



NETAJI SUBHAS UNIVERSITY

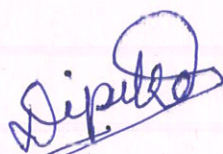
Estd. Under Jharkhand State Private University Act, 2018

Department of Journalism and Mass Communication

Master of Arts in Journalism and Mass Communication

Course Curriculum (with CO, PO Structure)

w.e.f. 2022


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Netaji Subhas University





Dean Academics
Netaji Subhas University
Jamshedpur, Jharkhand

CHOICE BASED CREDIT SYSTEM

Background/Preamble:

Ministry of Human Resource Development (HRD), Govt. of India, has already initiated the process for developing New Education Policy (NEP) in our country to bring out reforms in Indian education system. University Grants Commission (UGC) participates more actively in developing National Education Policy, its execution and promotion of higher education in our country. The UGC has already initiated several steps to bring equity, efficiency and academic excellence in National Higher Education System. The important ones include innovation and improvement in course- curricula, introduction of paradigm shift in learning and teaching pedagogy, examination and education system.

The education plays enormously significant role in building of a nation. There are quite a large number of educational institutions, engaged in imparting education in our country. Majority of them have entered recently into semester system to match with international educational pattern. However, our present education system produces young minds lacking knowledge, confidence, values and skills. It could be because of complete lack of relationship between education, employment and skill development in conventional education system. The present alarming situation necessitates transformation and/or redesigning of education system, not only by introducing innovations but developing "learner-centric approach in the entire education delivery mechanism and globally followed evaluation system as well.

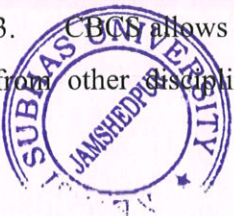
Majority of Indian higher education institutions have been following marks or percentage- based evaluation system, which obstructs the flexibility for the students to study the subjects/courses of their choice and their mobility to different institutions. There is need to allow the flexibility in education system, so that students depending upon their interests and aims can choose inter- disciplinary, intra-disciplinary and skill-based courses. This can only be possible when choice-based credit system (CBCS), an internationally acknowledged system, is adopted. The choice-based credit system not only offers opportunities and avenues to learn core subjects but also exploring additional avenues of learning beyond the core subjects for holistic development of an individual. The CBCS will undoubtedly facilitate us benchmark our courses with best international academic practices. The CBCS has more advantages than disadvantages.

Advantages of the choice-based credit system:

1. Shift in focus from the teacher-centric to student-centric education.
2. Student may undertake as many credits as they can cope with (without repeating all courses in a given semester if they fail in one/more courses).
3. CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill- oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for

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students).

4. CBCS makes education broad-based and at par with global standards. One can take credits by combining unique combinations. For example, Physics with Economics, Microbiology with Chemistry or Environment Science etc.

5. CBCS offers flexibility for students to study at different times and at different institutions to complete one course (ease mobility of students). Credits earned at one institution can be transferred.

Disadvantages:

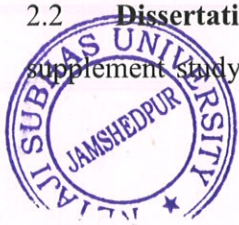
1. Difficult to estimate the exact marks
2. Workload of teachers may fluctuate
3. Demand good infrastructure for dissemination of education

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 its own with an



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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 designed to provide value-based and/or skill-based knowledge.



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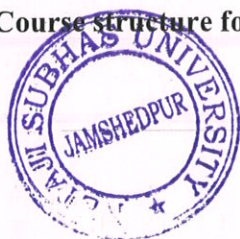
COURSE STRUCTURE FOR POST GRADUATE PROGRAMME

Distribution of 80 Credits for P.G. Courses

[*wherever there is a practical examination there will be no tutorial and vice –versa.]

Course	Papers	Credits	Credits
		Theory + Practical	Theory + Tutorial
I. Core Course (CC)	(CC 1 to 10/11)		
Theory	7 Papers/11 Papers	7X5=35	11X5=55
Practical/ Tutorial*	3 Papers/-----	3X5=15	
Project	1 Paper	1X5=5	1X5=5
II. Elective Course (EC)			
A. Skill Enhancement Course	(SE 1)		
of the Core Course opted	1 Paper	1X5=5	1X5=5
B. Discipline Centric Elective	(DC 1to2)		
Theory +	2 Papers	2X5=10	
Practical	1 Paper	1x5=5	
OR Theory/Practical/Tutorial*	1Paper + 1 Practical/Dissertation		2X5=10
OR Generic Elective/ Interdisciplinary (GE 1 to 2)			
Theory OR	2 Papers		
Theory/Practical/Tutorial*	1 Paper + 1 Practical/Dissertation		
III. Foundation Course (FC)			
1. Foundation Course	(FC)		
Compulsory Foundation/			
Elective Foundation	1 Paper	1X5=5	1X5=5
Total Credit = 80			= 80

Course structure for M.A Programme



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Semester	Subject (Core Courses)12 Papers	Allied (Elective Courses) 3 Papers	Foundation Course (Compulsory Course) 1 Paper	Total Credits
Sem-I	C-1, C-2, C-3 (5+5+5=15 Credits)		Foundation Course FC (05 Credits)	20 Credits
Sem-II	C-4, C-5, C-6 (5+5+5=15 Credits)	SE (05 Credits)		20 Credits
Sem-III	C-7, C-8, C-9 (5+5+5=15 Credits)	GE/DC (05 Credits)		20 Credits
Sem-IV	C-10, C-11, (5+5=10 Credits) C-12 (Project) (05 Credits)	GE/DC/Dissertation (05Credits)		20 Credits



Total = 80 Credits

SAMPLE CALCULATION FOR SGPA & CGPA FOR POSTGRADUATE M.A PROGRAMME

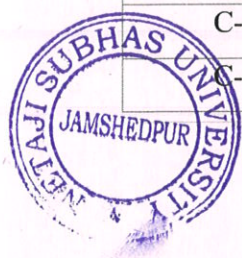
Table B-1: Semester wise distribution of 80 Credits

	CCFC		GE/DC	SE	Total credits
Semester I	15	05			20
Semester II	15			05	20
Semester III	15		05		20
Semester IV	15		05		20
	60	05	10	05	80

CC=Core Course; FC=Foundation Compulsory/Elective Course; GE=Generic Elective; SE=Skill Enhancement Course; DC=Discipline Centric Elective

Table B-2: Sample calculation for SGPA for M.A Programme

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
Semester I					
C-1	05	A	8	48	
C-2	05	B+	7	42	
C-3	05	B	6	12	
FC	06	B	6	36	
Total	20			138	6.9 (138/20)
Semester II					
C-4	05	B	6	36	
C-5	05	C	5	30	
C-6	05	B+	7	14	
SE	05	A+	9	54	
Total	20			134	6.7 (134/20)
Semester III					
C-7	05	A+	9	54	
C-8	05	O	10	60	



C-9	05	A	8	48	
GE/DC-1	05	A	8	16	
Total	20			178	8.9 (178/20)
Semester IV					
C-10	05	B	6	36	
C-11	05	A+	9	54	
C-12	05	B	6	36	
GE/DC-2	05	A+	9	18	
Total	20			144	7.2 (144/20)
CGPA					
Grand Total	80			594	7.425 (594/80)

