



CRITERIA 1.1.3

Different UG And PG Programme, Sample of Courses With Highlight On Ethics / Gender / Human Values / Environment And Sustainability Aspects Is Presented.

Programme: B.A. Journalism & Mass Communication

1. ETHICS



2. GENDER



3. HUMAN VALUES



4. ENVIRONMENT AND SUSTAINIBILITY



NETAJI SUBHAS UNIVERSITY JAMSHEDPUR




APPROVED BY AICTE & NCTE

Department of Journalism and Mass communication

(Syllabus)

**Three years Bachelor of Arts (Honors) in Journalism
and Mass Communication**

Effective from Academic Session 2019 onwards


Dean Academics
Netaji Subhas University
Jamshedpur, Jharkhand




Head
Department of Mass Communication
Netaji Subhas University

CHOICE BASED CREDIT SYSTEM (CBCS):

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

Outline of Choice Based Credit System:

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

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

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

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

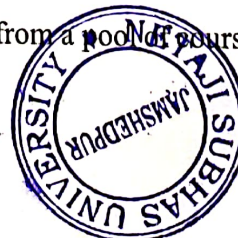
2.3 Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

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

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

3.1 Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.

3.2 Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses



Introducing Research Components in Under-Graduate Courses

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

Implementation:

1. The CBCS may be implemented in Central/State Universities subject to the condition that all the stakeholders agree to common minimum syllabi of the core papers and at least follow common minimum curriculum as fixed by the UGC. The allowed deviation from the syllabi being 20 % at the maximum.
2. The universities may be allowed to finally design their own syllabi for the core and elective papers subject to point no. 1. UGC may prepare a list of elective papers but the universities may further add to the list of elective papers they want to offer as per the facilities available.
3. Number of Core papers for all Universities has to be same for both UG Honors as well as UG Program.
4. Credit score earned by a student for any elective paper has to be included in the student's overall score tally irrespective of whether the paper is offered by the parent university (degree awarding university/institute) or not.
5. For the introduction of AE Courses, they may be divided into two categories:
 - a) AE Compulsory Courses: The universities participating in CBCS system may have common curriculum for these papers. There may be one paper each in the 1st two semesters viz. (i) English/MIL Communication, (ii) Environmental Science.
 - b) Skill Enhancement Courses: The universities may decide the papers they may want to offer from a common pool of papers decided by UGC or the universities may choose such papers themselves in addition to the list suggested by UGC. The universities may offer one paper per semester for these courses.
6. The university/Institute may plan the number of seats per elective paper as per the facility and infrastructure available.
7. An undergraduate degree with Honours in a discipline may be awarded if a student completes 14 core papers in that discipline, 2 Ability Enhancement Compulsory Courses (AECC), minimum 2 Skill Enhancement Courses (SEC) and 4 papers each from a list of Discipline Specific Elective and Generic Elective papers respectively.
8. An undergraduate Program degree in Science disciplines may be awarded if a student completes 4 core papers each in three disciplines of choice, 2 Ability Enhancement Compulsory Courses (AECC), minimum 4 Skill Enhancement Courses (SEC) and 2 papers each from a list of Discipline Specific Elective papers based on three disciplines of choice selected above, respectively.
9. An Undergraduate program degree in Humanities/ Social Sciences/ Commerce may be awarded if a student completes 4 core papers each in two disciplines of choice, 2 core papers each in English and MIL respectively, 2 Ability Enhancement Compulsory Courses (AECC), minimum 4 Skill Enhancement Courses (SEC), 2 papers each from a list of Discipline Specific Elective papers based on the two disciplines of choice selected above, respectively, and two papers from the list of Generic Electives papers.
10. The credit(s) for each theory paper/practical/tutorial/project/dissertation will be as per the details



given in A, B, C, D for B.Sc. Honours, B.A./B.Com. Honours, B.Sc. Program and B.A./B.Com. Program, respectively.

11. Wherever a University requires that an applicant for a particular M.A./M.Sc. /Technical/Professional course should have studied a specific discipline at the undergraduate level, it is suggested that obtaining 24 credits in the concerned discipline at the undergraduate level may be deemed sufficient to satisfy such a requirement for admission to the M.A./M.Sc./Technical/Professional course.



Conversion of credit(s) into grade(s): The following illustrations could be taken as an example for computing SGPA and CGPA from credits for Honours courses in all disciplines, degree Program courses in Science subjects and degree Program courses in Humanities, Social Sciences and Commerce subjects:

1. Grades and Grade Points

Letter Grade	Grade Point
O (Outstanding)	10
A+(Excellent)	9
A (Very Good)	8
B+(Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

1 A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

2 For non credit courses „Satisfactory“ or “Unsatisfactory“ shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.

3 The Universities can decide on the grade or percentage of marks required to pass in a course and also the CGPA required to qualify for a degree taking into consideration the recommendations of the statutory professional councils such as AICTE, MCI, BCI, NCTE etc.,

4 The statutory requirement for eligibility to enter as assistant professor in colleges and universities in the disciplines of arts, science, commerce etc., is a minimum average mark of 50% and 55% in relevant postgraduate degree respectively for reserved and general category.

Hence, it is recommended that the cut-off marks for grade B shall not be less than 50% and for grade B+, it should not be less than 55% under the absolute grading system. Similarly cutoff marks shall be fixed for grade B and B+ based on the recommendation of the statutory bodies (AICTE, NCTE etc.,) of the relevant disciplines.



Illustration of Computation of SGPA and CGPA and Format for Transcripts

B.A. Program Course

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
Semester I					
C.P-1	06	A	8	48	
C.P-2	06	B+	7	42	
AECC-1	02	B	6	12	
GE-1	06	B	6	36	
SEC- 1	02	A	8	16	
Total	22			154	7 (154/22)
Semester II					
C-3	06	B	6	36	
C-4	06	C	5	30	
AECC -2	02	B+	7	14	
GE-2	06	A+	9	54	
SEC- 2	02	A	8	16	
Total	22			150	6.8 (150/22)
Semester III					
C-5	06	A+	9	54	
C-6	06	O	10	60	
C-7	06	A	8	48	
DSE - 1	06	A	8	48	
GE-3	06	O	10	60	
Total	30			270	9 (270/30)
Semester IV					
C-8	06	B	6	36	
C-9	06	A+	9	54	
C-10	06	B	6	36	
GE - 4	06	A+	9	54	
Total	24			180	7.5 (180/24)



Semester V					
C-11	06	B	6	36	
C-12	06	B+	7	42	
DSE-2	06	0	10	60	
DSE-3	06	A	8	48	
Total	24			186	7.75 (186/24)
Semester VI					
C-13	06	A+	9	54	
C-14	06	A	8	48	
DSE-4	06	A	8	48	
Total	18			150	8.3 (150/18)
CGPA					
Grand Total	140			1090	7.78 (1090/140)

Semester 1	Semester 2	Semester 3	Semester 4
Credit: 22; SGPA: 7	Credit: 22; SGPA: 6.8	Credit: 30; SGPA: 9	Credit: 24; SGPA: 7.5

Semester 5	Semester 6
Credit: 24; SGPA: 7.75	Credit: 18; SGPA: 8.3

Thus, **CGPA** = $(22 \times 7 + 22 \times 6.8 + 30 \times 9 + 24 \times 7.5 + 24 \times 7.75 + 18 \times 8.3) / 140 = 6.78$



NETAJI SUBHAS UNIVERSITY JAMSHEDPUR

B.A. (Hons.) Journalism and Mass

Communication Semester wise Structure

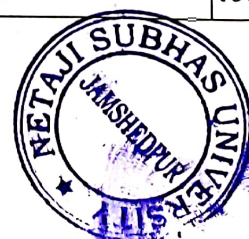
and Marking Scheme

Semester I

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
C -1	Introduction to Communication and Media	6	30	70	100
C -2	Introduction to Journalism	6	30	70	100
AECC-1	Communicative English	2	20	30	50
G.E-1	Political Science	6	30	70	100
SEC -1	Audio Production	2	20	30	50
	Total	22		Total	400

Semester II

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
C-3	Photography and Photojournalism	6	30	70	100
C.-4	Reporting and Editing for Print	6	30	70	100
G.E 2	Political Science	6	30	70	100
AECC 2	Environmental Science	2	20	30	50
SEC - 2	Graphic Designing and Photo Editing	2	20	30	50
	Total	22		Total	400

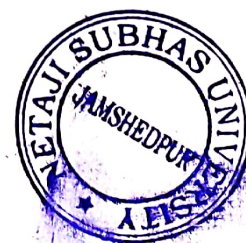


Semester III

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
C-5	Introduction to Broadcast Media	6	30	70	100
C-6	Advertisement and Public Relation	6	30	70	100
C-7	History of the Media	6	30	70	100
G.E 3	Political Science	6	30	70	100
DSE-1	Internship	6			100
	Total	30		Total	500

Semester IV

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
C-8	Media Ethics and the Law	6	30	70	100
C-9	Understanding Cinema	6	30	70	100
C-10	Introduction to New Media	6	30	70	100
G.E 4	Political Science	6	30	70	100
	Total	24		Total	400



Semester V

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
C-11	Development Communication	6	30	70	100
C-12	Communication and research methods	6	30	70	100
DSE - 2	A. Documentary Production or B. Anchoring and Reporting	6	30	70	100
DSE - 3	Internship	6			100
	Total	24	Total 400		

Semester VI

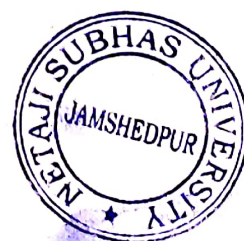
Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
C-13	Video Production	6	30	70	100
C-14	Media and Cultural Studies	6	30	70	100
DSE - 4	A. Short-Film Production Or B. Media Management	6	30	70	100
	Total	18		Total	300



