



**GALGOTIAS
UNIVERSITY**

Syllabus of
BA Journalism & Mass Communication

Name of School: School of Media and Communication Studies

Department: Mass Communication

Year: 2017-18

Program Structure 2017-18

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
Semester 1									
1	2017-2018	BJMC1008	Communicative English	Elective I	2	0	1	0	3
2	2017-2018	BJMC1009	Communicative Hindi	Elective I	2	0	1	0	3
3	2017-2018	BJMC1001	Basic Computer Skills	Core	0	0	2	0	2
4	2017-2018	BJMC1002	Integrated Marketing Communication	Core	3	0	0	0	3
5	2017-2018	BJMC1003	Introduction to Communication	Core	3	0	0	0	3
6	2017-2018	BJMC1004	Journalism : Glorious Past, Present & Future	Core	2	0	0	0	2
7	2017-2018	BJMC1005	Public Speaking & Street Play	Core	0	0	0	2	2
8	2017-2018	BJMC1006	Still Photography	Core	2	0	1	0	3
9	2017-2018	BJMC1007	Understanding India & its culture	Core	2	0	0	0	2

Course Name: Communicative English

Course Code: BAJC1007

Course Credit: 3

BAJC1007	Communicative English	L	T	P	C
		2	1	0	3
Pre-requisites//Exposure	Nil				
Co-requisites	Nil				

Program Objective:

- a. Improve skills of the language
- b. Enhance comprehension skills
- c. Construct correct sentences
- d. Learn new words for better and polished communication
- e. Coherent development of ideas
- f. Use English to communicate in day today life and academics g. Prepare an amalgamation of objectivity and subjectivity
- h. Improve reading skills

Programme Outcomes:

The student will be able to

1. Speak English effectively.
2. Write in English

Suggested Readings:

1. Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
2. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
3. Prasad, P. Communication Skills, S.K. Kataria & Sons.
4. Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
5. Roach Peter. English Phonetics and Phonology.
6. A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 7th Edition

Content:

Unit-I

Introduction to written and spoken English, Parts of speech Different types of spoken English - British, American and Indian Words meaning and usage Spelling rules,

Unit II

Verb patterns, Idioms and phrases

Common errors in spellings and sentences

Human organs of articulation, Main problems in pronunciation

Unit III

Basic sentence formation

Syntax - different types of sentence formation

Transformation of sentences

Paragraph writing Story

writing Dialogue writing

Use and importance of English language in media

Commonly used words in Media

Unit-IV

Writing CV

Letter Writing (Employment related correspondence, correspondence with authorities, Officer orders)

Greeting and introducing.

Language of speech Group

Discussions,

Listening News/Conversations/Telephonic Conversation

विषय : कम्युनिकेटिव हिन्दी

विषयकोड : बीजेएमसी 1019

विषयमान : 3

बीजेएमसी 1019	कम्युनिकेटिव हिन्दी	L	T	P	J	C
		2	0	1	0	3
Pre-requisites//Exposure						
Co-requisites						

विषयउद्देश्य :

- छात्रोंकोउसहिन्दीभाषासेगहनतासेजोड़नाजोदेशकेमनोरंजनउद्योग, मिडियाऔरआमजनकीबोलचालकीभाषाहै।
- छात्रोंकोप्रयोजनमूलकहिन्दीसेसाक्षात्कारकरवाना।

विषयपरिणाम :

- छात्रहिन्दीकेविज्ञान , तकनीकीऔरविधिकोजानपायेगा।जिसमेंशब्दसंरचनासेलेकरअर्थनिरूपणऔरशाब्दिकआचार-व्यवहारसभीकुछशामिलहो।
- इसमेंछात्रनकेवलहिन्दीशुद्ध-शुद्धपढ़नाऔरलिखनासीखपायेगाबल्किसहीसंदर्भऔरसहीअर्थमेंहिन्दीकाप्रयोगभीकरपायेगा।

निर्देशितविषयसूची:

विषय	क्षेत्र
मॉड्यूल I	हिन्दीध्वनिकानिरूपणऔरशब्दसंरचना <ul style="list-style-type: none">• उच्चारण• ध्वनियाँ• उपसर्ग• प्रत्यय

	<ul style="list-style-type: none"> • समास • संधि • परसर्ग
मॉड्यूल II	हिन्दीभाषासंरचना <ul style="list-style-type: none"> • संज्ञा • लिंग • वचन • कारक • चिन्ह • सर्वनाम • विशेषण
मॉड्यूल III	हिन्दीवाक्यसंरचना <ul style="list-style-type: none"> • वाक्यकेप्रकार • उपवाक्य • कहावतें , आदि
मॉड्यूल IV	हिन्दीलेखन <ul style="list-style-type: none"> • आमुखलेख • पेरोग्राफिंग • लघुलेख