Table B-3: Sample calculation for CGPA for P.G/M.A Programme

Semester I	Semester II	Semester III	Semester IV
Credit:20; SGPA:6.9	Credit:20; SGPA: 6.7	Credit:20; SGPA: 8.9	Credit:20; SGPA: 7.2

Thus CGPA= (20x6.9+20x6.7+20x8.9+20x7.2) /80=7.42



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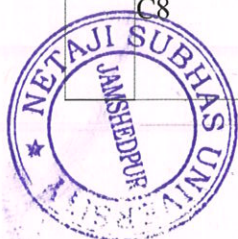
DISTRIBUTION OF MARKS FOR EXAMINATIONS AND COURSES OF STUDY FOR POST-GRADUATE PROGRAMME IN MASS COMMUNICATION

Subject Combinations allowed for M. A. Programme (80 Credits)

Core Subject CC 12 Papers	Discipline Centric Elective/ Generic Elective Course DC/ GE 2 Papers	Skill Enhancement Course SE 1 Paper	Foundation Course FC 1 Paper
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Semester wise Examination Structure for Mid Sem & End Sem Examinations:

Sem	Core, Allied SE/GE/ DC & Compulsory FC Courses			Examination Structure		
	Paper	Paper Code	Name of Paper	INTERNAL EXAM (F.M.)	EXTERNAL EXAM (F.M.)	TOTAL (F.M.)
I	FC	FC-1	Introduction to Journalism and Mass Communication	30	70	100
	C1	C-1	Theories and Principles of Communication	30	70	100
	C2	C-2	Print Media: Editing and Reporting	30	70	100
	C3	C-3	Electronic Media and Web Journalism	30	50	100
II	SE	SE	Photography & Videography	30	50	100
	C4	C-4	Media Economics and Media Management	30	70	100
	C5	C-5	Media Laws and Ethics	30	50	100
	C6	C-6	I.C.T and New Media Technology	30	70	100
	C7	C-7	Communication and Development	30	70	100
	C8	C-8	Corporate Communications & Public Relations	30	70	100



III	C9	C-9	Advertising and Marketing	30	50	100
	GE/DC1	DC-1OR GE-1	International Communication& Intercultural Communication or Science and Environmental Communication	30	70	100
IV	C10	C-10	Communication Research	30	50	100
	C11	C-11	Film Studies and Visual Communication	30	70	100
	DC- 2	DC-2	Dissertation	----	----	100
	C12 PROJE CT	C12	Internship- II Semester & IV Semester	----	----	50 x 2 =100



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DETAILED SYLLABUS

A. PROGRAMME OUTCOME:

1. To inculcate concepts of communication, its role and importance in society.
2. To impart the knowledge of Mass communication & Journalism covering a wide area of studies.
3. To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.
4. To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.
5. Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.
6. In the ever-evolving dynamics of communication and society continue to acquire relevant knowledge and skills appropriate to professional activities.

PROGRAMME SPECIFIC OUTCOMES:

1. Understanding the fundamental relations between society, culture and communication.
2. Provide advanced knowledge on communication theories and models.
3. Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator.
4. To develop the learner into competent and efficient Media & Entertainment Industry ready professionals
5. To inculcate professional ethics, values of Indian and global culture.
6. Assist students in preparing for competitive all India entrance exams e.g. NET, SET etc
7. To prepare socially responsible media academicians, researchers, professionals with global vision.



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SEMESTER -1

FC 1 – INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

COURSE OBJECTIVES

The objective of this course is to provide students with a foundational understanding of journalism and mass communication, exploring their roles, principles, and practices in contemporary media landscapes. It aims to:

1. Introduce key concepts, history, and evolution of journalism and mass communication.
2. Develop an understanding of different media platforms, including print, broadcast, digital, and social media.
3. Enhance skills in news gathering, reporting, writing, and editing for diverse media formats.
4. Familiarize students with media theories, communication models, and the impact of media on society.
5. Promote ethical journalism practices, media literacy, and critical thinking in analyzing media content.

Unit -1

Concept of Journalism and mass communication, mass communication in India. History, growth and development of print and electronic media. Major landmarks in print and electronic media in Indian languages Media's role in formulation of states of India

Unit- 2

Media criticism and media literacy, Press Council and Press Commissions of India, status of journalism and media education in India. Media policies of the Government of India since Independence

Unit- 3

Models and theories of mass communication, normative theories, administrative and critical traditions in communication, media and journalism studies, communication and theories of socio-cultural, educational and agricultural change. Technological determinism, critique of Marshall McLuhan's views on media and communication and Marxist approaches, Information and knowledge societies

Unit -4

Indian traditions and approaches to communication from the Vedic era to the 21st century. Western and Eastern philosophical, ethical and aesthetic perceptions of communication -Aristotle and Plato, Hindu, Buddhist, and Islamic traditions



Reference Books:

1. Bever S.H., et.al., The Sociology of Mass Media Communications, The Social Review, The University of Keele, Staffordshire, 1969.
2. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
3. Denis McQuail, Mass Communication Theory, Third Edition, Sage Publication, 1994.
4. Denis McQuail and Svin Windhal, Communication Models, Longman, London, 1981.
5. James Watson, Dictionary of Communication and Media Studies.
6. John Comer and et. al, Communication Studies, Longman, London, 1981.
7. Keval J.Kumar, Mass Communication in India, Vikas Publication,s New Delhi, 1994.
8. Little John.S.W., Theories of Human Communication, Longman, London.
9. Marshal McLuhan, Understanding Media.
10. Reed H.Blasce and Edwin Haroldsen, A Taxonomy of concepts of Communication, Hasting House, 1975.
11. Warren K. Agee, Introduction to Mass Communication, New York, 1960.
12. Wilbur Schramm, The Process and Effects of Mass Communication.

Course Outcome: By the end of this course, students will be able to:

1. Understand Core Concepts: Demonstrate a thorough understanding of the principles, theories, and history of journalism and mass communication.
2. Analyze Media Systems: Evaluate the role and impact of various media systems (print, broadcast, digital) on society, culture, and democracy.
3. Develop Journalism Skills: Apply journalistic techniques such as news writing, reporting, interviewing, and editing across different media formats.
4. Explore Mass Communication Models: Critically analyze mass communication models and their application in media studies and communication strategies.
5. Navigate Media Laws and Ethics: Demonstrate awareness of media laws, ethical guidelines, and professional standards in journalism and mass communication.
6. Examine Media Influence: Assess how media shapes public opinion, influences cultural norms, and contributes to social change.
7. Apply Media Literacy: Enhance media literacy by critically interpreting media messages and recognizing biases and misinformation.



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PO-CO Mapping

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
CO6	3	3	3	2	3	3
CO7	3	2	3	2	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0



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C-1 – THEORIES AND PRINCIPLES OF COMMUNICATION

Course Objective

The objective of this course is to provide students with a comprehensive understanding of the foundational theories, models, and principles of mass communication. It aims to:

- Introduce key mass communication theories, including Hypodermic Needle Theory, Uses and Gratifications, Agenda Setting, Cultivation Theory, and Spiral of Silence.
- Explore the principles of effective communication, including message design, audience analysis, and media effects.
- Develop critical thinking skills to analyze how media influences public opinion, culture, and societal behavior.
- Familiarize students with different communication models, such as Shannon-Weaver, Berlo's SMCR, and Schramm's Interactive Model.
- Encourage application of mass communication theories to real-world scenarios in journalism, advertising, public relations, and digital media.