B.A. (Hons.) Journalism and Mass Communication

CORE PAPERS

	<i>Subject Code</i>	<i>Subject Name</i>
<i>Core Paper 1</i>	(C.P – 1)	Introduction to Communication and Media
<i>Core Paper 2</i>	(C.P – 2)	Introduction to Journalism
<i>Core Paper 3</i>	(C.P – 3)	Photography and Photojournalism
<i>Core Paper 4</i>	(C.P – 4)	Reporting and Editing for Print
<i>Core Paper 5</i>	(C.P – 5)	Introduction to Broadcast Media
<i>Core Paper 6</i>	(C.P – 6)	Advertisement and Public Relation
<i>Core Paper 7</i>	(C.P – 7)	History of the Media
<i>Core Paper 8</i>	(C.P – 8)	Media Ethics and the Law
<i>Core Paper 9</i>	(C.P – 9)	Understanding Cinema
<i>Core Paper 10</i>	(C.P – 10)	Introduction to New Media
<i>Core Paper 11</i>	(C.P – 11)	Development Communication
<i>Core Paper 12</i>	(C.P – 12)	Communication Research and Methods
<i>Core Paper 13</i>	(C.P – 13)	Video Production
<i>Core Paper 14</i>	(C.P – 14)	Media and Cultural Studies



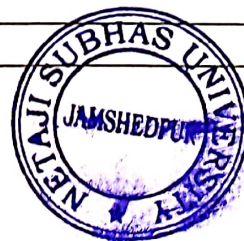
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
B.A IN JOURNALISM AND MASS COMMUNICATION (BAJMC)

A. PROGRAMME OUTCOMES:

PO-01	The B.A. in Journalism and Mass Communication course is designed to provide overall and in-depth knowledge about Journalism and Mass Communication to the students. It provides students with an opportunity to critically explore the ways in which world of communications operates.
PO-02	Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.
PO-03	The course enables students to develop their own focused area of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.
PO-04	The syllabus and curriculum provide students with the means to investigate and learn a range of work involving activities from creative production and creation to promotion, marketing and networking.
PO-05	The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership qualities to contribute in different trades and crafts of all forms of media.
PO-06	Provide comprehensive knowledge and skills so that students can work in the field of Print, Electronic and Digital media.

B. PROGRAMME SPECIFIC OUTCOMES:

PSO-01	Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards.
PSO-02	Provide advanced knowledge on communication theories and models.
PSO-03	Introduce students to the practical arena of exploring the potential of communication tools to become able communicators.
PSO-04	To develop the learner into competent and efficient Media & Entertainment Industry ready professionals
PSO-	To inculcate professional ethics, values of Indian and global culture.



05	
PSO-06	To prepare socially responsible media academicians, researchers, professionals with global vision.
PSO-07	Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

Semester I

C.P -1	Introduction to Communication and Media
C.P -2	Introduction to Journalism
AECC-1	Communicative English
G.E-1	Political Science
SEC -1	Audio Production

C.P -1 Introduction to Communication and Media

Course Objectives:	The objective of this course is to provide students with a foundational understanding of communication theories, models, and the evolution of media. It aims to:
CO-01	Familiarize students with key concepts, processes, and forms of communication.
CO-02	Explore the historical development and impact of traditional and new media.
CO-03	Enhance critical thinking about media's role in society, culture, and democracy.
CO-04	Develop analytical skills to assess media content, strategies, and ethics.
CO-05	Equip students with practical knowledge of media production and communication strategies.

Detailed Syllabus

Unit I: Principles of Communication

- Introduction to Communication
- History of Communication
- Forms of Communication, Levels of Communication
- Process of Communication, Functions of Communication
- Essentials of Communication
- Types of Communication
- Effectiveness and Techniques of Communication

Unit II: Communication and Mass Communication

- What is Mass Communication?
- Functions and Elements of Mass Communication
- Communication VS Mass Communication
- Tools of Mass Communication
- Models and Theories of Communication
- Mass Communication and Society



- Normative Theories of the Press
- Media and the Public Sphere

Unit III: Mass Communication and Effects Paradigm

- Direct Effects; Mass Society Theory, Propaganda
- Limited Effects; Individual Difference Theory, Personal Influence Theory
- Cultural Effects: Agenda Setting
- Spiral of Silence, Cultivation Analysis

Unit IV: Four Models of Communication

- Transmission models
- Ritual or Expressive models
- Publicity Model
- Reception Model

Unit VI: Recent Trends in Mass Media and Communication

- Traditional Media, Social Media
- Meaning and Classification of Mass Media
- New Information Technologies
- Communication Revolution and Digital Media
- Globalization, Telecommunication and Internet

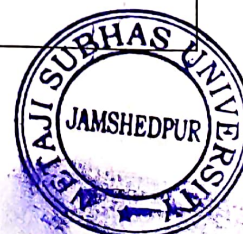
Practical:

Prepare a survey Report based on any current issues to study the media preference. Practical Copy and Viva.

1. Handbook of Journalism and Mass communication by Vir Bala Agrawal
2. Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 21 34; 59 72
3. John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 1 38 -
4. Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 1 11; 41
5. Kevin Williams, Understanding Media Theory, (2003), pp.168 188 -
6. Robin Jeffrey, Cell Phone Nation: How Mobile Phones have Revolutionized
7. Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013) - -
8. Ravi Sundaram, The Art of Rumour in the Age of Digital Reproduction,

Course Outcomes

C0-01	The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life.
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C0-02	Communication is integral to human expression and growth and has taken many forms over centuries. The students will be able to identify the use of media in providing meaningful information.
C0-03	After the completion of the course the students will be able to explain and review on critical evaluation of mass communication Theories.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	2	2	2	3
CO3	2	2	3	3	2	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

C.P -2 Introduction to Journalism

Course Objectives	The objective of this course is to introduce students to the principles, practices, and ethics of journalism. It aims to:
C0-01	Provide a foundational understanding of the history, role, and responsibilities of journalism in society.
C0-02	Develop skills in news gathering, reporting, writing, and editing across various media platforms.
C0-03	Familiarize students with journalistic ethics, media laws, and the importance of credible reporting.
C0-04	Enhance critical thinking and analytical skills for evaluating news sources and media content.

Detailed Syllabus

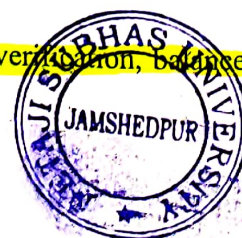
Unit -1 Concept of News:

News: meaning, definition, Ingredients of news, nature and sources.

The news process: from the event to the reader (how news is carried from event to reader)

Unit - 2 Understanding News

Hard news vs. Soft news, basic components of a news story - Attribution, embargo, verification, balance



and fairness, brevity, dateline, credit line, byline. Different types of journalistic writing: Articles, Features, types of features and human interest stories, editorials, difference between articles and features.

Unit - 3 Different forms of print

A historical Perspective, Yellow journalism, Penny press, tabloid press

Language of news- Robert Gunning: Principles of clear writing

Rudolf Flesch formula - skills to write news.

Unit - 4 Understanding the structure and construction of news:

Organizing a news story, 5W,s and 1H, Inverted pyramid

Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet.

Different mediums-a comparison

Language and principles of writing: Basic differences between the print, electronic and online journalism.

Unit - 5 Role of Media in a Democracy

Responsibility to society, press and democracy, Contemporary issues

and debates relating to media, Ethics in journalism, Citizen Journalism,

responsibility to Society.

Practical:

1. Newspaper analysis of selective newspapers
2. Prepare any 5 news Report of different types of news. Select any 5 beats and prepare news Report.
3. Practical Copy and Viva

Readings:

1. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media;
2. McGraw Hill Publication, 2000.
3. M.L. Stein, Susan Paterno& R. Christopher Burnett. News writer's Handbook: An
4. Introduction to Journalism; Blackwell Publishing,2006.
5. George Rodmann. Mass Media in a Changing World; McGraw Hill Publication,2007.
6. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar
7. Publications,2006.
8. Richard Keeble. The Newspaper's Handbook; Routledge Publication,2006.

Course Outcomes	
C0-01	Students will be able to identify news values and comprehend the news process
C0-02	Organize a news story according to the hard news structure
C0-03	Write different leads, the body text and ending
C0-04	Demonstrate interviewing and newsgathering skills
C0-05	Display editing skills including proof reading and headline writing

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3



CO2	2	3	2	2	CO2	2	3	2
CO3	2	2	3	3	CO3	2	3	3
CO4	3	3	2	2	CO4	2	3	2
CO5	2	2	2	3	CO5	3	3	2

High Correlation - 3
Moderate Correlation - 2
Low Correlation - 1
No Correlation - 0

High Correlation - 3
Moderate Correlation - 2
Low Correlation - 1
No Correlation - 0

Communicative English

AECC 1: Communicative English

AECC 1: Commu

Course Objectives	The objective of this course is to enhance students' proficiency in English communication, focusing on practical language skills for academic, professional, and social contexts. It aims to:
CO-01	Develop effective listening, speaking, reading, and writing skills in English.
CO-02	Build confidence in verbal and non-verbal communication through interactive activities.
CO-03	Improve pronunciation, vocabulary, grammar, and fluency for clear communication.
CO-04	Equip students with skills for group discussions, presentations, and public speaking.
CO-05	Enhance comprehension and expression through role-plays, debates, and practical exercises.

