). Wiley.
4. Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Festival and special event management* (5th ed.). Wiley.
5. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2010). *Events management* (3rd ed.). Routledge.
6. Bedi, M. S. (2013). *Event management and marketing*. University Science Press.

Course outcomes (COs):

CO1	Define the key components involved in event planning.
CO2	Discuss various media engagement techniques used for event promotion.
CO3	Plan the staffing and logistic requirements for an event.
CO4	Analyze branding, PR, and social media strategies for effective events.
CO5	Evaluate the quality and impact of presentation skills during event pitches.
CO6	Create event proposals and present using 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

Semester – VI

Program Name	BA (Honours) 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 and Presentation 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

Suggested Books:

1. Bradshaw, P., & Rohumaa, L. (2017). *The online journalism handbook: Skills to survive and thrive in the digital age* (2nd ed.). Routledge.
2. Agarwal, B. C. (2012). *Basic journalism and digital journalism*. Atlantic Publishers.
3. Franklin, B., Hamer, M., Hanna, M., Kinsey, M., & Richardson, J. E. (2005). *Key concepts in journalism studies*. Sage Publications.
4. Joseph, M. (2012). *Digital journalism*. Anmol Publications.
5. Pavlik, J. V. (2001). *Journalism and new media*. Columbia University Press.
6. Mehta, D. S. (2010). *Mass communication and journalism in India*. Allied Publishers.

Reference Books:

1. Friend, C., & Singer, J. B. (2007). *Online journalism ethics: Traditions and transitions*. M.E. Sharpe.
2. Deuze, M. (2003). *The web and its journalisms: Considering the consequences of different types of news media online*. New Media & Society, 5(2), 203–230.
3. Menon, M. (2011). *Web journalism in the 21st century*. Kanishka Publishers.
4. Iyer, N. (2015). *Online journalism: A basic text*. Sonali Publications.
5. Allan, S. (2006). *Online news: Journalism and the internet*. Open University Press.
6. Carvin, A. (2013). *Distant witness: Social media, the Arab Spring and a journalism revolution*. CUNY Journalism Press.

Course outcomes (COs):

CO1	Recall key concepts and components of web journalism.
CO2	Explain core concepts and aspects of web journalism.
CO3	Apply writing techniques for web and social media platforms.
CO4	Analyze emerging trends in web journalism and digital communication.
CO5	Evaluate the influence of globalization on web journalism practices.
CO6	Create multimedia news content for digital 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	1	2	1	1	1	1	2	2	1	3	2	1	1	1
CO2	3	3	2	2	2	1	1	1	2	2	2	1	3	3	2	1	1
CO3	2	3	3	2	2	2	1	1	2	3	3	2	3	3	3	2	1
CO4	2	3	3	3	3	2	2	1	3	3	3	2	3	3	3	3	2
CO5	2	2	3	3	3	2	3	2	3	3	3	3	3	3	3	3	2
CO6	1	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3

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

Approved as per (Agenda no.2) of Sixth Academic Council Meet Dated -27 September 2024.

Semester – VI

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Television Reporting and News Gathering	Course Code	JMCDC-603
Credit	3	Course type	DSE-18
Year/Sem	VI	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 analyse 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. Harcup, T. (2015). *Journalism: Principles and Practice*. SAGE Publications.
5. Tuchman, G. (2014). *Making News: A Study in the Construction of Reality*. Free Press.
6. 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. Mason, P. (2014). *Television journalism: A handbook*. Oxford University Press.
4. Morrison, D. (2018). *Television journalism: A handbook*. Routledge.
5. Tuchman, G. (2014). *Making news: A study in the construction of reality*. Free Press.
6. Gunter, B. (2016). *Television and radio reporting*. Routledge.