Unit – 1

Sociological Dimensions – Scope and functions of communication in the society-social aspects in shaping communication behaviour. Influence of socio-cultural institutions –Family Dynamics of Primary and Secondary groups – personal influence theory- Marxism Fragmentation Vs. Unification-Dynamics of social change-Dysfunction.

Unit - 2

Psychological Dimensions – Communication behaviour theories – Learning, Motivation and Achievement – Perception – Cognition –Attitude – Change of Attitudes - Individual Differences Theory. Cultural Dimensions – Mass Media as Cultural Industry- Cultural Norms Theory – EffectsTheory – Normative Theory – Narcotic – Hegemonic Theory.

Unit - 3

Electronic Colonialism – IICO & NWICO recommendations - Significations & Effect of New Information Technology. Information Seeking – Cultivation Theory, uses and gratification -Structuralism – Functionalism – Modernism – Hermeneutics.



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Unit - 4

Political Dimension – Ownership and Control – Monopoly Formation of Public opinion – Propaganda – Agenda Setting Theory – Gate Keeping – Spiral Keeping – Spiral of Silence. Media Manipulation – Four Theories of Press – Political Communication – Political Socialization – Communication Politics.

Unit -5

Western and Eastern Perspectives – Differences – Western Theories in the Indian Context – Asian and Indian Models – Concept of Sadaranikaran – Sahridayas. Evolution of Communication Theories in developing countries – Alternative Communications – A Comparison of Latin American and Indian Experiences – Participatory.

Reference:

1. Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage, 1974.
2. David Holmer, Communication Theory-Media, Technology and Society, Sage Publication, London, 2005.
3. Denis McQuail, An Introduction to Communication Theories, Sage Publication, New Delhi, 1994.
4. Denis McQuail, Mass Communication Theory, Sage Publication, London, 4th Edition 2000.
5. Joalee PC., Culture, Communication and Social Change, Vikas Publication, 1989.
6. Keval J. Kumar, Mass Communication in India, Jaico Publishing Housing, Bombay, 1991.
7. Melvin C. Defleur, Theories of Mass Communication, Longman, New York, 1992.
8. Wimal Dissanoyake, Communication Theory – The Asian Perspective, Asian Mass Communication Research and information Centre (AMIC), Singapore, 1988.
9. Yadava JS, Communication Theories, IIMC, New Delhi.

Course Outcomes: By the end of this course, students will be able to:

1. Understand Communication Theories: Demonstrate a comprehensive understanding of classical and contemporary communication theories and models.
2. Analyze Communication Processes: Critically evaluate the components and dynamics of communication processes in interpersonal, group, and mass media contexts.
3. Apply Communication Principles: Utilize key principles of communication to enhance clarity, effectiveness, and engagement in various communication scenarios.



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4. Interpret Communication Models: Analyze and interpret different communication models, including linear, interactive, and transactional models.
5. Examine Communication Contexts: Explore the role of communication in different contexts, including cultural, social, organizational, and media environments.
6. Evaluate Communication Impact: Assess how communication theories explain and predict human behavior, media influence, and societal changes.
7. Enhance Critical Thinking: Apply critical thinking to assess communication practices and develop strategies for effective communication in professional and academic settings.

PO-CO Mapping

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

High Correlation - 3

Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0



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C-2 – PRINT MEDIA: EDITING AND REPORTING

Course Objective

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:

- Develop strong reporting skills, including news gathering, interviewing, research, and fact-checking techniques.
- Enhance writing skills for various print formats, such as news stories, features, editorials, and investigative reports.
- Introduce the fundamentals of editing, including grammar, style, copyediting, proofreading, and headline writing.
- Familiarize students with layout design, pagination, and the use of software tools for print media production.
- Promote ethical practices and adherence to media laws and standards in print journalism.

Unit -1

Journalism – Definition – New Concepts – Elements of News – News Values – Historical development of Press in UK, US and India – Before and after Independence – Emergency. Various forms of print media – current trends of Indian Press – Professional associations – NRI, ILNA, Press Commissions – Press Council.

Unit -2

Newspaper organizations and Management – Various forms of organization – Structure and functions of Newspaper Organization – Editorial Department – Newsroom – Reporting, Writing, Editing – Photography Sections – Business Department, Advertising – Marketing.

Unit -3

Art of Collecting News – Qualities of Reporters – Nose for news – Observations – Beats – News collecting from Executive, Administrative and Judicial Places – Art of Interviewing. Various types of reporting – Crime – Human Interests – In depth and Interpretative reporting – Investigative reporting – New agencies – Freelancing.

Unit -4

Art of editing – Qualities of Sub-editors – Editor – Principles of Copy Editing – Structuring the news – Different styles – Editing for Space, Facts and Language – Style sheet. Language proficiency. Fundamentals of



writing Headlines – Creativity – Types of headlines – Intro or lead – Various types – writing body copy – Translation. Views page – Editorial structuring – Analysis of facts – Various forms of editorials – Features form and contents – types of features - Articles – Form and Contents Columns – Letters to the editor – Reviews – Film, Book and Art and Literature.

Unit -5

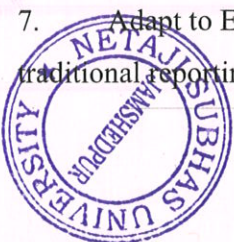
Introduction to Illustrations – News photos – Line Drawings – Cartoons and Caricatures – Comic Strips – Gags, Pannels and Serials – Importance of Illustrations– Printing – Colour Processing. Graphic Communication – Art of Typography – Lay out Design – Page makeup – Principles – Various types of makeup – page makeup in Newspapers and magazines.

Suggested Readings:

1. Bruce Westley Newspaper Editing and Designing.
2. Kamath M.V., Professional Journalism, Vikas Publications, 1980.
3. Nadig Krishnamoorthy Indian Journalism, Mysore University, 1978.
4. Rangasamy Journalism in India, Sterling Publishers, Parthasarathy New Delhi, 1989.
5. Ramachandra Ayar Quest for New, Macmillon, 1980.
6. Srivastava Reporting and Editing, PII, New Delhi, 1989.

Course Outcomes: By the end of this course, students will be able to:

1. **Understand Print Media Practices:** Demonstrate a comprehensive understanding of the principles, processes, and practices of editing and reporting in print media.
2. **Develop Reporting Skills:** Apply reporting techniques including news gathering, interviewing, fact-checking, and writing news and feature stories.
3. **Enhance Editing Competence:** Edit news articles for accuracy, clarity, grammar, style, and adherence to journalistic ethics and standards.
4. **Apply News Writing Techniques:** Write news reports, features, editorials, and other journalistic content in a clear, concise, and engaging manner.
5. **Design and Layout Print Media:** Demonstrate proficiency in page layout, headline writing, captioning, and designing newspaper and magazine formats.
6. **Uphold Ethical Standards:** Maintain journalistic integrity by adhering to ethical guidelines, avoiding biases, and ensuring balanced and responsible reporting.
7. **Adapt to Evolving Media Trends:** Recognize the role of digital transformation in print media and adapt traditional reporting and editing skills to new media platforms.