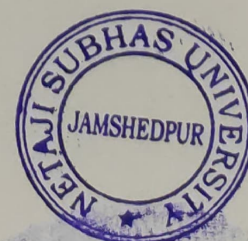
Detailed Syllabus

UNIT 1: Basics of Technical Communication

1. Process of Communication
2. Language as a tool of Communication
3. Communication Networks
4. Barriers to Communication
5. Technology in Communication

UNIT 2: Oral Communication

1. Active Listening/ Active Speaking
2. Effective Presentation Strategies
3. Interviews
4. Group Communication



UNIT 3: Effective Writing

1. Words and Phrases
2. Sentence Construction
3. Paragraph Development
4. The Art of Condensation
5. Reading Comprehension

UNIT 4: Written Forms

1. Letters, Mails, Memos
2. Reports and Proposals
3. Research Papers, Dissertation and Thesis

Course Outcomes	
CO-01	Develop a clear understanding of Phonetics, Vocabulary and Language
CO-02	Be able to form coherent writing styles
CO-03	Be able to express creatively in any genre/writing style.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	2	3	2	2	2	3
CO3	2	2	3	3	2	3
CO4	3	3	2	2	2	3
CO5	2	2	2	3	3	3

High Correlation - 3

Moderate Correlation - 2

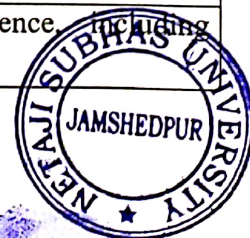
Low Correlation - 1

No Correlation - 0

Generic Elective (GE) 1: Political Science

Introduction to Political Theory

Course Objectives	The objective of this course is to provide students with a foundational understanding of political theories, institutions, and processes at local, national, and global levels. It aims to:
CO-01	Introduce key concepts and ideologies in political science, including democracy, governance, and political systems.



CO-02	Develop an understanding of the functioning of political institutions, public policies, and the role of citizens in a democracy.
CO-03	Analyze the impact of political decisions on society, economy, and culture.
CO-04	Enhance critical thinking and analytical skills through discussions on contemporary political issues and case studies.
CO-05	Foster an appreciation of global political dynamics, international relations, and the importance of civic responsibility.

Detailed Syllabus

Unit 1 Meaning, Nature, Scope of Political science And Dimension of Politics

Unit 2 Liberal and Marxist View of Politics

Unit 3 Interdisciplinary Approach to the Study of Political Science - Relation with other social Sciences

Unit 4 Nature and Origin of State

Unit 5 Functions of the State Liberalism, Socialism and Welfare State

Unit 6 Rise and Growth of Modern state

Suggested Readings:

1. R. Bhargav And A. Acharya (Ed.) "Political Theory: An Introduction" Pearson Longman Publication, New Delhi.
2. David Marsh, -Theory and Methods In Political Science", Palgrave Mac Milian Publication, New Delhi.
3. O.P.Gauba, Iajjanitile Siddhant Ki Roop Rekhe, Mayur Paperbacks Publication, New Delhi.
4. O.P.Gauba, "Samkalin Rajanitik Siddhant", Marlin. Paperbacks P.C., New Delhi

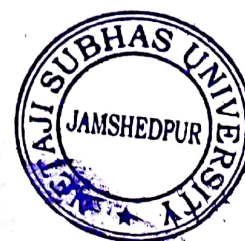
Course Outcomes	
CO-01	To describe the functioning and structure of the state, legislature, executive and the judiciary.
CO-02	To identify forms of government, coalitions and alliances.
CO-03	To analyze political issues in the overall context of the Indian political system.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	1	2	3
CO2	2	3	2	2	3	3
CO3	1	2	1	3	2	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1 No Correlation - 0



SEC 1: AUDIO PRODUCTION

Course Objectives	The objective of this course is to equip students with the technical and creative skills required for audio production in media and communication contexts. It aims to
CO-01	Provide a comprehensive understanding of audio production principles, techniques, and tools.
CO-02	Develop proficiency in recording, editing, mixing, and mastering audio using industry-standard software.
CO-03	Enhance creative skills in sound design, voiceover, podcasting, and radio production.
CO-04	Introduce best practices for setting up and managing audio equipment and studio environments.
CO-05	Foster critical listening and analytical skills to assess audio quality and production styles.

Detailed Syllabus

Unit 1: Writing for Radio-

Preparation of audio brief, Recording Audio on Mobile Device, Recording and editing exercises in the studio. Writing exercises. Interviews-simulated and actuality. Research and scripting of radio documentary/ feature/ drama

Preparation of a Radio Programme

Unit 2: Knowing the Equipment and DAW (Digital Audio Workstation)

Studio Equipment, Various types of Microphones, Types of Studio, Requirements for a Studio

Unit 3: Radio Program Production

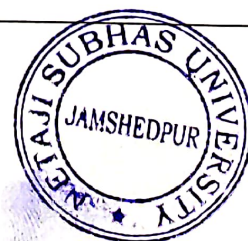
Production of radio discussions. Presentation of various types of programmes. Production of social messages (max 30 seconds). Production of radio documentary/ feature.

Preparation of Radio Advertisements

Unit 4: Podcasting

Understanding Podcast, Selecting the topic, writing for Podcast, Various Platforms

Course Outcomes	
CO-01	Know different types of microphones, mixers, cables and their uses.
CO-02	Be able to handle sound recording and mixing equipment for different media.
CO-03	Be able to record location-sound during a production
CO-04	Be able to Dub sound and sound effects as per the requirement of a Project
CO-05	Be able to prepare a complete sound track for any given project.



PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	2	3	2	2	2	3
CO3	2	2	3	3	2	3
CO4	3	3	2	2	2	3
CO5	2	2	2	3	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

Semester 2

C.P -3	Photography and Photojournalism
C.P -4	Reporting and Editing for Print
AECC-2	Environmental Science
G.E-2	Political Science
SEC -2	Graphic Designing and Photo Editing

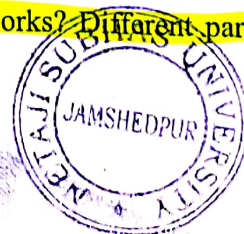
C.P 3 Photography and Photojournalism

Course Objectives	The objective of this course is to introduce students to the art, technique, and ethics of photography and photojournalism. It aims to:
CO-01	Develop foundational skills in photography, including camera operations, composition, and lighting.
CO-02	Provide practical knowledge of photo editing and digital imaging tools.
CO-03	Introduce students to the principles of visual storytelling and the role of photojournalism in media.
CO-04	Enhance critical thinking in evaluating images for authenticity, impact, and ethical considerations.
CO-05	Equip students with hands-on experience in capturing, curating, and presenting photographic work for journalistic purposes.

Detailed Syllabus

Unit I: Introduction to photography

Concept of Photograph and Photography, Still photography: How still camera works? Different parts of



camera and their function Formats of a digital image. Concept of analogue camera & digital camera Image sensors & sizes (CCD and CMOS)

Aperture and its function Shutter & shutter speed Concept of depth-of- field Co-relation between aperture, shutter speed & ISO speed What is white balance? (Colour temperature) Lenses and types of lenses.

Unit II: Elements and principles

Point of Interest, Rule of Thirds, Role of Visualizations, Photographer's jargon, File Formats, Basics of Film Speed, Processing your Photo, photo editing. Understanding lighting: artificial & natural Photographic lighting equipment & sources. One, two and three-point lighting: key, fill and back light. Lighting Importance of lighting, Lighting equipment and control, Lighting techniques and problems.

Unit III: Photojournalism

Wildlife Photography, Disaster Photography, Sports Photography, Political Photography, Weather & Environment Photography, War Photography, Advertising Photography, Landscape Photography, News Photography. News values for pictures, Photo Features, Picture Magazines, qualities Essential for Photojournalism, Colour Photography, and Impact of Technology.

Unit IV: Videography

Video Camera: Parts of a video camera, Different controls on video camera, Power switch, preheat, genlock, white balance, black balance, gain, iris, pedestal etc Zoom control: servo, manual, remote, zoom extenders, Focus control: auto, manual, black focus, metro focus,

Camera view finders (B/W and colour). Its indicator & control. Balancing of Colours of a Video Camera, Camera control unit (CCU). Different types of Television cameras, Introduction of video Cameras: VHS, S-VHS, U-matic, low band & hi-band, betacam, betacam SP, digital Betacam, mini DV, DV/DVC, DVC Pro, DV-CAM, HD Video camera & their types. Different Types of Video recording Formats: HD, DVC, Beta, DVC Pro Working of VTR.

Video Camera Accessories: Types and use-normal, telephoto lens, wide-angle lens & Zoom lens. Tripod, types of tripod heads, dolly, trolley, & other accessories. Different types of camera angles and uses, basic shots terminology, Camera movement - Types & use.

Unit V: Editing Concepts and Fundamentals

Editing: meaning & concept, Principles of editing-eye line, Point of view and continuity type, Tempo, Transition, Match cut, Jump cut, Juxtaposition, Importance of cut away and cut in shots, Editing problems and ethics. Editing Softwares: Adobe Photoshop, Adobe Premiere Pro, Magix Sound Forge.

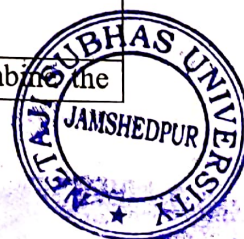
Practical:

1. Prepare a Picture magazine / PhotoEssay/ Photo feature.
2. Prepare a Short film (5 min approx)

Readings: - Video production by: Vasuki Belavati - Working with video by Brian and Keydal - Basic TV staging Milerson Gerald

Course Outcomes

CO-01	Describe the fundamental concept of the medium of photography; Combine the
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	science and art on photography
CO-02	Relate the history of the medium, Design storytelling through this visual medium.
CO-03	Develop projects that address both the art of the medium as well as the commercial application.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	2	3	2	2	2	3
CO3	2	2	3	3	2	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

C.P 4 Reporting and Editing for Print

Course Objectives	The objective of this course is to provide students with practical skills and theoretical knowledge in reporting and editing for print media. It aims to:
CO-01	Develop strong reporting skills, including news gathering, interviewing, and research techniques.
CO-02	Equip students with the ability to write clear, accurate, and engaging news stories for print publications.
CO-03	Introduce the fundamentals of editing, including grammar, style, headline writing, and page layout.
CO-04	Familiarize students with ethical considerations and media laws relevant to print journalism.
CO-05	Provide hands-on experience in newsroom practices, copyediting, proofreading, and fact-checking.