संदर्भग्रंथ

- सम्पूर्णहिन्दीव्याकरणऔररचनाडा. अरविंदकुमार ; लूसेंटप्रकाशन
- हिन्दीमेंपटकथालेखन ; जाकिरअलीरजनीश

Course Name: Basic Computer Skills

Course Code: BJMC-1001

Course Credit: 2

BJMC1001	Basic Computer Skills	L	T	P	J	C
		0	0	2	0	2
Pre-requisites//Exposure						
Co-requisites						

Course Objectives: The course aims:

- To make students affluent in generating documents in MS Word, MS PowerPoint**
- To train students in English and Hindi typing

Course Outcomes:

- **Students would be able to work smoothly on MS Word and PowerPoint**
- **Students would be comfortable I English and Hindi typing.**

Indicative Content

Topic	Coverage
Module I	MS Word: Introduction, creating and editing documents, formatting documents, advanced formatting options, Mailmerge.
Module II	PowerPoint: Introduction, creating presentation, presentation views, using text, cliparts, drawing objects, inserting videos and sounds, themes, using presentation masters, setting animations.
Module III	English and Hindi typing exercise.

Suggestive Reading:

- MS Office for Dummies

Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50

	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(BA MJC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
			1	2	3	4	5	6	7	8	9	10	11	12
BJM C 1001	CO-1		1			1	1					2		3
	CO-2			2	3			3	1	2	2		1	

1=addressed to small extent
2= addressed significantly
3=major part of course

Course Name: Integrated Marketing Communication

Course Code: BJMC 1002

Course Credit: 3

BJMC 1002	Integrate Marketing Communication	L	T	P	J	C
		3	0	0	0	3

Pre-requisites/Exposure	Advertising & Marketing Communication messages on Mass Media	
Co-requisites	Watching suggested campaigns and industry reports	

Course Objective:

The paper introduces the concept of Integrated Marketing Communication. It deals with the concepts of market, 4P's of Marketing i.e. Marketing Mix, 4P's of Promotion i.e. Promotion Mix, and individual components of promotion mix like Advertising, Public Relation, Direct Marketing, Sales Promotion and Personal Selling etc. The tools of new age marketing like Internet marketing and Digital Marketing will also be part of the course. Special emphasis is given on the case study approach to understand the 360 degree marketing approach.

Course Outcome:

On completion of this course, the students will be able to understand the Integrated Marketing Communication approach for promotion of product/services/idea. Further, students would be able to

1. Identify with the basic concepts of integrated marketing communication.
2. Learn the importance of internet and social media in new age marketing.
3. Understand the designing of advertising campaign.

Text Books:

- Public Relations Management: Jethwaney J., Sarkar N.N.
- Advertising and IMC: Kruti Shah
- Corporate Communication: Paul A. Argenti
- Media planning and buying: Arpita Menon
- Media organization and Management: Shamsi N. Afaq
- Brand Management: Moorthi Y.L.R
- Pandeymonium: Piyush Pandey

Additional Reference:

- www.afaqs.com
- www.campaignindia.in/
- <http://www.exchange4media.com/>

Pedagogy: The course will use the following pedagogical tools –

- Lectures and discussions
- Case Studies
- Audio/Video Lectures
- Internet Resources - Online Course Material (Student Centric Learning)
- Power Point Presentation
- Student Exercises and Group learning - Assignments/quizzes

Course Content

Topic	Coverage
Module I (Introduction to	Concept of Market, Defining Marketing,

Marketing Communication)	Marketing Mix: 4 P's of Marketing, Promotion Mix: 4 P's of Promotion, Introduction to Integrated Marketing Communication
Module II (Advertising)	Defining Advertising, Advertising and Society, Types of Advertising, Advertising Agency: Function and Structure, Ethics in Advertising , Advertising Campaigns
Module III (Other Marketing Communication Tools)	Defining Public Relation, PR Tools, Direct Marketing Sales Promotion & Personal Selling Introduction to Branding
Module IV (New Age Marketing)	Internet Marketing, Digital Marketing, Social Media Marketing, Immersive Technology for New Age Storytelling

Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(BA MJJC)											
		Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BJMC 1002	CO1	3	2										
	CO2					3							
	CO3			3			1			1	2		

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Introduction to Communication

Course Code: BJMC 1003

Course Credit: 3

BJMC 1003	Introduction to Communication	L	T	P	J	C
		3	0	0	0	3
Pre-requisites//Exposure						
Co-requisites						

Introduction to Communication

Course Objective:

To introduce students to the concept of communication and mass communication.