Course Outcomes (COs):

CO1	Recall key concepts of TV reporting and news gathering.
CO2	Explain TV news structure and production.
CO3	Apply techniques for TV news writing and reporting.
CO4	Analyze ethical and legal issues in TV journalism.
CO5	Evaluate TV news content and presentation quality.
CO6	Create and present effective TV news reports with proper 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	1	1	2	1	1	1	1	2	1	3	2	2	1	1
CO2	2	3	3	2	1	2	1	1	1	2	2	1	3	3	2	2	1
CO3	2	3	3	3	2	3	2	1	1	2	3	2	3	3	3	2	2
CO4	1	2	2	3	3	2	2	3	2	2	3	3	2	2	2	3	3
CO5	2	2	3	3	3	2	3	2	2	3	3	3	2	3	3	3	3
CO6	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3	3	3

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

Semester – V

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Television Reporting and News Gathering Practical	Course Code	JMCDCL-603
Credit	1	Course type	DSC-18
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. Harcup, T. (2015). *Journalism: Principles and Practice*. SAGE Publications.
5. Gunter, B. (2016). *Television and Radio Reporting*. Routledge.
6. Thompson, J. B. (2017). *The Media and Modernity: A Social Theory of the Media*. Stanford University Press.

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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. Mason, P. (2014). *Television journalism: A handbook*. Oxford University Press.
4. Morrison, D. (2018). *Television journalism: A handbook*. Routledge.
5. Siegel, L. J. (2016). *Television news: A comprehensive handbook*. Routledge.
6. Gunter, B. (2016). *Television and radio reporting*. Routledge.

Course Outcomes (COs):

CO1	Identify key components of television news reporting.
CO2	Explain research, interviews, and fieldwork in TV news.
CO3	Operate camera and audio tools to support news storytelling.
CO4	Analyze visuals, voiceovers, and sound for effective editing.
CO5	Evaluate visuals and editing for clarity, coherence, and storytelling impact.
CO6	Create complete TV news segments using 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	2	1	2	1	2	1	2	1	2	3	2	1	2	1
CO2	2	3	2	2	1	2	1	3	2	2	1	2	3	3	2	2	1
CO3	1	2	3	3	2	3	1	2	2	3	2	2	2	3	3	2	2
CO4	1	2	2	3	3	3	2	2	2	3	3	2	2	2	3	3	2
CO5	1	2	2	3	3	3	2	2	2	3	3	2	2	2	3	3	2
CO6	2	3	3	3	2	3	2	3	3	3	2	3	3	3	3	3	3

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

Semester – VI

Program Name	BA (Honors) Journalism and Mass Communication	Program Code	C0501
Course Name	Public Relations and Corporate Communications	Course Code	JMCDE-601
Credit	4	Course type	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.). (2006). *Reader in public opinion & mass communication*. Free Press.
2. Sahai, B. (2010). *Public relations: A scientific approach*. New Delhi: Kanishka Publishers.
3. Mehta, D. S. (2008). *Handbook of public relations in India*. New Delhi: Response Books.
4. Moore, F. H., & Kalupa, F. B. (2007). *Public relations: Principles, cases, and problems*. New York: HarperCollins.
5. Hakemulder, J. R. (2009). *Future of journalism, mass communication and public relations*. London: Routledge.
6. Shri, J., & Jethu, N. (2005). *Public relations concept*. New Delhi: Sterling Publishers Pvt. Ltd.

Reference Books:

1. Chatterji, M. (2011). *Corporate social responsibility*. Oxford University Press.
2. Jethwani, J. (Ed.). (2010). *Corporate communication*. Oxford University Press.
3. Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). *Effective public relations* (11th ed.). Pearson.
4. Gregory, A. (2017). *Planning and managing public relations campaigns* (4th ed.). Kogan Page.
5. Smith, R. D. (2017). *Strategic planning for public relations* (5th ed.). Routledge.
6. Coombs, W. T., & Holladay, S. J. (2012). *The handbook of crisis communication*. Wiley-Blackwell.

Course outcomes (COs):

CO1	Define the scope and importance of PR and corporate communication.
CO2	Identify trends and developments in PR and corporate communication.
CO3	Apply tools and techniques to execute campaigns across media platforms.
CO4	Analyze the influence of digital PR and social media in corporate messaging.
CO5	Evaluate ethical issues in PR campaigns and their effects on public perception.
CO6	Design integrated PR campaigns using traditional, digital, and social media strategies.