Detailed Syllabus

Unit I: Covering news

Reporter- role, functions and qualities

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

Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports.

Unit II: Interviewing/Types of news leads

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



News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

Unit III: The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headlines, style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces, op. Editorial page.

UNIT IV: Trends in sectional news

Week-end pullouts, Supplements, Backgrounders columns/columnist

Unit V: Understanding media and news

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

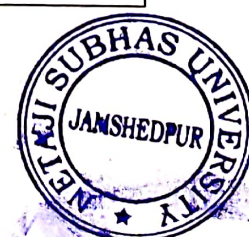
Practical:

1. Visit any Print Media House and have a detailed analysis of the different departments of newspaper organization.
2. To prepare a news report after going into the field and covering any particular News.
3. Practical Copy and Viva

Readings:

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech
3. Publications News Writing and Reporting for Today,,s Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
5. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
6. The Newspaper,,s Handbook, Richard Keeble, Routledge Publication
7. Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
8. News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
9. Mass Communication Theory, Denis McQuail, Sage Publications
10. Reporting for the Print media_. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

Course Outcomes	
CO-01	Write various types of features for magazines
CO-02	Write different leads, the body text and ending
CO-03	Demonstrate interviewing and newsgathering skills
C0-04	Display editing skills including proof reading and headline writing.



PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	2	2
CO2	3	3	2	1	2	3
CO3	2	1	3	3	1	2
CO4	3	2	2	2	2	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

G.E - 2 Political Science

Political Ideas and Concepts

Course Objectives	The objective of this course is to provide students with an in-depth understanding of classical and contemporary political theories and their relevance in modern governance and society. It aims to:
CO-01	Introduce foundational political theories, including liberalism, socialism, conservatism, feminism, and Marxism.
CO-02	Explore the works of key political philosophers such as Plato, Aristotle, Machiavelli, Hobbes, Locke, Rousseau, Karl Marx, and contemporary theorists.
CO-03	Analyze the evolution of political thought and its influence on political institutions, policies, and movements.
CO-04	Develop critical thinking skills to assess political ideologies, debates, and their practical applications in governance.
CO-05	Encourage discussions on the impact of political theories on democracy, justice, human rights, and global political challenges.

Detailed Syllabus:

Unit 1 Sovereignty: Monism with special reference to Austin's Views; Pluralism with special reference to Laski and Machiever.

Unit 2 Equality: Legal, Social, Political and economic Dimensions; Relation between Liberty and Rights.

Unit 3 Right: Liberal, Marxist and Laski's Theory of Rights

Unit 4 Justice: Legal, Social, Political and Socio-Economic Dimensions of Justice.



Unit 5 Liberty: Negative and Positive Nature; Marxist's Concept of Liberty.

Unit 6 Democracy: Participatory and Representative.

Suggested Readings:

1. R. Bhargava and A. Acharya (Ed.) - "Political Theory: An Introduction" Pearson Longman Publication, New Delhi.
2. David Marsh, - "Theory and Methods in Political Science, Paigrove Mac Milian Publication, New Delhi.
3. O.P. Gaba, - "Rajnitik Siddhant Ki Roop Rekha", Mayur Paperbacks Publication, New Delhi.
4. O.P. Gaba, "Samkalin Rajnitik Siddhar", Mayur Paperbacks Publication, New Delhi.
5. Sushila Ramaswami, "Political Theory", PHI Publication, New Delhi.

Course Outcomes	
CO-01	Analyze the Concept of Sovereignty and Equality
CO-02	Understand the significance of sovereignty in governance and the role of equality in ensuring social and political balance.
CO-03	Evaluate Rights and Justice
CO-04	Examine the fundamental rights of individuals and the principles of justice in legal and social contexts.
CO-05	Interpret Liberty and Its Implications
CO-06	Assess the importance of liberty in personal, political, and economic spheres, and its relationship with state authority.
CO-07	Understand the Foundations of Democracy
CO-08	Explore the core principles of democracy, its functioning in different political systems, and its role in upholding justice and liberty.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	2
CO2	3	3	2	3	3	3
CO3	2	3	3	3	2	3
CO4	3	3	2	2	2	2
CO5	2	2	2	3	2	2
CO6	2	2	2	3	3	1
CO7	3	2	1	1	1	1



C08	2	3	2	2	2	2
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High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

AECC 2 Environmental Science

Course Objectives	The objective of this course is to enhance students' understanding of environmental issues, sustainability, and ecological responsibility. It aims to:
CO-01	Provide foundational knowledge of ecological systems, natural resources, and biodiversity.
CO-02	Develop awareness of environmental challenges such as pollution, climate change, and resource depletion.
CO-03	Introduce sustainable practices and solutions for environmental conservation and management.
CO-04	Promote critical thinking and problem-solving skills in addressing environmental issues.
CO-05	Encourage active participation in environmental initiatives and responsible citizenship.

Detailed syllabus

Unit 1: Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

Unit 2: Ecosystems

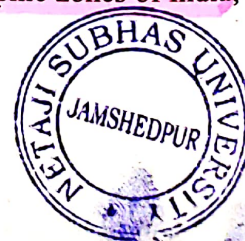
- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Unit 3: Natural Resources: Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation

- Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India



- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit 5: Environmental Pollution

- Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste.
- Pollution case studies.

Unit 6: Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- 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

Course Outcomes	
CO-01	To know about the environment that will lead to a concern for his own environment.
CO-02	Students will understand environmental concepts such as the need to conserve biodiversity, the need to lead more sustainable lifestyles and the need to use resources more equitably.
CO-03	Students will be able to change his outlook towards environment by a practical approach based on observation and self-learning
CO-04	Students will be able to create pro-environmental action, including activities we can do in our daily life to protect it.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	2
CO2	2	3	2	2	2	3
CO3	2	2	3	2	2	2
CO4	3	3	1	2	2	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0



SEC - 2 Graphic Designing and Photo Editing

Course Objectives	The objective of this course is to equip students with creative and technical skills in graphic design and photo editing for diverse media applications. It aims to:
CO-01	Develop proficiency in using industry-standard graphic design and photo editing software, such as Adobe Photoshop, Illustrator, and Canva.
CO-02	Enhance creative thinking and design skills for creating visually appealing graphics and layouts.
CO-03	Provide practical knowledge of image manipulation, retouching, and photo enhancement techniques.
CO-04	Introduce design principles, including color theory, typography, composition, and branding.
CO-05	Foster skills in creating digital assets for print, web, and social media platforms.

Detailed Syllabus

Unit 1 Graphic Designing

Art and Design, Core of Graphic Design, Design Principles, Shapes, Colour, Text.

Unit 2 Photo Editing

History of photo editing, digital workflow, basic image editing, photo editing software.

Digital image file formats.

Course Outcomes	
CO-01	Apply graphic design principles in the ideation, development, and production of visual messages.
CO-02	Confidently participate in professional design practice and management within a collaborative work environment.
CO-03	work with image editing and graphic design features, use designing skills and concepts to develop effective graphics for both web and print media.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	3	2
CO2	2	3	2	3	2	3
CO3	2	2	1	3	2	3



High Correlation - 3
 Moderate Correlation - 2
 Low Correlation - 1
 No Correlation - 0

Semester 3

C.P -5	Introduction to Broadcast Media
C.P -6	Advertisement and Public Relation
C.P 7	History of the Media
G.E-3	Political Science
DSE-1	Internship

C.P 5 Introduction to Broadcast Media

Course Objectives	The objective of this course is to provide students with a foundational understanding of broadcast media, including radio and television, and their role in communication. It aims to:
CO-01	Introduce the history, evolution, and impact of broadcast media in society.
CO-02	Develop practical skills in scripting, reporting, and production for radio and television.
CO-03	Familiarize students with broadcast formats, genres, and programming techniques.
CO-04	Enhance technical skills in audio and video recording, editing, and presentation.
CO-05	Promote awareness of ethical standards, media regulations, and audience engagement in broadcast media.

Detailed Syllabus

Unit I: Basics of Sound

Concepts of sound-scape, 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 II: 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 III: Writing and Editing Radio News

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



Unit IV: Writing and Editing Television News

Electronic News Gathering (ENG) & Electronic field Production (EFP)

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).

Practical:

- Prepare a Radio News Bulletin of 5 minutes
- Prepare a News Bulletin for Television News of 5 minutes
- Practical Copy and Viva

Readings:

Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)

Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)

P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)

The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002)

Course Outcomes	
CO-01	Students will be able to identify and write record, produce and edit several formats of radio programs including news stories, and features.
CO-02	Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station.
CO-03	Students will interpret the challenges and solutions of the radio industry.
CO-04	Students will outline the relationship of each personnel inside a radio station
CO-05	The students will Memorize basic evolution of TV industry and its growth in India.
CO-06	Students will be able to illustrate the basics of TV genres and essentials of TV journalism.
CO-07	Students will able to explain the handling and operating video camera and sound controlling equipment used in TV production

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	2	2	2	2	2	2
CO3	2	2	3	2	2	3
CO4	3	3	1	2	2	2



CO5	3	2	2	2	3	2
C06	2	2	2	1	2	2
C07	3	3	3	3	3	2

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

C.P 6 Advertisement and Public Relation

Course Objectives	The objective of this course is to introduce students to the principles, strategies, and practices of advertising and public relations in the contemporary media landscape. It aims to:
CO-01	Provide a foundational understanding of advertising and public relations concepts, theories, and practices.
CO-02	Develop skills in creating effective advertising campaigns and strategic PR initiatives.
CO-03	Familiarize students with brand management, media planning, and promotional strategies.
CO-04	Enhance communication skills for crafting persuasive messages, press releases, and media content.
CO-05	Promote ethical and responsible practices in advertising and public relations, including crisis management and reputation building.