To understand the different communication models and theories related to mass communication.

To explain the importance of communication and role of media in society.

Course outcome:

The Student would be able to

Learn and understand the basic concept of communication and role of mass communication in society

Get knowledge on different theories, models and determinants of communication.

INSTRUCTION PLAN

Module	Content
Module I	Understanding Human Communication Functions of Communication Meaning and Elements of Mass Communication Nature and Process of Mass Communication
Module II	Barriers of Mass Communication Types of Communication Verbal and Non-Verbal Communication

	Intra-Personal, Interpersonal, Group and Mass Communication Ritualistic, Recreational and Symbolic form of Communication
Module III	Introduction to different models: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood etc. Theories of Mass Communication: Authoritarian, Libertarian, Socialistic, Developmental, Participatory Sadharikaran model of communication
Module IV	Role of Mass Media in public opinion Effect of Media on Children Portrayal of Women in Media Portrayal and Representation of Marginalised community in Media

Prescribed Text:

Dennis McQuail (2010). Mass Communication theory. Sage.

Keval J. Kumar (2010). Mass communication in India, 4th edition Jaico

Dennis McQuail and Sven Windhall (1993): Communication models. Longman

Mode of evaluation

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical

	SEE (Practical) Conducted by External Examiner	marks will be as per LTPC)
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Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

1=addressed to small extent

2= addressed significantly

	Program Outcome(BA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BJM C 1003	Communica tion	1	2	3	4	5	6	7	8	9	10	11	12
	CO 1	2					3				3		
	CO 2	2					2				3		

3=major part of course

Course Name: Journalism: Glorious Past, Present & Future

Course Code: BJMC1004

Course Credit: 2

BJMC 1004	Journalism: Glorious Past, Present & Future(T)	L	T	P	J	C
		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

Course Objectives:

- To make students aware and help them to understand the evolution of media as mission & profession.

Course Outcomes:

- Students will be able to distinguish between journalism as a trade and as a Nobel job
- Understand about role of journalism in India becoming today what it is.

Indicative Content

Topic	Coverage
Module I	Early tradition of journalism in Ancient civilizations, Advent of Journalism in India, Advent of Regional & Hindi Journalism in India.
Module II	Role of Journalism as Social Reformer, Role of Press in in freedom struggle: Pro British Press, Gandhian Press, Revolutionary Press, Contribution of prominent journalists, Draconian Tilak, Mahatma Gandhi, Ganesh Shankar Vidyarthi, Prem Chand, BaburaoParadkar, Nirala.
Module III	Contribution of Press in Nehruvian Era, Atrocities on Press during Emergency, Role of Press Modern Press, paid news, political leaning, Issue of Right to Speech,

Suggestive Reading:

- Rangaswami Parthasarathy: JOURNALISM IN INDIA, Sterling Publishing
- Dr. N. K. Trikha: THE PRESS COUNCIL, Somaiya Publication
- Keval J. Kumar: MASS COMMUNICATION IN INDIA, Jaico publication house

Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

Course Name: Public Speaking & Street Play

Course Code: BJMC 1005

Course Credit: 2

BJMC1005	Public Speaking & Street Play	L	T	P	J	C
		0	0	0	2	2
Pre-requisites//Exposure						
Co-requisites						

Course Objectives: The course aims:

- at a confidence building exercise to enhance student's personality
- at grooming the speaking, debating, analyzing and acting skills relevant in communication field

Course Outcomes:

- To help students develop public speaking, debating and analytical skills.
- To help students learn the art of communicating socio-political issues through street plays

Indicative Content

Topic	Coverage
Module I	Public Speaking: Confidence Building Exercise, Analyzing Audience, Ethics of public speaking, How to have feedback, Elocution
Module II	Debate: Cyclic Communication, Develop objectivity and balance, Argument & Counter Argument, Consensus Building, Emotional Intelligence
Module III	Streetplay: Background & Impact, Planning, Dialogue Delivery, Performance

Suggestive Reading:

- Lend Me Your Ears - Max Atkinson - Oxford University Press
- Resonate: Present visual stories that transform audiences by Nancy Duarte
- The Official TED Guide to *Public Speaking* by Chris J. Anderson
- Theatre of the streets by Sudhanva Deshpande, Jana Natya Manch, 2007

Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

Course Name: Still Photography

Course Code: BJMC1006

Course Credit: 3

BJMC1006	Still Photography	L	T	P	J	C
Version1.02		2	0	1	0	3
Pre-requisites//Exposure						
Co-requisites						

Course Objectives

1. Understand the concept of visual grammar
2. Develop skills related to photography
3. Produce a basic photography portfolio

Course Outcomes

On completion of this course, the students will be able to

1. Understand the basics of digital photography
2. Produce &critique photographs.

Catalogue Description

This course will focus on the visual grammar and develop skills of photography. The focus of course would be on core photographic concepts as well as some more advanced techniques. The course will include hands-on demonstrations with the camera. It will discuss the work of great photographers alongside your own photographs in order to better understand the fundamentals of composition to create compelling imagery. The students also make a basic Photography portfolio by the end of the semester.

Text Books

1. Online websites like <https://digital-photography-school.com> could be used extensively.
2. Langford's Basic Photography: The Guide for Serious Photographers, Michael Langford, Anna Fox, Richard Sawdon Smith, Focal Press
3. Practical Photography: How to Get the Best Picture Every Time, John Freeman, Ultimate Editions
3. Digital Photography Masterclass, Tom Ang, Penguin

Reference Books

1. The Darkroom Cookbook; Ansell, Stephen G.
2. Practical photography; Freeman, John

Course Content

Unit I:

Evolution of Photography

- Human eye and Photography
- Pixel & Resolution of digital images
- Formats of a digital image
- Utility of Photograph
- Practical Assignment: Students will submit an assignment based on analysis of 5 photographs downloaded from the internet.

Unit II:

8 lecture hours

- How Camera Works
- Cameras & its types (Including pinhole, view camera, compact camera, T.L.R., S.L.R., digital camera),
- Lenses & its type,
- Contribution of eminent Photographers
- Practical exercises - parts of a camera, proper way of holding a camera, understanding exposure and focusing, Handling accessories - tripod, flash, lenses etc.

Unit III:

12 lecture hours

Manual Control in SLRs

- Aperture
- Shutter speed
- ISO

Focus

- White Balance

Principles of light,

Various Equipments of lighting

Three point lighting & Four point lighting

Practical exercises - exploring creative possibilities of shutter speed, aperture, lenses

Unit IV:

8 lecture hours

Image Sensors: CCD and CMOS,

Metering

Depth-of-field

Composition & its Rules,

Caption Writing

Project: Student will submit album hard copy/soft copy of AV presentation of 10 photographs on approved topic.

Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be scheduled during the last week of semester)	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE (Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome (BA MJJC)											
		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BJ MC 100 6	CO1	3					1						

BJ MC 100 6	CO2		2	3	2	3		1	2	2	3		
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Course Name: Understanding India & its Culture

Course Code: BJMC 1007

Course Credit: 2

BJMC 1007	Understanding India & Its Culture	L	T	P	J	C
		2	0	0	0	2
Pre-requisites/Exposure	Fundamental knowledge of India.					
Co-requisites	Reading The News Papers					

Course Objective:

1. To have the required knowledge of Indian history and physiographic regions of India.
2. To develop an empathy towards Indian culture

Course Outcome:

On completion of this course, the students will be able to understand about their country and its culture, which is vital to be in media and communication field. Outcomes will be as follows

4. Students will be able to understand the context of the News in future
5. Students will be able to use the information in content designing.

Pedagogy: The course will use the following pedagogical tools –

- Lectures and discussions

- Visits to places related to Indian History and culture
- Audio/Video Lectures
- Internet Resources - Online Course Material (Student Centric Learning)
- Power Point Presentation
- Student Exercises and Group learning - Assignments/quizzes

Instructional plan:

Module	Content
Module I	Milestones of Indian History : Indus Valley, Vedic Era, Buddhism & Jainism, Mauryan Era, Golden Age, Invasions on India, Role of Shankaracharya, Delhi Saltanat & Mughals, Kingdoms of South, Bhakti Movement, British India, Cultural Renaissance & Freedom Struggle
Module II	India : Physiographic regions, Natural Resources, States & Union Territories, India's achievement in Science & Technology, India as military power.
Module III	Indian Cultural Heritage : Indian Epics and other Ancient Literature, Natyashashtra : communication philosophy, Indian Music : Types, Prominent Ragas and their impact, Indian Classical Dances, Indian Sculpture & Architecture : Concept
Module IV	Basic Principles of Indian Culture : Unity in Diversity, Symbolism, Spirituality, Acceptance, Harmony, Impact of Indian Culture, Contemporary Indian Artists. Cultural updates