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

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

Program Name	B.A.(H) Journalism and Mass Communication	Program Code	C0501
Course Name	Media and Employment Opportunities	Course Code	JMCDE-602
Credit	4	Course type	DSE-4
Year/ Sem	VI	L-T-P-	4-0-0

Course Objectives:

1. To provide an understanding of the diverse career paths in the media industry.
2. To explore the skills and qualifications required for various media roles.
3. To analyze the current trends and future prospects in media employment.
4. To develop practical strategies for securing employment in the media sector.

Course Contents:

Unit 1: Overview of the Media Industry
Introduction to Media Sectors: Print Media, Broadcast, Digital Media, Film , PR and Advertising
Career Paths in Media: Journalism (Reporter, Editor, Columnist)
Content Creation (Writer, Producer, Director)
Technical Roles (Camera Operator, Sound Engineer, Editor)
Creative Roles (Graphic Designer, Animator, Photographer)
Management Roles (Media Planner, Account Manager, Brand Strategist)

Unit 2: Trends and Opportunities in Media Employment
Current Trends in the Media Industry: Digital Transformation and Online Media
The Role of Social Media Influencers and Content Creators
The Growth of Streaming Services and OTT Platforms
Multimedia Journalism and Convergence
Future Prospects and Emerging Opportunities: VR and AR in Media,
Data Journalism and Big Data Analysis, Podcasting and Audio Media, Freelancing
Challenges in the Media Job Market

Unit 3: Media Employment
Entrepreneurship: Blogs, YouTube channels, production companies.
Business Models & Marketing: Revenue streams, promotion strategies.
Legal & Ethical: IP, copyright, media laws, ethical reporting.
Global Perspective: International media careers, global employment trends.
Case Studies & Insights: Success stories, industry expert talks.

Unit 4: Practical Skills for Media Employment
Skills & Qualifications: Education, technical skills, proficiency.
Portfolio Development: Resume, cover letter, online presence, work samples.
Networking: Events, associations, professional connections.
Job Search: Portals, agencies, interview prep.
Entry-level Experience: Internships, assistant roles.

Suggested Books:

1. Seguin, J. (2018). *Media career guide: Preparing for jobs in the 21st century*. Cengage Learning.
2. Smith, S. A. (2020). *Careers in media and communication*. Sage Publications.
3. Briggs, M. (2019). *Journalism next: A practical guide to digital reporting and publishing*. CQ Press.
4. Pavlik, J. V. (2020). *Media in the digital age*. Columbia University Press.
5. Baruah, U. L. (1983). *This is All India Radio: A handbook of radio broadcasting in India*. Publications Division, Ministry of Information and Broadcasting.
6. Bhatia, K., & Raj, R. (2019). *Career opportunities in Indian media*. New Delhi, India: Kanishka Publishers.

Reference Books:

1. McQuail, D. (2010). *McQuail's mass communication theory*. Sage Publications.
2. Turow, J. (2017). *Media today: Mass communication in a converging world*. Routledge.
3. Hesmondhalgh, D. (2018). *The cultural industries*. Sage Publications.
4. Küng, L. (2017). *Strategic management in the media: Theory to practice*. Sage Publications.
5. Jenkins, H., Ford, S., & Green, J. (2013). *Spreadable media: Creating value and meaning in a networked culture*. New York University Press.
6. Chaturvedi, S. (2016). *Media management in India: Strategies and practices*. New Delhi, India: Sage Publications.

.Course outcomes (COs):

CO1	Identify various career paths within the media industry.
CO2	Summarize the significance of social media influencers and content creators in the modern media landscape.
CO3	Utilize job portals and media-specific job boards to search for employment opportunities.
CO4	Analyze the future prospects and challenges in the media job market.
CO5	Evaluate the ethical implications of content creation and reporting in media.
CO6	Develop a business plan for a media venture, incorporating innovative ideas and revenue models.