Detailed Syllabus

Unit I: Introduction to Advertising

Meaning and history Advertising, Importance and Functions

a) Advertising as a tool of communication,

b) **Role of Advertising in Marketing mix, PR**

Advertising Theories and Models-AIDA model, DAGMAR Model,

Maslow's, Hierarchy Model, communication theories applied to advertising

Types of advertising and new trends Economic, cultural, Psychological and Social aspects of advertising,

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

Unit II: Advertising through Print, electronic and online media, Types of Media for advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling. Marketing Strategy and Research and Branding

Advertising department vs. Agency: Structure and Functions. Advertising Budget
Campaign Planning, Creation and Production



Unit III: Public Relations-Concepts and practices, Introduction to Public Relations: Growth and development of PR Importance, Role and Functions of PR, Principles and Tools of Public relations Organization of public relations: In house department vs consultancy.

PR in govt. and Private Sectors Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit IV: PR-Publics and campaigns

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

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

Unit V: Social Media Marketing

Social Media Technologies and Management. Integrated Marketing Communication. Developing Social Networks. Social Media Strategies, Tactics and Ethics. Social Media Tools Measurement Strategies and ROI.

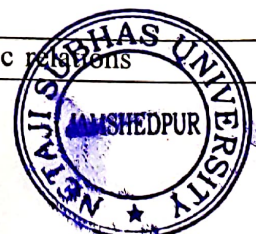
Practical:

- Miscommunication in Advertising
- Design an ad copy for a product
- Prepare a adv. Jingle for a product
- Planning and designing of PR campaign

Readings:

- 1.David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- 2.Frank Jerkins, Advertising Made Simple, Rupa& Co.
- 3.Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
- 4.JethwaneyJ aishri, Advertising, Phoenix Publishing House
- 5.Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- 6.Heath Robert L, Handbook of Public Relations, Sage Publications,
- 7 .Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- 8.Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- 9.Kaul J.M., Noya Prakash, Public Relation in India, Calcutta

Course Outcomes	
CO-01	The student will be able to identify and define the advertising concepts and will review the advertising media.
CO-02	The student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing.
CO-03	The student will be able to categorize different types of advertisements. The students will also be able to appraise and interpret the legal, ethical and social aspect of advertising.
CO-04	The student will be able to identify and define the advertising concepts and will review the advertising media.
CO-05	The student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing.
CO-06	Critically assess the use of rhetoric in an array of advertising and public relations



	materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and PR campaign materials
CO-07	Compose ad copy in a variety of media, as demonstrated through Critical evaluation of visuals, graphics and the written word and Designing a best practices ad kit

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	2	3	2	3	2	2
CO3	2	3	3	3	2	3
CO4	3	3	3	3	2	2
CO5	2	2	3	3	2	2
CO6	2	3	2	3	3	3
CO7	2	2	2	2	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

C.P 7 History of the Media

Course Objectives	The objective of this course is to provide students with a comprehensive understanding of the historical development of media and its influence on society. It aims to:
CO-01	Explore the evolution of media from traditional forms, such as print and radio, to modern digital platforms.
CO-02	Analyze key milestones and technological advancements in media history.
CO-03	Examine the role of media in shaping public opinion, culture, and social change.
CO-04	Introduce students to the contributions of significant media pioneers and movements.
CO-05	Develop critical thinking about the changing nature of media and its impact on communication and democracy.

Detailed syllabus

Unit I: History of Print Media- Pre Independence

History of the Press in India:



Colonial Period, National Freedom Movement

Gandhi and Ambedkar as Journalists and Communicators

Unit II: Media in the Post-Independence

Post-Independence journalism major newspaper

Emergency and Post Emergency Era, Print media in the era of globalization and liberalization and after.

Changing Readership, Print Cultures, Language Press, recent trends.

Unit III: History of Radio

Emergence of radio Technology,

The coming of Gramophone

Early history of Radio in India

History of AIR: Evolution of AIR Programming

Penetration of radio in rural India Case studies

Patterns of State Control; the Demand for Autonomy

FM: Radio Privatization

Music: Cassettes to the Internet

Unit IV: History of Television

The early years of Photography, Lithography and Cinema

From Silent Era to the talkies, Cinema in later decades

The coming of Television and the State's Development Agenda

Commercialization of Programming (1980s)

Invasion from the Skies: The Coming of Transnational Television

(1990s) Formation of Prasar Bharati

Practical:

Prepare a report on your visit to AIR

Do a content analysis of any channel of your choice

Do a case study of any media/programmers of your choice

Readings:

History of Journalism J. Natrajan

Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).

Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian Language Press, Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1 32 Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) 39 57 Neurath P. —Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3 (pp 275 283)

Course Outcomes

CO-01	Understand how particular media structures have emerged in contemporary society.
CO-02	The students will be able to understand the different phases of print and broadcast journalism in India.



CO-03	Assess the impact of media on social, political, and cultural transformations across different historical periods.
CO-04	Compare the evolution of media in different regions and cultures, highlighting influences and interactions.
CO-05	Trace the historical development of media laws, censorship, press freedom, and media ethics.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	2	2	3
CO2	2	3	2	3	2	3
CO3	1	3	3	2	2	2
CO4	2	3	3	3	1	3
CO5	2	3	3	3	3	2

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

G.E 3 Political Science

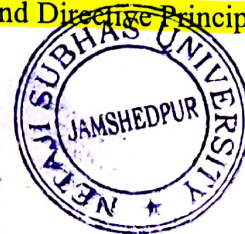
Constitutional Government in India

Course Objectives	Course Objective for General Elective Paper: Political Science (Legislature, Judiciary, Fundamental Rights, Preamble)
CO-01	Provide an in-depth understanding of the structure and functions of the Legislature, Judiciary, and Executive.
CO-02	
CO-03	Analyze the significance of the Preamble in shaping the democratic principles of the Constitution.
CO-04	
CO-05	Explore the concept of Fundamental Rights and their role in safeguarding individual freedoms and social justice.

Detailed syllabus

Unit 1 Socio- Economic Bases and Philosophy of The Indian Constitution.

Unit 2 The Constitution: Preamble and Basic Features. Unit 3 Fundamental Rights and Directive Principles



of State Policy.

Unit 4 Union Government Legislature and Executive

Unit 5 State Government: Legislature and Executive.

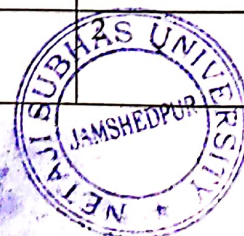
Unit 6 Judiciary: Supreme Court and Judicial Activism

Suggested Readings:

1. B. N. Chawdhari & Yuvaraj Kumar, "Bharat Main Sanvadhanik Loktantra Aur Shasare, Delhi. 2. Subhash Kashyap, "Bharatiya Loktantra Kaitihae, Delhi University Press, Delhi.
3. Subhash Kashyap, "Bharatiya Sansad: Samasya Aur Samadhar, Delhi University Press, Delhi. 4. A. P. Avasthi, "Indian Government And Politics", Lam! Narayan Agrawal, Agra. 4. S. C. Singhal, "Elharatya Shasan Aur Rajniti, Lawn' Narayan Agrawal, Agra.
5. B. L. Phariya, "Bharatiya Shasan Aur Rajniti, Sahitya Bhawan, Agra. 6. A. R. Khan, "The Constitution of India, Access Publishing Delhi.

Course Outcomes	
CO-01	Analyse the key features, structure, and significance of the Indian Constitution as the supreme law of the land.
CO-02	Explore the nature, scope, and importance of Fundamental Rights in safeguarding individual freedoms and ensuring social justice.
CO-03	Understand the roles, powers, and responsibilities of the Union and State Governments in India's federal system.
CO-04	Assess the structure, functions, and significance of the Indian Judiciary in upholding constitutional values and delivering justice.
CO-05	Analyse the key features, structure, and significance of the Indian Constitution as the supreme law of the land.
CO-06	Explore the nature, scope, and importance of Fundamental Rights in safeguarding individual freedoms and ensuring social justice.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	2	3	2	3	2	3
CO3	2	3	3	3	2	3
CO4	2	3	3	3	2	3
CO5	2	3	3	3	3	3
CO6	2	3	2	3	2	



High Correlation - 3
 Moderate Correlation - 2
 Low Correlation - 1
 No Correlation - 0

DSE-1 Internship

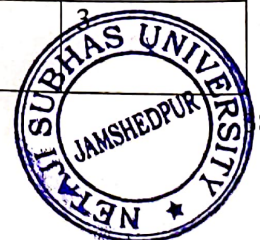
Course Objectives

Course Objectives	The objective of this course is to provide students with practical, hands-on experience in a professional environment, enabling them to apply academic knowledge and develop industry-specific skills. It aims to:
CO-01	Facilitate experiential learning through direct exposure to workplace practices, professional settings, and organizational dynamics.
CO-02	Develop practical skills related to the student's field of study, such as communication, teamwork, problem-solving, and project management.
CO-03	Enhance the ability to apply theoretical concepts to real-world scenarios and bridge the gap between classroom learning and professional application.
CO-04	Encourage professional development through mentorship, networking opportunities, and feedback from industry professionals.
CO-05	Promote ethical conduct, professionalism, and a deeper understanding of career paths and industry expectations.