PO-CO Mapping

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

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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C-3 – ELECTRONIC MEDIA AND WEB JOURNALISM

Course Objective

The objective of this course is to provide students with a thorough understanding of electronic media and web journalism, focusing on content creation, production techniques, and digital storytelling. It aims to:

- Introduce the principles and practices of electronic media, including radio, television, and digital platforms.
- Develop skills in scripting, reporting, and producing content for electronic and web-based journalism.
- Enhance technical proficiency in audio-video production, editing, and broadcasting tools and software.
- Familiarize students with web journalism practices, including blogging, vlogging, podcasting, and social media reporting.
- Promote ethical standards and best practices in digital journalism, including fact-checking, media literacy, and audience engagement.

Unit -1

Origin and Development of Electronic Journalism – Broadcasting System UK, US and other developed and Third World Nations – Comparison. Indian Broadcasting Policy – Major recommendations of committees and working groups – Prasar Bharathi Bill – Question of autonomy.

Unit -2

Radio – Growth and Development in India – Characteristics and nature of the medium role and its social objectives – Various types of Radio, (AIR) services – National, Regional, and External services – FM Stations – Vividh Bharati – Local Radio – Management and Organization of AIR.

Unit -3

Planning and Production of TV, Radio Programmes – General and Special audience Programmes – Principles of writing for radio – Language – Different formats of radio programmes – Features, Debate, Talks, Drama, Interview etc., - Technique of radio news writing – Radio Commercials.

Unit – 4

Growth of Television in India – Nature of the medium – TV as a socio-cultural force – Various services of Doordarshan – National, Regional Network – Satellite Channel. Economy of Doordarshan – Role of Government – Multinational – Management and Organization system of Doordarshan – Production – Relay Stations – Cable TV, Satellite TV – DTH and Up linking – Recommendations. Planning and Production of TV

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Programmes – TV crews – Writing for TV –Visualization – Anatomy of News Cast & News Gathering – Various Programmes – General and Special Audience Programmes - Various formats of TV Programmes – ETV – News, Soaps, Epics, Sports, Talk Shows etc., - TV Commercials – Sponsors – TV News Agencies – Private Channels.

Unit -5

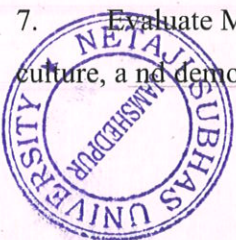
Internet and Web Journalism – Planning & Production.

Reference Books:

1. Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV News, Heinemann, London, 1988.
2. Fletcher James, Handbook of Radio and TV Broadcasting, Van, Nestrand Reinhold Co., 1981.
3. Gearth Jowet, Movies and Mass Communcation, Sage Publications, London, 1986.
4. Gupta Das, Talking about Films, Orient Longman, USA, 1981.
5. Jag Mohan, Documentary Films and Indian awakening.
6. Mass Communication, Indian Cinema Today, Indian Institute.
7. Mass Communication, Cinema in Development Countries, Indian Institute.
8. Indiran, Cinema and ART (Tamil), Sivagangai.

Course Outcomes: By the end of this course, students will be able to:

1. Understand Electronic and Web Journalism: Demonstrate a comprehensive understanding of the principles, practices, and technologies involved in electronic media and web journalism.
2. Develop Reporting and Production Skills: Apply techniques for reporting, scripting, and producing content for television, radio, and digital platforms.
3. Create Multimedia Content: Utilize audio, video, graphics, and interactive elements to produce engaging and informative web journalism content.
4. Apply Digital Storytelling Techniques: Develop compelling stories for online audiences using multimedia formats, blogs, podcasts, and video journalism.
5. Adapt to Digital Media Trends: Explore emerging trends in web journalism, including social media reporting, data journalism, and mobile journalism (MoJo).
6. Uphold Ethical Standards: Maintain ethical standards and journalistic integrity in electronic and web-based reporting, ensuring accuracy, fairness, and credibility.
7. Evaluate Media Impact: Assess the influence of electronic media and web journalism on public opinion, culture, and democracy.



PO-CO Mapping

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

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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SEMESTER 2

SE-1 – PHOTOGRAPHY & VIDEOGRAPHY

Course Objective

The objective of this course is to equip students with creative and technical skills in photography and videography for media production and storytelling. It aims to:

- Introduce the fundamentals of photography and videography, including camera operations, composition, lighting, and framing techniques.
- Develop proficiency in using professional equipment and editing software for photo and video production.
- Enhance creative skills in visual storytelling, focusing on narrative structure, shot selection, and aesthetic elements.
- Familiarize students with different genres of photography (e.g., portrait, landscape, documentary) and videography (e.g., short films, interviews, event coverage).
- Promote ethical practices and critical thinking in visual media, including image integrity, consent, and cultural sensitivity.

Unit -1

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 -2

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 -3

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 - 4

Videography Video Camera: Parts of a video camera, Different controls on video camera, preheat, genlock, white balance, black balance, gain, iris, pedestal etc Zoom control: servo, manual, remote, zoom extenders. Its indicator & control. Balancing of Colours of a Video Camera, Camera control unit (CCU). Different types of Television cameras, Introduction of video Cameras: VHS, U-matic, Betacam, mini DV, DV/DVC, DVC Pro, DV-CAM, HD Video camera & their types, VTR. Video Camera Accessories: Types and use-normal, telephoto lens, wide-angle lens & Zoom lens. Tripod, types of tripod heads, dolly, & other accessories. Different types of camera angles and uses, basic shots terminology, Camera movement - Types & use.

Unit 5

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.

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: By the end of this course, students will be able to:

1. **Understand Visual Communication Principles:** Demonstrate a comprehensive understanding of the principles of photography and videography, including composition, lighting, and storytelling.
2. **Develop Technical Skills:** Apply technical skills in camera operation, exposure settings, framing, and use of equipment for both photography and videography.
3. **Create Visual Content:** Produce high-quality photographs and videos for diverse purposes, including media, advertising, documentaries, and digital platforms.
4. **Utilize Editing Techniques:** Edit photos and videos using industry-standard software, enhancing visual aesthetics and narrative impact.
5. **Apply Creative Techniques:** Experiment with creative techniques such as angles, perspectives, color grading, and special effects to achieve desired visual outcomes.



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PO-CO Mapping

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

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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C-4 – MEDIA ECONOMICS AND MEDIA MANAGEMENT

Course Objective

The objective of this course is to provide students with a comprehensive understanding of the economic aspects of the media industry and effective management practices for media organizations. It aims to:

- Introduce key concepts of media economics, including market structures, revenue models, and financial management in media businesses.
- Develop insights into media ownership patterns, funding mechanisms, advertising, and subscription-based models.
- Familiarize students with management principles such as strategic planning, human resource management, and project management in media contexts.
- Enhance analytical skills to assess media markets, consumer behavior, and the impact of digital transformation on media economics.
- Promote ethical decision-making, leadership, and entrepreneurial approaches in managing media enterprises.

Unit 1

Media management: Concept, meaning and definitions. Traits of media management. Principles and objectives of media management. Models of media management. Communication design theories and practice.

Unit 2

Media production techniques – print and electronic, Digital media production techniques, Principles and management in media industry post liberalization.

Unit 3

Media economics: Media market, types of media markets, media price, media cost and revenue. Price-output determination under different media markets. Economics and commerce of mass media in India.

Unit – 4

Media ownership: concept and meaning. Nature of media ownership. Types of media ownership. Media ownership in the Indian context.