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

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

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Semester – VI

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	CO301
Course Name	Social Media Marketing	Course Code	JMCGE-601
Credit	4	Course type	GE-6
Year/ Sem	VI	L-T-P-	4-0-0

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

Unit 4: Analytics, Ethics, and Case Studies
Tools for tracking performance
Real-time monitoring and competitor analysis
Creating reports and performance summaries
Using feedback to improve campaigns
Rules and guidelines for online advertising
Ethical content creation and responsible communication
Copyright and intellectual property in social media
Case studies of successful campaigns

Suggested Books:

1. Barker, S., & Barker, D. (2020). Social Media Marketing: A Strategic Approach (2nd ed.). Cengage Learning.
2. Evans, D. (2021). Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media (2nd ed.). Pearson.
3. Lipschultz, J. H. (2021). Social Media Communication: Concepts, Practices, Data, Law and Ethics, Routledge.
4. Sharma, S., & Singh, G. (2020). Social Media Marketing for Dummies (2nd ed.). Wiley India.
5. Tuten, T. L., & Solomon, M. R. (2020). Social Media Marketing (4th ed.). Sage Publications.
6. Sharma, S., & Singh, G. (2020). *Social media marketing for dummies* (2nd ed.). New Delhi, India: Wiley India

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. Wood, M. B. (2021). Essential Guide to Marketing Planning (4th ed.). Pearson.
5. Verma, A., & Jain, R. (2020). *Social media analytics and marketing in India*. New Delhi, India: Sage Publications.
6. Kapoor, N. (2019). *Digital marketing strategies for emerging markets*. New Delhi, India: PHI Learning.

Course outcomes (COs):

CO1	Identify key features and functionalities of major social media platforms.
CO2	Explain key strategies of social media marketing and how they help achieve business goals.
CO3	Create and manage engaging multimedia content.
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 integrated social media marketing plans.

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

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

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Semester – VI

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Influencer Marketing and Digital Campaigns	Course Code	JMCGE-602
Credit	4	Course type	GE-6
Year/ Sem	VI	L-T-P-	4-0-0

Course Objectives:

1. To explain influencer marketing in simple, practical terms.
2. To teach how to plan, run, and improve digital campaigns.
3. To guide students in selecting the right influencers and platforms.
4. To ensure awareness of ethics, copyright, and fair practices.

Course Contents:

Unit 1: Introduction to Influencer Marketing
Concept and evolution of influencer marketing
Types of influencers – Mega, Macro, Micro, Nano
Role of influencers in brand building
Identifying target audience for influencer campaigns
Social media platforms for influencer marketing
Benefits and challenges of influencer collaborations

Unit 2: Planning and Executing Digital Campaigns
Basics of digital marketing campaigns
Steps in creating an influencer marketing strategy
Content creation for influencer campaigns
Collaboration models – sponsored content, product reviews, giveaways, affiliate marketing
Budget planning and resource allocation
Timeline and campaign scheduling

Unit 3: Tools, Analytics, and Performance Tracking
Tools for campaign management
Real-time monitoring of influencer campaigns
Key metrics – reach, impressions, engagement rate and conversion rate
Competitor analysis and benchmarking
Creating performance reports and dashboards
Using feedback to optimize future campaigns

Unit 4: Ethics, Compliance, and Case Studies
Rules and guidelines for online promotions (ASCI, FTC)
Ethical practices in influencer marketing
Copyright and intellectual property rights in digital content
Transparency and disclosure in paid collaborations
Case studies of successful influencer campaigns
Lessons learned from failed campaigns
Industry-specific influencer marketing trends

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Suggested Books:

1. Choudhury, S., & Gupta, P. (2023). *Digital marketing and influencer strategies*. New Delhi, India: SAGE Publications.
2. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Hoboken, NJ: John Wiley & Sons.
3. Kapoor, N. (2022). *Influencer marketing: Building brand presence in the digital era*. Mumbai, India: Himalaya Publishing House.
4. Sharma, V., & Singh, R. (2021). *Digital brand engagement and social media*. New Delhi, India: Excel Books.
5. Bhatia, K. (2021). *Influencer marketing and social media campaigns*. New Delhi, India: Kanishka Publishers.
6. Mehta, S., & Chaturvedi, P. (2020). *Social media branding and online engagement*. New Delhi, India: PHI Learning.