Course outcomes

Course Outcomes	Course Outcomes for Master's Core Paper: Internship
CO-01	Apply Theoretical Knowledge in Practice: Demonstrate the ability to apply academic concepts and communication theories in real-world professional settings.
CO-02	Develop Professional Skills: Gain practical experience and develop industry-specific skills relevant to media, communication, and related fields.
CO-03	Understand Workplace Dynamics: Adapt to organizational cultures, workflows, and professional expectations in a professional environment.
CO-04	Enhance Communication Competence: Demonstrate effective communication skills, including interpersonal, written, and digital communication, in a professional context.
CO-05	. Build Professional Networks: Establish valuable connections with industry professionals and gain insights into career opportunities.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	2	3



CO2	2	3	2	3	3	3
CO3	2	2	3	2	3	3
CO4	3	3	2	3	3	3
CO5	2	2	2	2	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

Semester 4

C.P -8	Media Ethics and the Law
C.P -9	Understanding Cinema
C.P -10	Introduction to New Media
G.E-4	Political Science

C.P 8 Media Ethics and the Law

Course Objectives	The objective of this course is to provide students with a critical understanding of ethical principles and legal frameworks governing the media industry. It aims to:
CO-01	Introduce key concepts of media ethics, including truth, fairness, accountability, and social responsibility.
CO-02	Develop awareness of national and international media laws, regulations, and policies.
CO-03	Analyze case studies to understand ethical dilemmas and legal challenges faced by media professionals.
CO-04	Equip students with the knowledge to navigate copyright, defamation, privacy, and freedom of expression issues.
CO-05	Promote ethical decision-making and responsible journalism in diverse media contexts.

Detailed Syllabus

Unit I: 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



Unit II: 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

Unit III: 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.

Unit IV: 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 V: Media and Social Responsibility, Economic Pressures, Media reportage of marginalized sections- children, dalits, tribals, Gender Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition- incitement to violence, hate Speech.

Practical:

Case studies on any issues as media trial, defamation, Copyright act, freedom of speech and expression etc.

Readings:

Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009

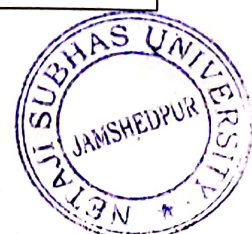
Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998 Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011

VikramRaghvan, Communication Law in India, Lexis Nexis Publication, 2007

IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000

William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity

Course Outcomes	
CO-01	Understand how particular media structures have emerged in contemporary society.
CO-02	The students will be able to understand the different phases of print and broadcast journalism in India.
CO-03	Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news Students will be able to discuss the various media laws and their implications on conduct of media Students will be able to analyze the issue of media regulation in India
CO-04	Evaluate the balance between media freedom and legal constraints, including defamation, copyright, privacy, and censorship.
CO-05	Develop and promote ethical media content while adhering to professional codes of conduct and self-regulatory guidelines.
CO-06	Exercise critical thinking to navigate ethical dilemmas and make informed decisions in media-related scenarios.



PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	2	3
CO2	2	3	2	3	3	3
CO3	2	2	3	2	3	3
CO4	3	3	2	3	3	3
CO5	2	2	2	2	3	3
CO6	3	3	3	2	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

C.P 9 Understanding Cinema

Course Objectives	The objective of this course is to provide students with a comprehensive understanding of cinema as an art form, cultural expression, and powerful medium of communication. It aims to:
CO-01	Introduce the history and evolution of cinema, including key movements, genres, and influential filmmakers.
CO-02	Develop critical thinking and analytical skills to interpret films from artistic, technical, and cultural perspectives.
CO-03	Familiarize students with cinematic techniques such as storytelling, cinematography, editing, sound design, and mise-en-scène.
CO-04	Explore the role of cinema in reflecting and shaping societal values, ideologies, and narratives.
CO-05	Encourage appreciation of global cinema and diverse storytelling traditions.

Detailed syllabus

Unit I: Language of Cinema

Language of Cinema I - Focus on visual Language: Shot, Scene,

Mis.en scene, Deep focus, Continuity Editing, Montage

Language of Cinema II - Focus on Sound and Colour: Diegetic and Non

Diegetic Sound: Off Screen Sound: Sync Sound; the use of Colour as a stylistic Element

Genre and the development of Classical Hollywood Cinema



Unit II: Film Form and Style

German Expressionism and Film Noir, Italian Neorealism

French New-Wave

Alternative Visions: Third Cinema and Non Fiction Cinema

Introduction to Feminist Film Theory

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

Unit III: Hindi Cinema

Early Cinema and the Studio Era

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

The Indian new wave, Globalization and Indian Cinema

Film Culture

Unit IV: Script Writing for Cinema

Script Writing - Significance, Process, Challenges

Literature to screen and other adaptations, different narrative techniques

Practical:

Critically appreciate any four movies of your choice (Indian/World)

Write a screenplay for a short film

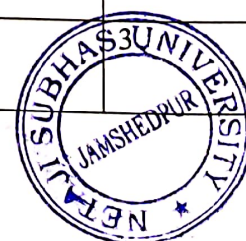
Recommended Screenings or clips: - - - -

Rear Window by Alfred Hitchcock (Language of Cinema), Battleship Potempkin by Sergei Eisenstein (Language of Cinema), Man with a Movie Camera by Dziga Vertov
Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism), Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
Pathar Panchali by Satyajit Ray, Pyaasa by Guru Dutt
The hour of the Furnaces by Fernando Solanas
Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)

Course Outcomes

CO-01	Develop a passion for films through understand the language of cinema, film narrative and the history of cinema
CO-02	Became film professionals with an aesthetic understanding of film production. Equipped to approach and appreciate cinema in an academic way.
CO-03	Students will select the Language of Cinema and fundamentals of film form and content
CO-04	Students will understand the relationship between theory and practice
CO-05	Students will be able to classify various fascinating aspects of Cinema
CO-06	Develop a passion for films through understand the language of cinema, film narrative and the history of cinema

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	



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

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

C.P 10 Introduction to New Media

Course Objectives	The objective of this course is to provide students with a foundational understanding of new media technologies and their impact on communication, culture, and society. It aims to:
CO-01	Introduce key concepts and characteristics of new media, including interactivity, digital convergence, and participatory culture.
CO-02	Develop practical skills in using digital tools, social media platforms, and multimedia content creation.
CO-03	Analyze the influence of new media on journalism, advertising, public relations, and entertainment industries.
CO-04	Explore emerging trends such as digital storytelling, virtual reality, and artificial intelligence in media.
CO-05	Promote critical thinking about ethical, legal, and societal implications of new media practices.

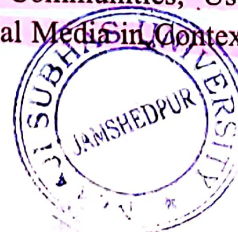
Detailed Syllabus

Unit I: Key Concepts and Theory

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

Unit II: Understanding Virtual Cultures and Digital Journalism

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



Unit III: Digitization of Journalism

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics

Unit IV: Overview of Web Writing

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

Unit V: Visual and Content Design

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog

Practical:

Create and promote a Web Blog
Case study related to new media

Readings:

Vincent Miller. Understanding digital culture. Sage Publications, 2011.

Lev Manovich. 2001. —What is New Media? | In The Language of New Media.

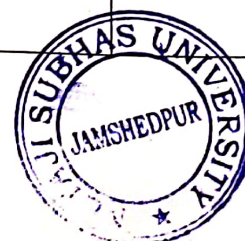
Cambridge: MIT Press. pp. 19-48. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.

Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.

Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless

Course Outcomes	
CO-01	Student will be able to explain New Media, its origin and evolution and impact on readers, business and society.
CO-02	Student will be able to distinguish New Media from print and electronic media.
CO-03	Student will identify the milestones of internet journalism in India and worldwide.
CO-04	Student will be able to define important terms of digital world.
CO-05	Student will be able to explain the role of a New Media Journalist.
CO-06	Student will be able to explain New Media, its origin and evolution and impact on readers, business and society.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	3	3	2	3
CO3	2	3	3	3	2	3



CO4	2	3	3	2	2	3
CO5	3	3	2	3	3	3
CO6	3	3	3	2	2	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

G.E 4 Political Science

Political Process in India

Course Objectives	Course Objective for General Elective Paper: Political Science (Party System, Pressure Groups, Secularism, and Federalism)
CO-01	Provide a comprehensive understanding of the party system and its role in democratic governance.
CO-02	Analyze the influence of pressure groups in shaping public policy and political decision-making.
CO-03	Explore the concept of secularism and its significance in maintaining a pluralistic society.
CO-04	Examine the principles of federalism and its impact on the distribution of power between central and state governments.
CO-05	Foster critical thinking on contemporary political issues related to party politics, interest groups, and governance structures.

Detailed Syllabus

Unit 1

Political Parties and Party System

Unit 2

Voting Behavior in India: Nature and Determinants (Casteism and Regionalism)

Unit 3

Pressure Groups and Interest Groups

Unit 4

Religion and Politics: Debate on Secularism

Unit 5

Defection

Unit 6

Co-operative Federalism



Suggested Readings:

1. Vivekkumar, "Caste And Democracy In India", Gyan Publishing House Delhi.
2. Pravinkumarlha, 'Indian Politics In Comparative Perspective', Pearson Publication, Delhi.
3. A.S. Narang, "Indian Political System, Process and Development, Gitanjall Publishing House, Delhi.
4. Bimal Prasad, "the Making of India", Vitasta Publication, Delhi.
5. Paul R. Brass, "The politics of India Since Independence", lawahar Publisher Delhi.
6. Ravindra Kumar, "Dalit Exclusion and Subordination", Rawat Publication, Delhi.
7. PrakashChander, "Indian Government And Politics", lawahar publisher, Delhi.
8. Mahendra P. Singh⁸, Himanshu Roy(Ed.), BharatiyaRainikitPranaliSanrachnaAurVikas, Delhi University Publication, Delhi.
9. Pukharaj Jain, "BharatiyaRashtriyaAndolanEvamBharatiyaSanvidhan, SahityaBhawan, Agra.