Text Book

Bhagat, Madhukar Kumar, Indian Heritage : Art & Culture, Access Publications

Srivastava, A.L. Bhartiya Kala, Amazon

Rajaraman V., Vidya, Kalpana, Facets of Indian Culture

Reference Book

Basham, A.L., A Wonder That was India, Sidgwick & Jackson

India, Publication Division, Govt. of India

Acharya, Sriram Sharma, Bhartiya Sanskriti ke Aadharbhoot Tatva

Mode of Evaluation

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Program Outcome(BA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
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		1	2	3	4	5	6	7	8	9	10	11	12
BJMC 1007	CO1	2					3		2		1		2
	CO2		2	3					1	2			

1=addressed to small extent

2= addressed significantly

3=major part of course

BA Journalism and Mass Communication
Program Structure 2017-18
Semester 2

Semester 2									
10	2017-2018	BJMC1018	Media Language: English	Elective2	2	0	0	0	2
11	2017-2018	BJMC1019	Media Language: Hindi	Elective2	2	0	0	0	2
12	2017-2018	BJMC1020	Foreign Language	Elective2	2	0	0	0	2
13	2017-2018	BJMC1010	Advertising: Concept and Practices	Core	2	0	1	0	3
14	2017-2018	BJMC1011	Contemporary Social Issues	Core	2	0	0	0	2
15	2017-2018	BJMC1012	Graphic Designing	Core	0	0	2	0	2
16	2017-2018	BJMC1013	Introduction to Radio	Core	2	0	1	0	3
17	2017-2018	BJMC1014	Introduction to Television	Core	2	0	1	0	3
18	2017-2018	BJMC1015	Media Laws & Ethics	Core	2	0	0	0	2
19	2017-2018	BJMC1016	Print Media Reporting	Core	2	0	1	0	3
20	2017-2018	BJMC1017	Specialized Photography & Editing	Core	0	0	0	3	3

Course Name: Media Language: English

Course Code: BJMC1018

Course Credit: 2

Detailed Outlines of the Course

SESSION WISE INSTRUCTION PLAN

Course Name			L	T	P	C
			2	0	0	2
Session No	Module	Topics	Core Reading		Additional Reference	
	I	Fundamentals of Communications Comprehension & Paragraph writing Introduction to Parts of Speech; Verbs; Tenses				
	II	Basic sentence structure, Formation of sentences; Prepositions; Letter Writing (Enquiry, Complaint, Adjustment, Place an Order)				

	III	Active and Passive Voice; Non-Verbal Communication; Para linguistics; Group Discussion and Interview;		
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विषय : कम्प्युनिकेटिव हिन्दी
विषयकोड : बीजेएमसी 1019

विषयमान : 3

बीजेएमसी 1019	कम्प्युनिकेटिव हिन्दी	L	T	P	J	C
		2	0	1	0	3
Pre-requisites//Exposure						
Co-requisites						

विषयउद्देश्य :

- छात्रोंको उस हिन्दी भाषासे गहनतासे जोड़ना जो देशके मनोरंजन उद्योग, मिडिया और आमजनकी बोलचालकी भाषा है।
- छात्रोंको प्रयोजनमूलक हिन्दीसे साक्षात्कार करवाना।

विषयपरिणाम :

- छात्र हिन्दीके विज्ञान, तकनीकी और विधिको जानपायेगा। जिसमें शब्दसंरचनासे लेकर अर्थनिरूपण और शाब्दिक आचार-व्यवहारसभी कुछ शामिलहो।
- इसमें छात्रनकेवल हिन्दीशुद्ध-शुद्धपढ़ना और लिखना सीखपायेगा बल्कि सहीसंदर्भ और सही अर्थमें हिन्दीका प्रयोगभी करपायेगा।

निर्देशित विषयसूची:

विषय	क्षेत्र
मॉड्यूल I	हिन्दी ध्वनिकानिरूपण और शब्दसंरचना <ul style="list-style-type: none">• उच्चारण• ध्वनियाँ• उपसर्ग• प्रत्यय• समास• संधि• परसर्ग

मॉड्यूल II	हिन्दीभाषासंरचना <ul style="list-style-type: none"> • संज्ञा • लिंग • वचन • कारक • चिन्ह • सर्वनाम • विशेषण
मॉड्यूल III	हिन्दीवाक्यसंरचना <ul style="list-style-type: none"> • वाक्यकेप्रकार • उपवाक्य • कहावतें , आदि
मॉड्यूल IV	हिन्दीलेखन <ul style="list-style-type: none"> • आमुखलेख • पेरोग्राफिंग • लघुलेख