REFERENCES

- Media Management in the Age of Giants: Business Dynamics of Journalism, Dennis F. Herrick, 2012, University of New Mexico Press.
- Handbook of Media Management and Economics, edited by Alan Albarran, Bozena Mierzejewska, JaeminJung. Taylor and Francis, 2008.
- Media Organization Management Second Edition, James Redmond, 2004, Biztantra, Dreamtech Press.
- Handbook of Media Management and Economics, edited by Alan B. Albarran, Bozena Mierzejewska, Sylvia M. Chan-Olmsted, Jaemin Jung, Michael O. Wirth. 2005.

Course Outcomes: By the end of this course, students will be able to:

1. **Understand Media Economics:** Demonstrate a comprehensive understanding of economic principles, market dynamics, and financial models in the media industry.
2. **Analyze Media Markets:** Critically analyze media ownership patterns, market structures, revenue models, and economic challenges facing media organizations.
3. **Apply Management Principles:** Utilize management theories and practices in planning, organizing, leading, and controlling media operations.
4. **Develop Strategic Media Plans:** Design business strategies for media organizations, focusing on audience engagement, revenue generation, and sustainability.
5. **Manage Media Projects:** Apply project management techniques to oversee media production, distribution, and marketing processes effectively.
6. **Evaluate Financial Performance:** Analyze financial statements, budgets, and performance metrics to make informed decisions in media management.
7. **Adapt to Industry Trends:** Demonstrate adaptability to evolving trends in media economics, such as digital transformation, content monetization, and convergence of media platforms.



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PO-CO Mapping

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
CO6	3	2	3	3	3	3
CO7	3	3	3	2	3	2

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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C-5 – MEDIA LAWS AND ETHICS

Course Objective

The objective of this course is to provide students with a critical understanding of the legal frameworks and ethical standards governing media practices. It aims to:

- Introduce key media laws, regulations, and policies at national and international levels, including freedom of the press, copyright, and defamation.
- Develop an understanding of ethical principles in media, such as truth, fairness, accountability, and social responsibility.
- Familiarize students with landmark legal cases and ethical dilemmas in journalism, advertising, public relations, and digital media.
- Enhance critical thinking and analytical skills to navigate legal challenges and ethical issues in media content creation and dissemination.
- Promote responsible media practices, including respecting privacy, avoiding misinformation, and upholding journalistic integrity.

Unit – 1

Concept of law and ethics in India and rest of the world. The Constitution of India, historical evolution, relevance.

Unit -2

Concept of freedom of speech and expression in Indian Constitution.

Unit -3

Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards, Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Parliamentary Privileges. Famous cases involving journalists and news media organizations.

Unit -4

Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies

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(Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet.

Unit -5

Rules, regulations and guidelines for the media as recommended by Press Council of India, Information and Broadcasting ministry and other professional organizations, adversarial role of the media, human rights and media

Reference Books:

1. Adhikari Gautam, Press Council, Press Institute of India, New Delhi.
2. Arun Bhattacharjee, The Indian Press, Profession to Industry, Vikas Publication, New Delhi, 1972.
3. Chatterjee P.C., Broadcasting in India, Sage Publication, New Delhi, 1988.
4. Christians K. Rozeth Media Ethics, Cases and Moral Reasoning, Longmans, New York/ London, 1987.
5. Clement J. Jones, Mass Media, Code of Ethics and Councils.
6. Durga Das Basu Laws of the Press in India, Joy Print Pack Pvt. Ltd, New

Course Outcome:

1. **Understand Legal Frameworks:** Demonstrate a thorough understanding of key media laws, regulations, and policies both nationally and internationally.
2. **Analyze Media Cases:** Critically analyze landmark legal cases related to media and understand their implications on media practices.
3. **Apply Ethical Principles:** Apply ethical theories and principles to media practices, ensuring responsible journalism and media production.
4. **Evaluate Legal Constraints:** Evaluate the balance between media freedom and legal constraints, including defamation, copyright, privacy, and censorship.
5. **Promote Ethical Practices:** Develop and promote ethical media content while adhering to professional codes of conduct and self-regulatory guidelines.
6. **Critical Thinking and Decision-Making:** Exercise critical thinking to navigate ethical dilemmas and make informed decisions in media-related scenarios.
7. **Advocate for Media Responsibility:** Advocate for responsible media practices and understand the role of media in upholding democratic values and social responsibility.



PO-CO Mapping

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

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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C-6 – I.C.T AND NEW MEDIA TECHNOLOGY

Course Objective

The objective of this course is to provide students with a comprehensive understanding of Information and Communication Technology (ICT) and its application in new media environments. It aims to:

- Introduce the fundamentals of ICT, including digital tools, software, and technologies used in media production and communication.
- Develop practical skills in multimedia content creation, web design, social media management, and digital storytelling.
- Familiarize students with emerging technologies such as artificial intelligence, virtual reality, augmented reality, and data analytics in media.
- Enhance critical thinking about the impact of new media technologies on communication, society, and culture.
- Promote ethical and responsible use of digital media, focusing on privacy, cybersecurity, and digital literacy.

Unit – 1

ICT and media - definition, characteristics and role. Impact of ICT on mass media. Digitization.

Unit – 2

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), Effect of computer mediated communication. Networked Society

Unit - 3

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

Unit- 4

Economics and commerce of web enabled media. Mobile adaption and new generation telephonyby media, ethics and new media. ICT in education and development in India, online media and e- governance



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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

By the end of this course, students will be able to:

1. **Understand ICT Foundations:** Demonstrate a comprehensive understanding of Information and Communication Technology (ICT) concepts and their integration with new media technologies.
2. **Analyze Digital Trends:** Critically analyze emerging trends in new media technologies, including social media, digital journalism, and multimedia communication.
3. **Utilize Digital Tools:** Apply advanced digital tools and software for content creation, media production, and effective communication strategies.
4. **Innovate with New Media:** Develop innovative digital content using new media technologies, focusing on user engagement and interactivity.
5. **Evaluate the Impact of ICT:** Assess the societal, cultural, and ethical impacts of ICT and new media on communication practices and media industries.
6. **Enhance Digital Literacy:** Demonstrate enhanced digital literacy and proficiency in navigating digital platforms and managing digital information effectively.
7. **Adapt to Technological Changes:** Exhibit adaptability and problem-solving skills in response to evolving technologies and media platforms.



PO-CO Mapping

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
CO7	3	3	3	2	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0

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SEMESTER 3

C-7 – COMMUNICATION AND DEVELOPMENT

Course Objective for "Communication and Development"

The objective of this course is to provide students with a comprehensive understanding of the role of communication in promoting social, economic, and cultural development. It aims to:

- Introduce key theories and models of development communication, including participatory communication and behavior change communication.
- Develop practical skills in designing and implementing communication strategies for development initiatives in areas such as health, education, environment, and social welfare.
- Familiarize students with case studies and best practices in using media and communication tools for community engagement and advocacy.
- Enhance critical thinking about the ethical and cultural considerations in development communication, focusing on inclusivity and empowerment.
- Promote an understanding of the challenges and opportunities in leveraging traditional and new media for sustainable development.

Unit – 1

Concept and definition of development communication, role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, media and journalism. Media and specific audiences.

Unit – 2

Development and social change. Issues and post-colonial conceptions. Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models.

Unit – 3

Corporatization of development - Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates. Paradigms and discourse of development communication

Unit – 4

Emergence of global civil societies, public sphere, global communication system - nation state-universal national communication policies



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Unit – 5

Leading influencers of social reform in India - Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia etc.