Reference Books:

1. Freberg, K. (2021). *Discovering public relations: An introduction to creative and strategic practices*. Thousand Oaks, CA: SAGE Publications.
2. Patil, R., & Deshmukh, S. (2022). *Social media analytics and influencer impact in India*. Pune, India: TechKnowledge Publications.
3. Menon, P., & Iyer, A. (2020). *Digital campaign planning and execution*. New Delhi, India: PHI Learning.
4. Tuten, T. L., & Solomon, M. R. (2020). *Social media marketing* (4th ed.). Thousand Oaks, CA: SAGE Publications.
5. Reddy, P., & Gupta, M. (2020). *Social media campaigns and brand influence*. Mumbai, India: Himalaya Publishing House.
6. Singh, A., & Verma, R. (2021). *Influencer marketing strategies for the Indian market*. New Delhi, India: Excel Books.

Course outcomes (COs):

CO1	Define the concept, evolution, and types of influencer marketing.
CO2	Explain the role of influencers and social media platforms in brand building.
CO3	Apply strategies to plan and execute influencer marketing campaigns.
CO4	Analyze campaign performance using digital tools, analytics, and key metrics.
CO5	Evaluate influencer marketing practices for ethical, legal, and compliance standards.
CO6	Design creative, ethical, and effective influencer campaigns using industry best practices.

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

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

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Semester – VI

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	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 analyse 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 promotional content highlighting how MOOCs complement traditional education.

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 Correlate

Semester – VI

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Introduction to Blogging	Course Code	JMCSCL-601
Credit	2	Course type	SEC-6
Year/Sem	VI	L-T-P-	0-0-2

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: Practical Blogging Setup & Content Creation
Set up and customize a blog (WordPress/Blogger).
Write, format, and publish posts.
Add images, videos, and infographics.
Use plugins/tools for extra features.
Plan posts with a content calendar.

Unit 2: Practical SEO & Digital Promotion
Do live keyword research (Google Keyword Planner).
Set up and read Google Analytics.
Apply SEO techniques to posts.
Promote on social media & email.
Manage comments and track engagement.
Add affiliate links, sponsored posts, and ads.

Unit 3: Advanced Blogging & Monetization
Build a blog brand identity.
Collaborate with influencers or guests.
Create niche content series.
Sell e-books, courses, or premium content.
Ensure copyright and disclosure compliance.
Launch a fully functional blog

Suggested Books:

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. Gupta, R., & Kumar, A. (2019). *Digital marketing & blogging: A comprehensive guide for beginners*. Vikas Publishing.
6. Mehta, P. (2021). *Blogging for success: Strategies for building a popular blog*. Bharat Publication.

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Reference Books:

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. Sharma, S., & Verma, S. (2020). *SEO and blogging strategies for beginners*. Shree Publishers.
5. Reddy, K., & Mehta, P. (2021). *Blogging and digital content creation in India*. Mumbai, India: Himalaya Publishing House.
6. Choudhury, P. (2022). *Content strategy and blogging for Indian businesses*. New Delhi, India: Sage Publications.