संदर्भग्रंथ

- सम्पूर्णहिन्दीव्याकरणऔररचनाडा. अरविंदकुमार ; लूसेंटप्रकाशन
- हिन्दीमेंपटकथालेखन ; जाकिरअलीरजनीश

	Type of Evaluation	Max. marks for which the exam is conducted
	CAT-1 (Quiz & presentation)	15

Internal Assessment	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

	Program Outcome (BAJMC)	Media knowledge	Problem analysis	Message Designing	Investigative skills/ Research Aptitude	Modern Media Tools usage	Media and society	Environment and sustainability	Ethics	Individual and teamwork	Communication	Project management and financing	Lifelong learning
		1	2	3	4	5	6	7	8	9	10	11	12
BJMC 1019	CO1	1	2	1				2			3		1
	CO2	1	2	1				2			3		1

1=addressed to small extent

2= addressed significantly

3=major part of course

Compétences Langagières à l'écrit - I – Written Communication – I

Course Code: BJMC1020

Credit Units: 2

BJMC1020	BASIC FRENCH	L	T	P	C
Version 1.1					
Pre-requisites//Exposure	BASIC CONCEPT OF FRENCH				
co-requisites					

Course Objective:

To furnish the linguistic tools

- to present oneself and others, to ask and give personal information
- to give directions, to describe one's surrounding
- to talk about likes and dislikes, hobbies
- to tell time and date, to talk about daily routine
- to describe weather

Course Content:

Module 1 : Parlez-vous français ?

Actes de Communication :

Salutation, Alphabet, être,

Module 2 : Lecture –

Actes de Communication :

Verbe – Etre, avoir. Aller, les questions, nombres 1-20, article indéfini, les jours

Module 3 : Mon

Actes de Communication :

Localiser, décrire et qualifier une ville ou un quartier, exprimer la quantité, les verbes Er – Aimer adorer, chanter, regarder, jouer, habiter, présentez- vous, les couleurs

Module 4 :

Actes de Communication :

Parler de ses goûts, de ses intérêts et de ses loisirs, les nombres 1-100, verbes – prendre, vouloir, pouvoir, manger, article défini, mettez au pluriel, les professions, négation

Module 5 :

Actes de Communication :

Parler de nos habitudes, les adjectifs possessifs, décrivez votre famille, féminin, masculin, les mois, les adjectifs , prépositions

Module 6 : -

Actes de Communication :

S'informer sur un produit, acheter et vendre un produit, donner son avis sur la façon de s'habiller, les articles partitifs, décrivez quelqu'un

Grammaire :

1. Le genre des noms
2. Les articles indéfinis, définis, partitifs

3. Les verbes – être, avoir, aller, pouvoir, vouloir, prendre, en –er au présent,
4. Les adjectifs possessifs, qualificatifs,
- 5. La négation**
6. Les prépositions,
7. Les adjectifs et de couleur – le nombre et le genre
8. les jours et mois
9. Le pluriel
10. Féminin et masculin
11. traduisez en anglais et français

Examination Scheme :

CAT- 1	CAT II	ASSIGNMENT	End Sem Exam
50	50	40	100

Text & References:

Text:

**Le livre à suivre:
Apprenons le français**

Course Name: Advertising: Concept and Practices

CourseCode: BJMC1010

CourseCredit: 3

BJMC1010	Advertising: Concept and Practices	L	T	P	C
Version1.02		2	0	1	3
Pre-requisites//Exposure					
Co-requisites					

Course Description:

This course aims to develop the skills of advertising and branding. It is fast growing sector which provides a platform for good career opportunities.

Course Objectives:

The course will help to learn the core concept of advertising. This will also elaborate the functioning of advertising agency and manner of advertising communication such as message, layout, design and technique. This course will nurture the knowledge and skills about advertising & brand profession.

Course Outcome:

The student will able to:

1. Understand the concept, function and role of advertising
2. Identify the modal and function of advertising communication
3. Learn the advertising copy and appeals
4. Produce the complete advertisement for various media

TextBooks

- The Fundamentals of Branding By Melissa Davis, AVA publishing, South Africa, 2009
- The Fundamentals of Creative Advertising by Ken Burtenshaw, Nik Mahon, Caroline Barfoot, AVA Publishing, South Africa, 2011
- Create, Convince, Connect: Fundamentals of Advertising, Branding and Communication by Jörg Dietzel, Marshall Cavendish International (Asia), Singapore, 2008
- The Fundamentals of Branding by Alina Wheeler, John Wiley & Sons, New Jersey, 2013

Additional Reference:

Research papers, articles, journals on advertising and branding.