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, Bharti Prakashan, Upadhyay Varanasi, 2007.

Course Outcomes

By the end of this course, students will be able to:

1. **Understand Development Communication:** Demonstrate an in-depth understanding of the theories, models, and principles of communication for development (C4D).
2. **Analyze Developmental Issues:** Critically analyze the role of communication in addressing social, economic, and cultural development challenges.
3. **Design Communication Strategies:** Develop effective communication strategies for development programs, focusing on community engagement and behavior change.
4. **Apply Media for Social Change:** Utilize traditional and new media platforms to promote awareness, education, and advocacy for sustainable development goals (SDGs).
5. **Evaluate Communication Initiatives:** Assess the impact and effectiveness of communication campaigns and initiatives in development contexts.
6. **Facilitate Participatory Communication:** Apply participatory communication approaches to empower marginalized communities and enhance inclusive development.
7. **Promote Ethical Practices:** Demonstrate ethical and culturally sensitive practices while designing and implementing communication interventions for development.



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PO-CO Mapping

CO/PO	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
CO7	3	3	2	2	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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C-8 – PUBLIC RELATIONS & CORPORATE COMMUNICATIONS

Course Objective for "Corporate Communication and Public Relations"

The objective of this course is to provide students with a comprehensive understanding of corporate communication strategies and public relations (PR) practices within organizations. It aims to:

1. Introduce key concepts, theories, and models of corporate communication and public relations.
2. Develop skills in creating effective communication plans, PR campaigns, and crisis communication strategies.
3. Familiarize students with tools and techniques for media relations, internal communication, event management, and stakeholder engagement.
4. Enhance proficiency in writing press releases, corporate newsletters, speeches, and social media content.
5. Promote ethical practices, professionalism, and strategic thinking in managing an organization's image and reputation.

Unit -1

Public Relations and Corporate Communication - definition, concept and scope. Structure of PR in State, Public, Private and non-government sectors.

Unit -2

Tools and techniques of PR and Corporate Communication, Crisis communication and crisis communication management, Ethics of Public Relations. International Public Relations, communication audit.

Unit – 3

FOUNDATION OF CORPORATE COMMUNICATION: Corporate Communication: Scope and Relevance, Key Concept in Corporate Communication, Ethics and Law in Corporate Communication,

Unit -4

FUNCTIONS OF CORPORATE COMMUNICATION AND PUBLIC RELATIONS: Media Relations,

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Communication, Crisis Communication, Financial Communication,

Unit -5

EMERGING TECHNOLOGY IN CORPORATE COMMUNICATION AND PUBLIC RELATIONS:

Contribution of Technology to Corporate Communication, Information Technology in Corporate Communication, Corporate Blogging, Case Study

Reference Books:

1. Cutlip and Centre, Effective public Relations, Prentice, Hall, New Jersey, 1982.
2. Anil Basu, Practical Public Relations.
3. Balan K.R., Chemistry of Public Relations.
4. Narasimha Reddy, How to be a good PR.
5. Sam Black, Practical Public Relations, Universal Book House, New Delhi, 1976.

Course Outcomes By the end of this course, students will be able to:

1. **Understand PR and Corporate Communication Concepts:** Demonstrate a thorough understanding of the principles, theories, and practices of public relations (PR) and corporate communications.
2. **Develop Strategic Communication Plans:** Design and implement effective communication strategies to enhance brand reputation and achieve organizational objectives.
3. **Craft Effective Messaging:** Create compelling messages for diverse media channels, ensuring alignment with organizational values and stakeholder expectations.
4. **Manage Media Relations:** Apply best practices in media relations, including press releases, media briefings, and handling media inquiries effectively.
5. **Navigate Crisis Communication:** Demonstrate proficiency in crisis management by developing and executing crisis communication plans to maintain public trust.
6. **Evaluate Communication Campaigns:** Analyze and assess the impact of PR campaigns using qualitative and quantitative metrics.
7. **Promote Ethical Communication:** Uphold ethical standards in corporate communications, fostering transparency, accountability, and social responsibility.



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PO-CO Mapping

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	3	3	3	3
CO7	3	3	2	2	3	3

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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C-9 – ADVERTISING AND MARKETING

Course Objective for "Advertising and Marketing"

The objective of this course is to provide students with a comprehensive understanding of advertising and marketing principles, strategies, and practices. It aims to:

1. Introduce key concepts of advertising, marketing, branding, and consumer behavior.
2. Develop skills in creating effective advertising campaigns, from ideation and strategy development to execution and evaluation.
3. Familiarize students with various advertising media, including print, broadcast, digital, and social media platforms.
4. Enhance analytical skills for market research, segmentation, positioning, and targeting to optimize marketing strategies.
5. Promote ethical considerations and responsible communication in advertising, focusing on truthfulness, cultural sensitivity, and social impact.

Unit – 1

Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.

Unit – 2

Brand management. Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting.

Unit – 3

Advertising and creativity, language and translation. Advertising campaign and marketing.

Unit – 4

Advertising and marketing research

Reference Books:

1. S.A. Chunawalla and F.C. Sethia, Foundations of the Theory and Practice of Advertising, Himalaya Publishers, Bombay, 1986.
2. Dyer Gillian, Advertising as Communication, Mathuen, Newyork, 1982.
3. Dunn S. Watson, Advertising, Hold Sandaras International Editing.

Keval Kumar, Advertising: A critical Approach, Niraali Prakasam, Pune, 1992.



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5. Kleppner Otto, Advertising Procedure, Simon Schuster Inc., Anglewood, 1986.
6. Rathor B.S., Advertising Management, Himalaya Publishers, Bombay, 1986.
7. Willshurst John, The Fundamentals of Advertising, Heinemann, London, 1986.

Course Outcomes: By the end of this course, students will be able to:

1. **Understand Advertising and Marketing Concepts:** Demonstrate a comprehensive understanding of the fundamental theories, principles, and practices of advertising and marketing.
2. **Develop Strategic Campaigns:** Design integrated advertising and marketing strategies that effectively target and engage diverse audiences.
3. **Craft Persuasive Content:** Create innovative and persuasive advertising content across traditional and digital media platforms.
4. **Apply Market Research Techniques:** Utilize market research methods to analyze consumer behavior, market trends, and brand positioning.
5. **Execute Digital Marketing Strategies:** Implement digital marketing techniques, including social media marketing, SEO, content marketing, and data analytics.
6. **Evaluate Campaign Effectiveness:** Assess the performance of advertising and marketing campaigns using qualitative and quantitative metrics.
7. **Promote Ethical Marketing Practices:** Apply ethical standards and social responsibility in advertising and marketing strategies, ensuring compliance with legal and cultural norms.

PO-CO Mapping

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

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



DC-1- INTERNATIONAL COMMUNICATION AND INTERCULTURAL COMMUNICATION

Course Objective for "International Communication and Intercultural Communication"

The objective of this course is to provide students with a thorough understanding of global communication dynamics and the principles of effective intercultural communication. It aims to:

1. Introduce key concepts, theories, and models of international and intercultural communication.
2. Develop an understanding of the impact of globalization, media flows, and cultural exchange on communication practices.
3. Enhance skills in communicating effectively across diverse cultural contexts, focusing on verbal and non-verbal communication.
4. Familiarize students with the role of media, technology, and diplomacy in shaping international public opinion and cross-cultural interactions.
5. Promote awareness of cultural sensitivity, inclusivity, and ethical considerations in international and intercultural communication.