Course Outcomes	
CO-01	Understand the nature of political parties, party systems, and the factors influencing voting behaviour in India, including casteism and regionalism.
CO-02	Evaluate the influence of pressure groups and interest groups in shaping public policy and governance.
CO-03	Critically engage with the debate on secularism and the role of religion in Indian politics.
CO-04	Assess the impact of political defection on democracy and explore the concept of cooperative federalism in India's governance structure.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	3	3	2	3
CO3	2	3	3	3	2	3
CO4	2	3	3	2	2	3

High Correlation - 3

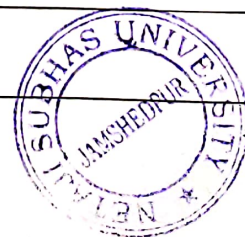
Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

Semester 5

C.P -11	Development Communication
C.P -12	Communication and research methods
DSE - 2 A. or	Documentary Production or



DSE – 2 B.	Anchoring and Reporting
DSE - 3	Internship

C.P 11 Development Communication

Course Objectives	The objective of this course is to introduce students to the principles and practices of development communication as a tool for social change and empowerment. It aims to:
CO-01	Provide a foundational understanding of development communication theories, models, and approaches.
CO-02	Explore the role of media and communication in promoting sustainable development, health, education, and social welfare.
CO-03	Develop skills in designing, implementing, and evaluating communication campaigns for development initiatives.
CO-04	Encourage critical thinking about communication strategies for grassroots mobilization, advocacy, and behavior change.
CO-05	Foster an understanding of participatory communication methods and ethical considerations in development contexts.

Detailed Syllabus

Unit I: Concept of Development

Development: Concept, concerns, paradigms

Concept of development

Measurement of development

Development versus growth

Human development

Development as freedom

Unit II: Models of Development

Basic needs model, Nehruvian model, Gandhian model

Panchayati raj. Developing countries versus developed countries UN millennium dev goals

Unit III: Concept of Development Communication

Development communication: Concept and approaches. Paradigms of development: Dominant paradigm, dependency, alternative paradigm Dev comm. approaches – diffusion of innovation, empathy, magic multiplier.

Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area woods triangle.

Unit IV: Practicing development communication

Practicing development communication, Strategies for designing messages for print, Community radio and dev., Television programmes for rural india (Krishi Darshan) Using new media technologies for development. Development Journalism and rural reporting in India Role of media in development mass



Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and post liberalization eras. Role, performance record of each medium- print, radio, tv, video, traditional media. Role of development agencies and NGOs in development communication. Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e-governance, e chaupal, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

Unit V: Rural Journalism

Rural Journalism Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues; Specific features of tribal society; Information needs in tribal setting; Critical appraisal of mainstream media's reportage on tribal problems and issues

Practical:

Field visit and reporting on developmental issues and also suggest the design to solve the problems.

Readings:

Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
SrinivasR.Melkote& H. Leslie Steeves: Communication for Development In The Third World, Sage Publications.

Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.

Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.

Course Outcomes	
CO-01	Develop a perspective on national and international issues
CO-02	Know how to use traditional, digital and professional media platforms for development
CO-03	Be contextually equipped to prepare content for developmental changes and advocacy
CO-04	Students will be able to recognize and explain the concept and importance of development
CO-05	Students will be able to distinguish between communication and development communication
CO-06	Students will be able to describe use of different media in development communication

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	2	2	2	3



CO3	2	3	3	3	2	3
CO4	3	3	3	3	2	3
CO5	2	3	3	3	3	3
CO6	2	3	3	3	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

C.P 12 Communication and research methods

Course Objectives	The objective of this course is to equip students with the theoretical knowledge and practical skills needed to conduct research in the field of communication studies. It aims to:
CO-01	Introduce fundamental concepts, approaches, and methodologies in communication research.
CO-02	Develop skills in both qualitative and quantitative research methods, including surveys, interviews, content analysis, and ethnography.
CO-03	Familiarize students with research design, data collection, analysis, and interpretation techniques.
CO-04	Enhance critical thinking and analytical skills for evaluating media content, audience behavior, and communication processes.
CO-05	Guide students in preparing research proposals, writing reports, and presenting research findings effectively.

Detailed Syllabus

Unit I: Introduction to Research

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

Unit II: Methods of Media Research

Qualitative- Quantitative Technique, Content Analysis, Survey Method

Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research

Unit III: Sampling

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



Unit IV: Methods of analysis and report writing

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

Unit V: Ethnographies and other Methods

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

Practical:

Prepare a research paper on any social issues of your choice involving all the major steps.

Readings:

Wimmer, Roger, D and Dominick, Joseph R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.

Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.

John Fiske. Introduction to Communication Studies, Routledge Publications,1982.

Course Outcomes	
CO-01	To understand the scope and techniques of media research, their utility and limitations
CO-02	Demonstrate knowledge of research literacy and sound knowledge of basic research methods
CO-03	Demonstrate a working knowledge of the theories and frameworks through which media are analyzed and understood
CO-04	Demonstrate familiarity with research into media audiences and users
CO-05	Develop an understanding of media industries and institutions, particularly the role that research plays within the knowledge economy and future career development
CO-06	Describe the relationship between mass communication, journalism & research
CO-07	Explain the process, concepts and techniques of research infer the impact of research in mass communication

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	2	3	2	3
CO3	2	3	3	3	2	3



CO4	3	3	2	3	3	3
CO5	1	2	3	3	2	3
CO6	3	3	2	3	3	3
CO7	3	3	3	3	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

DSE - 2 A. Documentary Production

Course Objectives	The objective of this course is to provide students with practical and theoretical knowledge in creating compelling documentary films. It aims to:
CO-01	Introduce students to the history, genres, and styles of documentary filmmaking.
CO-02	Develop skills in pre-production, including research, scripting, and storyboarding for documentaries.
CO-03	Equip students with technical expertise in camera work, lighting, sound recording, and video editing.
CO-04	Enhance storytelling techniques to present real-world issues with accuracy, depth, and creativity.
CO-05	Promote ethical considerations in documentary production, including consent, representation, and narrative integrity.

Detailed Syllabus

Unit- I - Understanding the Documentary Introduction to Realism Debate, Observational / Verité documentary

Unit-2 - Shooting for Documentary Introduction to Shooting styles, Introduction to Editing styles Structure and scripting the documentary

Unit-3- Documentary Production Pre-Production: Researching the Documentary Research: Library, Archives, location, life stories, ethnography

Unit-4-- Writing and Presenting Documentary Writing a concept: telling a story, Treatment Writing a proposal and budgeting.

Practical:

- Make a short documentary.



Suggested Screenings - - - - -

Michael Moore: roger and Me Nanook of the north by Robert Flaherty Nightmail by Basil Wright City of photos by Nishita jain Bombay our city by Anand Patwardhan

Course Outcomes	
CO-01	Use of fiction film making techniques and style in Documentary: narrative structure, plot, editing etc.
CO-02	Explore the development and production of contemporary non-fiction.
CO-03	To develop, write and produce a documentary treatment and prospectus

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	2	3	2	3
CO3	2	3	3	3	2	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

DSE – 2 B. Anchoring and Reporting

Course Objectives	The objective of this course is to equip students with practical skills and theoretical knowledge in anchoring and reporting for broadcast media. It aims to:
CO-01	Develop proficiency in live anchoring, on-field reporting, and presenting news and programs with confidence and clarity.
CO-02	Enhance verbal and non-verbal communication skills, including voice modulation, body language, and articulation.
CO-03	Familiarize students with the process of researching, scripting, and delivering news reports and interviews.
CO-04	Provide hands-on experience in handling teleprompters, microphones, and other broadcast equipment.
CO-05	Promote ethical journalism practices, including accuracy, neutrality, and responsible reporting in diverse media environments.

Detailed Syllabus



Unit 1- Broadcast Formats

Public service advertisements, Jingles Radio magazine/Video magazine Interview, Talk Show, Discussion, Feature, Documentary

Unit-2 The Voice and the Microphone

Breathing and articulation

Voice and its function Pitch/ Tone / Intonation? Inflection/ Fluency Voice. over: Rhythm of speech, Breathing Resolution, VO for Radio /TV commercials/ Corporate videos

Unit-3 - Anchoring

Target audience and research in public Speaking

Body language, Studio Autocue& recording the voice.

Talk show Host/ Moderator- Legal pitfall (what not to say)

Unit4- Production

Reporting from the field Piece-to camera- meaning, importance and use Vox- Pop- meaning and use Techniques of Television Interview.

Practical:

Prepare a Radio programme

Vox Pop on any relevant issue with PTC

Readings: -

Herbert Zettl, Television Production Handbook, Allen, Robert c and Hill Annette Hill, The Television. Reader Rout ledge, Ed- 2004, News Bulletins in English and Hindi on National and Private Channels (as teaching material).

Course Outcomes	
CO-01	Students will be able to outline the role of an anchor for various types of programs
CO-02	Students will be able to identify the challenges of working as a media professional.
CO-03	Students will be able to express themselves in any live situation

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	2	3	2	3
CO3	2	3	3	3	2	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0



DSE - 3 Internship

Course Objectives

Course Objectives	The objective of this course is to provide students with practical, hands-on experience in a professional environment, enabling them to apply academic knowledge and develop industry-specific skills. It aims to:
CO-01	Facilitate experiential learning through direct exposure to workplace practices, professional settings, and organizational dynamics.
CO-02	Develop practical skills related to the student's field of study, such as communication, teamwork, problem-solving, and project management.
CO-03	Enhance the ability to apply theoretical concepts to real-world scenarios and bridge the gap between classroom learning and professional application.
CO-04	Encourage professional development through mentorship, networking opportunities, and feedback from industry professionals.
CO-05	Promote ethical conduct, professionalism, and a deeper understanding of career paths and industry expectations.