CourseContent

Module	Content
Module I	<ol style="list-style-type: none">1. Definition & Meaning of Advertising2. Role and functions of Advertising3. Nature & Scope of Advertising4. Growth & Development of Advertising in India5. Ethical & Regulatory Aspects of Advertising
Module II	<ol style="list-style-type: none">1. Advertising Communication System2. Models of Advertising Communication<ol style="list-style-type: none">a. AIDA modelb. DAGMAR modelc. Maslow's Hierarchy Modeld. Innovation and adoption Model3. Advertising Appeals
Module III	<ol style="list-style-type: none">1. Classification of Advertising2. Advertising Copy Writing3. Elements of Print advertising - Copy, slogan etc.4. Characteristics, Advantages & Disadvantages of<ol style="list-style-type: none">a. Broadcast media – Television, Radiob. Print Media – Newspaper, Magazinesc. Other Media – Out-of-home, in-store, transit, yellow pages, Movie theatre, in-flightd. Internet
Module IV	<ol style="list-style-type: none">1. Advertising agencies – Types & Structure2. Advertising agencies – Work Profile of Different Departments3. The advertisers; client –agency-media relationship4. Ad agency empanelling
Module V	<ol style="list-style-type: none">1. Students will prepare an ad copy for print and electronic media with the approval and guidance of concerned faculty.2. Student will exercise to write various slogans and appeals for print and electronic media with the approval and guidance of concerned faculty.

Rubric:

The internal exam practical(IEP)and external exam practical(EEP) will be evaluated on these rubrics.

- a. Ad copy preparation and presentation (25)%
- b. Ad Appeals (25)%
- c. Layout and design of ad(25)%
- d. Production of advertisement (25)

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools					
		CAT2	Internal Exam Practical	External Exam Practical	ETE	Target (%)	Attainment Level
		1	2	3	4		
CO1		50			25	60	
CO2		50			25	60	
CO3			50	50	25	60	
CO4			50	50	25	60	
Total		100	100	100	100		

Note:

The weightage of internal and external will be 50% each and it will be calculated on the basis of theory and practical credit.

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1	15
	CATI I (Exam to be conducted as per schedule of CATI)	50
	Final Internal (To be Scheduled during the last week of semester)	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE (Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Exami	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(BA JMC)											
		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BJMC 1010	CO1	2											
	CO2	1									2	1	
	CO3		1	2		2	1		1			1	
	CO4		2	3	2	1			1	1	1	2	

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Contemporary Social Issues

Course Code: BJMC 1011

L	T	P	J	C
2	0	0	0	2

Course Description: The course is designed to give a theoretical understanding of Indian society and relates issues covered daily in the news. It is a general knowledge based course focused only on providing an understanding on social issues

Course Objective: To increase the general knowledge base of students on issues and challenges related to Indian society

Course Outcome: The students will be able

CO1 –to describe basic concepts of Indian society

CO2 – to explain and demonstrate knowledge of contemporary social issues

CO3 – to write and speak about social problems

CO4 – to produce media content in social context

Course Content / Syllabus

Module I

Salient Features of Indian Society

Concept of Varna & Ashram

Corelation between Individual, family, society and nation

Impact of foreign Invasions

Terminologies of Sociology

Concept of social empowerment

Social Change

Module II

Social Structure: Micro Structure and Macro, Interaction Structure

Social Stratification in India

Social Norms

Marxist Ideology

Gandhism

Integral Humanism and Pandit DeenDayal Upadhyaya

Module III

Social movements in India

Prominent Social reformers

Contemporary Social movements

Role of women and women's organization poverty and social issues

Social Issues in villages

Cast discrimination

Social problems of urbanization

Effects of globalization,

Module IV

Social Issues : discrimination on the basis of cast, creed and gender, communal tension, cleanliness, violence, changing concept of family, overpopulation, illiteracy & superstition, gender discrimination, conversion, reservation and unemployment, intolerance vs Vishwabandhutva, Rights of under privileged, Right to equality and Right to Speech, alcoholism, beggary

Text Books:

1. India: Social Structure – M.N Srinivas
2. Caste Its Twentieth Century Avatar - M.N Srinivas
3. Social Change in Modern India – M.N. Srinivas
4. Indian Sociology: Social Conditioning and Emerging Concerns – Yoginder Singh
5. Integral Humanism an Analysis of Some Basic Elements – Pandit DeenDayal Upadhyaya

Reference Books:

1. Social Background of Indian Nationalism – A.R. Desai
2. Annihilation of Caste – B.R. Ambedkar

Mode of Evaluation:

Course Outcomes (COs) Assessment table:

COs		Assessment tools			
		Internal Exam Theory CAT-2	ETE End Term Examination	Target (%)	Attainment Level
CO1		50	25	60	
CO2		50	25	60	

CO3				25	60	
CO4				25	60	
Total		100		100		

Note:

The weightage of internal and external will be 50% each.