Unit - 1

Definition and issues in International Communication, Political, economic and cultural dimensions of international communication; International Media systems, Global Print Media, Global Broadcasting; Debate for New World Information and Communication Order (NWICO) The McBride Commission and its Recommendations Alternative News Information Distribution System

Unit – 2

International Intellectual Property Rights, Conflict and Journalism, Global Communication Systems, National Communication Policy

Unit -3

Inter-Cultural Communication: Definition; Concept and Scope; Relationship between Culture and Communication; Different approaches to the Study of Inter-cultural communication; Culture and Philosophy: the basis of inter-cultural communication, Media as a social institution- Eastern and Western Perspective

Unit - 4

Traditional and Modern Media as Vehicles of Inter-cultural communication; Inter-cultural Communication in Cyber Space; Globalization, Localization, Glocalization and Inter-cultural Communication; Cultural Imperialism: Role of media



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Readings:

1. Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections.
2. Saarbruken, Germany: LAP Lambert Academic Publishing
3. Alleyne M.O. (1997). News revolution: Political and economic decisions about global information. New York: St Martins Press.
4. Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. & Sobowale, I. A. (2008). Globalization and development communication in Africa, Ibadan: University Press
5. Martin, J.N. & Nakayama, T.K. (2007). Intercultural communication in contexts. 4th Edition. Mountain View, CA: Mayfield.
6. Martin, J.N. & Nakayama, T.K. (2002). Readings in Intercultural Communication. Experiences and contexts. Mountain View, CA: Mayfield

Course Outcome: By the end of this course, students will be able to:

1. **Understand Global Communication Dynamics:** Demonstrate a comprehensive understanding of international communication theories, models, and global media systems.
2. **Analyze Cultural Contexts:** Critically analyze cultural differences and their impact on communication practices in diverse global settings.
3. **Develop Intercultural Competence:** Apply intercultural communication strategies to effectively engage with individuals from diverse cultural backgrounds.
4. **Navigate Media in Global Contexts:** Examine the role of international media in shaping public opinion, cultural exchange, and global diplomacy.
5. **Facilitate Cross-Cultural Communication:** Develop skills to manage cross-cultural interactions in professional and social environments, promoting inclusivity and respect.
6. **Address Communication Barriers:** Identify and overcome barriers to effective intercultural communication, such as stereotypes, biases, and language differences.
7. **Promote Ethical Communication:** Uphold ethical standards in international and intercultural communication, fostering mutual understanding and global cooperation



PO-CO Mapping

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

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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GE 1 – SCIENCE AND ENVIRONMENTAL COMMUNICATION

Course Objective for "Science and Environmental Communication"

The objective of this course is to equip students with the knowledge and skills required to effectively communicate scientific and environmental issues to diverse audiences. It aims to:

1. Introduce key concepts, theories, and practices in science and environmental communication.
2. Develop skills in translating complex scientific and environmental information into clear, engaging, and accessible content.
3. Familiarize students with different media formats and platforms for science communication, including print, digital, social media, and audiovisual media.
4. Enhance critical thinking and analytical skills to address misinformation, promote sustainability, and encourage public engagement in science and environmental issues.
5. Promote ethical and responsible communication practices, focusing on accuracy, transparency, and advocacy for environmental stewardship.

Unit – 1

Science Communication. Definition aims & importance in India, Media use for Science Communication, Origin & development of Science Journalism Present status of Science communication and journalism with special reference to India

Unit – 2

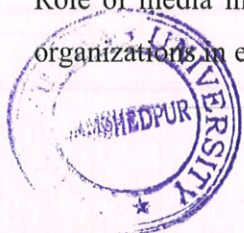
Writing Science for Media- Print, Writing Science for media- Television and Radio, New Media and Science writing • News, features, columns, interviews and Documentaries, Advertisements for science

Unit – 3

Environment and Media: Promoting scientific outlook & using Science & Technology for Social change. Environmental Issues- Global warming, Environmental Challenges and Science Communication- the Kyoto Protocol, Rio Earth Summit and other global issues. Major issues and campaigns for environmental protection in India- Chipko, Appico, Narmada Bachao Andolan and other movements

Unit – 4

Role of media in environmental movements- issues involved Role of governmental and Non- governmental organizations in environmental campaigns Media Research in environmental subjects-Content Analysis of mass



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media in environmental issues Environmental policies and its applications Environmental Pollution and role of media in creating awareness about pollution control.

Readings:

Julia B. Corbett, *Communicating Nature: How We Create and Understand Environmental Messages* (Island, 2006)

Judith Hendry, *Communication and the Natural World* (Strata, 2010) [REQUIRED] Additional readings and materials as assigned. You are responsible for the Corbett and Hendry books

Course Outcome: By the end of this course, students will be able to:

1. **Understand Science and Environmental Communication:** Demonstrate a comprehensive understanding of theories, principles, and practices in science and environmental communication.
2. **Translate Complex Concepts:** Effectively translate complex scientific and environmental information into clear, engaging, and accessible content for diverse audiences.
3. **Develop Communication Strategies:** Design strategic communication plans to promote awareness, education, and advocacy on scientific and environmental issues.
4. **Utilize Media for Public Engagement:** Apply traditional and digital media tools to create impactful science and environmental communication campaigns.
5. **Evaluate Communication Impact:** Assess the effectiveness of communication initiatives in influencing public perceptions and behaviors related to science and the environment.
6. **Promote Ethical and Accurate Communication:** Maintain accuracy, credibility, and ethical standards while communicating scientific and environmental information.
7. **Foster Public Dialogue:** Facilitate constructive public dialogue on science and environmental topics, contributing to informed decision-making and policy development.



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PO-CO Mapping

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

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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SEMESTER 4

C-10 – Communication Research

Course Objective for "Communication Research"

The objective of this course is to provide students with a comprehensive understanding of research methodologies and techniques used in the field of communication studies. It aims to:

1. Introduce key concepts, approaches, and paradigms in communication research, including qualitative, quantitative, and mixed methods.
2. Develop practical skills in designing research projects, formulating research questions, and selecting appropriate methodologies.
3. Familiarize students with research techniques such as surveys, interviews, content analysis, focus groups, and case studies.
4. Enhance data analysis skills using statistical tools, software, and interpretation of research findings.
5. Promote ethical research practices, critical thinking, and effective communication of research outcomes through academic writing and presentations.

Unit- 1

Definition, concept, constructs and approaches to communication research process. Research Designs - types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies.

Unit- 2

Research in journalism, Public Relations, advertising, cinema, animation and graphics, television, Internet, social media practices, magazines, children's media. Communication, journalism and media research in India.

Unit - 3

Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, diary, and internet-based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content).

Unit- 4

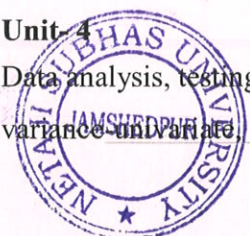
Data analysis, testing, interpretation, application of statistical tests-parametric and non-parametric tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research.

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Unit- 5

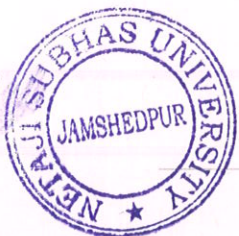
Ethical considerations in communication, media and journalism research, writing research reports, plagiarism

Readings:

- Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs 1-60; 65-81; 83-98.
- Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.