Course outcomes (COs):

CO1	Identify concepts, types, platforms, and key blogging terminologies.
CO2	Explain blog structure, SEO basics, and content optimization strategies.
CO3	Apply writing, formatting, and design techniques for targeted blog posts.
CO4	Analyze search engine results and apply SEO strategies for better blog visibility.
CO5	Evaluate audience metrics and blog analytics to measure performance.
CO6	Create a personal blog with SEO-optimized content on a specific topic

CO-PO Mapping:

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

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

Semester – VI

Program Name	BA (Honours) Journalism and Mass Communication	Program Code	C0501
Course Name	Broadcast Marketing and Promotion	Course Code	JMCSCL-602
Credit	2	Course type	SEC-6
Year/Sem	VI	L-T-P-	0-0-2

Course Objectives:

1. To understand the foundational principles and methods of broadcast marketing and promotion.
2. To analyse 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: Broadcast Marketing Fundamentals & Campaign Design
Understanding broadcast marketing concepts and objectives
Brand positioning for broadcast programs
Audience profiling: research methods & demographic targeting
Designing a promotional campaign and strategy
Platform selection: TV, radio, OTT, social, and cross-media
Designing promotional materials: posters, ads, banners, teasers, trailers
Developing a complete promotional plan with timelines & budgets

Unit 2: Digital Tools & Social Media Integration
Digital marketing strategies for broadcast promotion
Planning content for consistent online presence
Creating and managing a social media content calendar
SEO basics for broadcast content discoverability
Using analytics tools: Google Analytics, YouTube Insights, Facebook/Instagram Insights
Leveraging influencer marketing & online communities
Live streaming and interactive audience engagement tactics

Unit 3: Campaign Execution, Evaluation & Optimization
Implementing broadcast promotional campaigns across chosen platforms
Tracking key metrics: engagement, impressions, TRPs, ratings, conversions
Gathering audience feedback: surveys, focus groups, comment analysis
Evaluating campaign effectiveness against KPIs
Identifying areas for improvement and re-strategizing
Case study analysis of successful broadcast marketing campaigns
Preparing final campaign reports & presentations

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. Bhargava, R. (2019). *Essentials of Digital Marketing*. Pearson 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.

Reference 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. Kumar, K. J. (2020). *Mass Communication in India* (5th ed.). Jaico Publishing House.
4. White, R. (2019). *Advertising: What Everyone Needs to Know*. Oxford University Press.
5. Shrivastava, K. M. (2013). *Broadcast Journalism in the 21st Century*. New Dawn Press.
6. 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 strategies and tools used for broadcast content promotion.
CO3	Apply audience analysis techniques to develop targeted broadcast campaigns.
CO4	Analyse 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	3	2	1	2	1	1	2	1	2	2	1	3	2	2	1	1
CO2	2	3	2	1	3	2	1	3	1	2	2	1	3	3	2	1	1
CO3	2	3	3	2	3	2	1	3	2	3	2	1	3	3	3	2	1
CO4	1	2	3	3	3	2	2	3	2	3	2	1	2	3	3	2	1
CO5	2	2	1	2	2	3	3	2	2	2	3	2	2	2	2	3	3
CO6	2	3	3	2	3	2	2	3	3	3	2	1	3	3	3	3	2

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

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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. A minimum of 2 credits from internship, project work, seminars, or training is mandatory for the BA (H) JMC program.
2. One credit = 30–60 hours of practical work; full-time internships require 40–45 hours/week for 2–4 weeks (or more as per credits).
3. Internships should be planned during coursework with proper academic scheduling.
4. Provide an orientation session and assign interns to different media departments/projects for hands-on learning.
5. Encourage skill development, networking, and industry exposure throughout the training.
6. Interns must document and present their work through a final presentation/portfolio and reflective report.
7. Students should submit a summary report of tasks, skills, and learning, along with any required supporting documents.
8. The internship record will be reflected in academics, contributing to credits and skill-based outcomes, with the internship/training certificate duly verified, finalized, and collected/delivered 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.

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. Gupta, R. (2019). Industrial Training in Media and Communication. McGraw Hill Education.
4. Jain, M. (2020). Media Internships: Theory and Practice. Bloomsbury India.
5. Sharma, P. (2020). Professional Media Training. Springer.
6. Verma, S. (2019). Media and Industrial Training: A Practical Approach. PHI Learning.

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Reference Books:

1. Drotner, K., & Schroder, 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	Analyse the challenges and opportunities encountered during a media internship.
CO5	Assess the effectiveness of various media strategies and tools used in industrial training.
CO6	Create a media project using 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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