Course Outcomes

Course Outcomes	Course Outcomes for Master's Core Paper: Internship
CO-01	Apply Theoretical Knowledge in Practice: Demonstrate the ability to apply academic concepts and communication theories in real-world professional settings.
CO-02	Develop Professional Skills: Gain practical experience and develop industry-specific skills relevant to media, communication, and related fields.
CO-03	Understand Workplace Dynamics: Adapt to organizational cultures, workflows, and professional expectations in a professional environment.
CO-04	Enhance Communication Competence: Demonstrate effective communication skills, including interpersonal, written, and digital communication, in a professional context.
CO-05	. Build Professional Networks: Establish valuable connections with industry professionals and gain insights into career opportunities.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	2	3	2	3
CO3	2	3	3	3	2	3
CO4	3	3	2	3	3	3



CO5	1	2	3	3	2	3
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High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

Semester 6

C.P -13	Video Production
C.P -14	Media and Cultural Studies
DSE - 4 A. or DSE – 4 B.	Short-Film Production Or Media Management

C.P 13 Video Production

Course Objectives	Course Objective for Core Paper: Video Production
CO-01	Provide students with a comprehensive understanding of the video production process, from pre-production to post-production.
CO-02	Develop technical skills in camera operation, lighting, sound recording, and video editing.
CO-03	Explore storytelling techniques, scriptwriting, and visual composition for effective video content creation.
CO-04	Enhance proficiency in using industry-standard video production tools and software.
CO-05	Foster creativity and critical thinking in producing diverse video formats, including documentaries, short films, and digital content.

Detailed Syllabus

Unit I: Introduction to Video Production

Video Production: Definition and Scope

Video Production Process: Pre Production, Production, Post Production

Production personnel with their duties & responsibilities

Types of video production

Unit II: An Overview of Video Production Process

Single and multi-camera shooting, the outdoor production, The Television studio, The production control room. Video & audio

Studio language & command

Unit III: Lighting for Video Production

Objectives and aims of lighting for various video production Qualities & direction of lighting, Different ways of controlling lighting

The lighting equipment, Planning & position of lighting, Basic lighting plan for various types of video



production

Unit IV: Editing Techniques

Criteria for editing - picture, narration and music, Editing equipment - recorder, player, vision mixer, audio mixer, monitor speaker, special effect generator, Types of editing - Assemble and Insert editing, on line and offline editing, Nonlinear editing & different editing software

Practical:

Produce a programme using multicam setup and proper lighting techniques. (Chat show/ Quiz/ Interview/ Panel discussion)

Readings:

Herbert Zettl, Television Production Handbook.

The Moving Image- Production Principles & Practices by Foreman Companies

Basic TV Staging by Millerson, Gerald Production Assistant in TV & Video by Focal Press

Course Outcomes	
CO-01	Demonstrate videotaping techniques including camera movements, angles, and camera shots.
CO-02	Perform various videotaping techniques that simulate professional situations and problems students might encounter on any video shoot.
CO-03	Perform critique/evaluation of productions of peers as well as the student's own.
CO-04	Complete In-camera editing procedures and skills developed through pre-visualization and development of storyboards, scripts and shot lists.
CO-05	Develop production planning techniques, taking projects from the idea stage in pre- production and working those ideas through to post-production including adding graphics and audio as needed to complete projects.
CO-06	Demonstrate enhanced communication skills – necessary to successfully communicate to a client, an audience and team members.
CO-07	Demonstrate operation of portable equipment and computer systems to create materials for various audiences, as well as use of portable lighting and audio equipment and microphones.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	2	3	2	3
CO3	2	3	3	3	2	3
CO4	3	3	2	3	3	3



CO5	1	2	3	3	2	3
CO6	3	3	2	3	3	3
CO7	3	3	3	3	3	3

High Correlation – 3 Moderate Correlation – 2 Low Correlation – 1 No Correlation – 0

C.P 14 Media and Cultural Studies

Course Objectives	Course Objective for Core Paper: Media and Cultural Studies
CO-01	Provide an in-depth understanding of the relationship between media, culture, and society.
CO-02	Analyse the role of media in shaping cultural identities, ideologies, and public discourse.
CO-03	Explore key theories and approaches in media and cultural studies, including representation, hegemony, and globalization.
CO-04	Develop critical thinking skills to assess media texts, narratives, and their cultural implications.
CO-05	Foster awareness of the impact of media on social structures, power dynamics, and cultural transformations.

Detailed Syllabus

Unit I: Understanding Culture

Mass Culture, Popular Culture, Folk Culture, Media and Cultural globalization, Media and cultural imperialism, media and cultural politics, Third world concerns.

Audiences: Uses and Gratification Approach, Reception Studies, Active Audiences, Folk media as a form of mass culture.

Unit II: International Communication

Basic Concepts, Dimensions, International News Agencies, Media and Communication Debates, NWICO, Mac Bride Commission UNESCO, NANAP

Unit III: Media and Social Responsibilities

Responsibility to society, Press and Democracy, Contemporary Debates and issues relating to media. Understanding media and news-sociology of news, factors affecting news treatment, paid news, agenda setting, pressure in news room.

Unit IV: Media and marginalized with special references to Jharkhand

Media in Jharkhand: Past, Present and possibilities, roles and responsibilities, Media on women, children, minority, Dalit, Tribal and Laborers.

Unit V Media and Technologies

Folk Media as a form of Mass Culture, live performance; Audience in live Performance

Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms.



Practical:

Case studies related to various prevailing folk cultures in Jharkhand and its significance.

Readings

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)

John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)

Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)

Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)

John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009

Course Outcomes	
CO-01	Evaluate media and cultural texts (advertising, television genres, cultural spectacle, etc.) in relation to social power and identity
CO-02	Discuss the history of media and social action from poster to hashtag
CO-03	Demonstrate fluency in theoretical foundations of media studies and cultural studies;
CO-04	Analyze the circuits of production, distribution and consumption of media texts;

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	2	2	3	3
CO3	2	2	2	3	3	3
CO4	2	3	3	3	2	3

High Correlation - 3

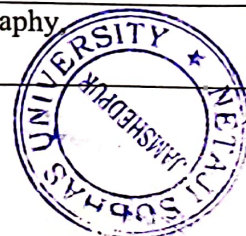
Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

DSE - 4 A. Short-Film Production

Course Objectives	The objective of this course is to provide students with practical skills and creative insights into the process of short film production. It aims to:
CO-01	Introduce students to the fundamentals of filmmaking, including pre-production, production, and post-production processes.
CO-02	Develop proficiency in scripting, storyboarding, directing, cinematography, sound design, and editing.



CO-03	Enhance creative storytelling skills to convey compelling narratives within the short film format.
CO-04	Provide hands-on experience with camera equipment, lighting techniques, and video editing software.
CO-05	Promote teamwork, project management, and problem-solving skills in a collaborative filmmaking environment.

Detailed Syllabus

UNIT-I

Process of filmmaking-Pre-production Production Post- Production

Types of cameras, Intro to cameras & their functions

Film Language (Shot, Scene, Camera Movements)

Revisualization (Shot Division, Story Boarding)

UNIT-II

Types of lenses Lighting for films Basic lighting techniques & equipment Types of lights

Light accessories Interior & Exterior lighting, creative cinematography

UNIT-III

Introduction - Editing basics, Equipment, creating rough cut, Fine cutting, applying transitions, synchronization of scenes, color correction, titling Digital Integration, Creating Final output For Cinema.

UNIT-IV

1. Advertisement
2. Short Films
3. Video Song

Course Outcomes	
CO-01	Write/adapt and Direct short fiction films
CO-02	Demonstrate understanding of visual, literary and performing arts in their film productions process
CO-03	Showcase an understanding of relationship between visual aesthetics and message/story
CO-04	Lead a creative and technical team as Directors

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	2	3	2	2	2	3
CO3	2	3	3	3	2	3



CO4	2	3	2	3	2	3
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High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

DSE - 4 B. Media Management

Course Objectives	The objective of this course is to provide students with a comprehensive understanding of the principles and practices of managing media organizations and projects. It aims to:
CO-01	Introduce key concepts of media management, including organizational structure, strategic planning, and resource allocation.
CO-02	Develop skills in media production management, budgeting, scheduling, and team coordination.
CO-03	Familiarize students with media marketing, audience analysis, and revenue models in traditional and digital media.
CO-04	Enhance leadership, decision-making, and problem-solving abilities within the media business environment.
CO-05	Promote awareness of ethical, legal, and regulatory issues related to media operations and content management.

Detailed Syllabus

Unit 1 - Principles of Media Management

Principles of Media Management and their significance. Media as an Industry and profession

Unit - 2 Ownership Patterns

Ownership Patterns of Mass Media in India. Sole proprietorship.

Partnership-private limited companies & public limited companies, trusts, co-operative, religious institutions.

Unit - 3 Organizational Structure

The organizational structure and functions of different departments.

General management, finance, circulation, sales promotions including pricing & price-war aspect, marketing, HR, production.

Unit - 4 Economics and control of Print and Electronic Media

Management, business, legal and financial aspect of Media Management, Budgeting & finance capital costs

Reproduction costs, commercial policy, advertising & Sales strategy, competition & survival strategy control practices procedure.

Practical:

Prepare a report on the organizational structure and basic management function of any newspaper and also talk to the editor about managerial level challenges.



BOOKS RECOMMENDED

Principles of management: M. Govindranjan, S. Natrajan

2. Media management S.kundra

3. Media Management by B K Chawrvedi.



Course Outcomes	
CO-01	Understanding that Event Management companies function as independent organizations.
CO-02	Develop the understanding of the events as prevalent tools of marketing.
CO-03	Analyzing the role of events in building/developing corporate image
CO-04	Provide an insight into the important aspects of crisis/risk management in events.
CO-05	Creating a combination of PR, advertising and promotions that help a corporate organization.

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	2	2	3
CO2	2	3	2	2	2	3
CO3	2	2	3	3	2	3
CO4	2	2	2	2	2	2
CO5	2	2	2	3	3	3

High Correlation - 3

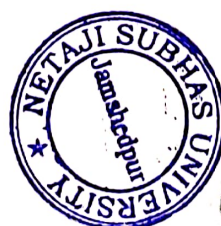
Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0

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