Course Outcomes: By the end of this course, students will be able to:

1. **Understand Research Methodologies:** Demonstrate a comprehensive understanding of qualitative and quantitative research methods in communication studies.
2. **Design Research Studies:** Develop research proposals and design studies to investigate communication phenomena using appropriate methodologies.
3. **Conduct Data Collection and Analysis:** Apply research techniques such as surveys, interviews, content analysis, and experiments to collect and analyze data effectively.
4. **Interpret Research Findings:** Critically analyze and interpret research data to draw valid conclusions about communication patterns and trends.
5. **Utilize Research Tools:** Use statistical software and digital tools to enhance research accuracy and efficiency.
6. **Produce Scholarly Work:** Write research reports, academic papers, and presentations that adhere to scholarly standards and ethical guidelines.
7. **Apply Research to Practice:** Translate research insights into practical applications for media, public relations, corporate communication, and other communication contexts.



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PO-CO Mapping

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



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C-11 – Film Studies and Visual Communication

Course Objective

The objective of this course is to provide students with a critical understanding of film as a medium of visual communication and cultural expression. It aims to:

1. Introduce key concepts, theories, and methodologies in film studies and visual communication.
2. Develop analytical skills to interpret films through elements such as cinematography, narrative structure, mis-en-scène, editing, and sound.
3. Familiarize students with different film genres, movements, and the historical evolution of cinema.
4. Enhance practical skills in visual storytelling, including scriptwriting, storyboarding, and the use of visual elements in media production.
5. Promote an understanding of the social, cultural, and political impact of films and visual media on audiences.

Unit – 1

Brief History of Films in India – Cinema and Society – Effects of Cinema – Film Theories – Film Criticism – Indian Film Culture – Film and Politics – Politics – Reports of Government Committees on Cinema Film Regulations – Censorship – Question of preserving Culture – Film Festivals - Film Awards – Economics of Indian Film – Management and Organization – Financing - Patterns of Distribution and Exhibition, Taxation etc.

Unit – 2

Approaches to analysis of Indian television. Visual Communication. Visual analysis. Film and television theory. Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century.

Unit – 3

Basics of film language and aesthetics, the dominant film paradigm, evolution of Indian cinema- commercial and 'non-commercial' genres, the Hindi film song, Indian aesthetics and poetics (the theory of Rasa and Dhvani).

Unit – 4

National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium.



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REFERENCES

- History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan;2009
- AshishRajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
- Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
- Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
- Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication. Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press.
- Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
- Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press.
- Photo journalism – the professional approach. Focal press.
- Ippolito, Joseph.A. 2005. Understanding digital photography. Thomson Press. New Delhi.
- Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.
- Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.

Course Outcome: By the end of this course, students will be able to:

1. **Understand Film Theory and Visual Communication:** Demonstrate a comprehensive understanding of film theory, visual communication principles, and the history of cinema.
2. **Analyze Films Critically:** Critically evaluate films using analytical frameworks, focusing on narrative structures, visual aesthetics, and cultural contexts.
3. **Apply Visual Communication Techniques:** Utilize visual communication strategies to convey messages effectively through film and multimedia formats.
4. **Develop Film Projects:** Create original film or visual content, demonstrating proficiency in pre-production, production, and post-production processes.
5. **Explore Global Cinematic Trends:** Examine diverse film genres, styles, and movements from a global perspective, recognizing the impact of cinema on society.
6. **Enhance Visual Storytelling Skills:** Apply storytelling techniques and cinematic tools, such as framing, composition, lighting, and sound design, to enhance visual narratives.
7. **Promote Ethical and Responsible Filmmaking:** Demonstrate ethical awareness and cultural sensitivity while creating and analyzing visual content.



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PO-CO Mapping

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

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

No Correlation - 0



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DC- 2 – DISSERTATION

Course Objective

The objective of this course is to enable students to apply theoretical knowledge and research methodologies to independently conduct a comprehensive research project in their field of study. It aims to:

1. Develop advanced research skills, including formulating research questions, conducting literature reviews, and selecting appropriate research methodologies.
 2. Enhance critical thinking, analytical, and problem-solving skills through in-depth study and analysis of a specific topic.
 3. Familiarize students with data collection, analysis, and interpretation techniques using qualitative, quantitative, or mixed methods.
 4. Promote academic writing and presentation skills by producing a well-structured dissertation that adheres to scholarly standards.
 5. Encourage originality, ethical research practices, and the ability to contribute to academic and professional knowledge in the field.
- Students will have to conduct a research study under the guidance of a faculty member and submit the results in the form of a dissertation.
 - Introduction Review of Literature
 - Research Methodology Analysis and Interpretation Discussion and Conclusion Bibliography

Course Outcomes: By the end of this course, students will be able to:

1. **Conduct Independent Research:** Demonstrate the ability to conduct independent and original research in the field of communication studies.
2. **Formulate Research Questions:** Develop clear, focused, and researchable questions or hypotheses based on identified gaps in existing literature.
3. **Apply Research Methodologies:** Select and apply appropriate qualitative, quantitative, or mixed-method research approaches to address research objectives.
4. **Demonstrate Critical Analysis:** Critically analyze data and existing literature to draw meaningful and valid conclusions.
5. **Synthesize Findings:** Integrate research findings into a coherent and well-structured dissertation that contributes to academic knowledge or professional practice.
6. **Adhere to Ethical Standards:** Conduct research ethically, ensuring integrity, respect for participants, and adherence to academic guidelines.



PO-CO Mapping

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

High Correlation - 3

Moderate Correlation - 2

Low Correlation – 1

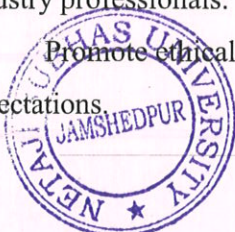
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CP 12 - PROJECT – INTERNSHIP

Course Objective for Internship

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:

- Facilitate experiential learning through direct exposure to workplace practices, professional settings, and organizational dynamics.
- Develop practical skills related to the student's field of study, such as communication, teamwork, problem-solving, and project management.
- Enhance the ability to apply theoretical concepts to real-world scenarios and bridge the gap between classroom learning and professional application.
- Encourage professional development through mentorship, networking opportunities, and feedback from industry professionals.
- Promote ethical conduct, professionalism, and a deeper understanding of career paths and industry expectations.



1. **Apply Theoretical Knowledge in Practice:** Demonstrate the ability to apply academic concepts and communication theories in real-world professional settings.
2. **Develop Professional Skills:** Gain practical experience and develop industry-specific skills relevant to media, communication, and related fields.
3. **Understand Workplace Dynamics:** Adapt to organizational cultures, workflows, and professional expectations in a professional environment.
4. **Enhance Communication Competence:** Demonstrate effective communication skills, including interpersonal, written, and digital communication, in a professional context.
5. **Build Professional Networks:** Establish valuable connections with industry professionals and gain insights into career opportunities.
6. **Reflect on Professional Growth:** Evaluate personal and professional growth through reflective practices and feedback from supervisors and peers.

PO-CO Mapping

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

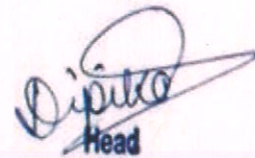
Moderate Correlation - 2

Low Correlation - 1

No Correlation - 0


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