Course Outcome (CO) and Programme Outcome (PO) Mapping

	Program Outcome(BA MJC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	To be able describe basic concepts of Indian society	M	S	M	M		S				M		M
CO2	To be able to explain & demonstrate knowledge of contemporary social issues	M	S	S	M		S				M		M
CO3	To be able to write and speak about social problems	M	M	S	M		S				S		S
CO4	To produce media content in social context	M	M	S	M		S				M		M

S – Strong
M- Medium
L - Low

Teaching Pedagogy: White Board, Power Point Presentations, Videos, Internet Resources, Case studies Student Exercises and Group learning methodology).

Chamber Consultation Hour: Tuesday – 10:00 am to 4:00 pm
Friday – 10:00 am to 12:40 pm

Course Name: Graphic Designing
Course Code: BJMC1012

1. **Getting started with corel Draw**

- Introduction
- Corel Draw Interface
- Tool Box

2. **Basic Drawing Skill**

- Selecting and manipulating object
- Drawing and shaping object
- Arranging object
- Working with object

3. **Mastering with text**

- Introduction
- Text tool
- Artistic & Paragraph text
- Formatting text
- Embedding objects into text
- Wrapping text around object
- Linking text to object

4. **Applying Effects**

- Introduction
- Power of Blends
- Distortion
- Contour effect
- Envelopes
- Lens effect
- Transparency
- Creating Depth effect.
- Power clip.

Course Name: Introduction to Radio

CourseCode:BJMC1013

CourseCredit:3

BJMC 1013	Introduction to Radio	L	T	P	C
Version	3.0	2	0	1	3
Pre-requisites//Exposure	Good voice, presence of mind				
Co-requisites	Equipment for recording & editing				

Course Objectives

1. To know the journey of radio and understand the present state and challenges.
2. To understand the basics of radio
3. To be familiar with radio production equipment and studio
4. To learn appropriate writing styles for radio
5. To develop a unique style of radio presentation

Course Outcomes

On completion of this course, the students will be able to

1. To underline the concept of radio. (K1)
2. To use of different equipments required for radio production(K2)
3. To interpret different program formats. (K3)
4. To perform skillfully in making different radio programs(S3)

Catalog Description

The purpose of this course is to enhance your knowledge & skill for the day-to-day operation of a radio.

Text Books

Paul Chantler& Peter Stewart Basic Radio Journalism, Focal Press

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

O'Donnell Lewis B., Philip Benoit, and Carl. Hausman **Modern. Radio Production** 2nd ed. Belmont CA: Wadsworth, 1990.

Wat kinson, John. **The Art of Digital Audio**. Newton, MA: Focal Press 1994.

Nisbett, Alex. **The Use of Microphones**, 3rd ed. Newton, MA: Focal Press 1989.

Reference Books

Leider, N., Colby, Digital audio workstation, McGraw-Hill

Course Content

Unit I: Understanding Radio

8 lecture hours

Intro to subject

Radio as a medium of communication, characteristics and limitation of radio

Development of Radio in India, All India Radio/Akashwani: Establishment, mission, expansion, National network, external services, state networks, local radio stations Community Radio, advent of FM radio station, community/campus radio

Practical- Exposure and practice of different radio program

Unit II: Radio Program Production equipment

8 lecture hours

Radio Programme Production basic equipments,
Stages of radio programme production
Sound and its importance

Different types of Microphones

The Process of Recording and Editing Sound

Practical- Basic information about handling equipments, process of recording & editing sound.

Unit III: 8 lecture hours

Radio programme formats: Radio Talk.

Interview and skills for interviewing, Preparing for Group and panel discussion, Musical programs, phone-in programs

Practical:- Doing specified radio program

Unit IV: 8 lecture hours

Radio drama

Radio news and structure of radio news

Radio Advertisements and Jingle

Vox- pop& Radio Magazine

Practical- Doing specified radio program

Rubrics

The subject will be evaluated on this rubric.

- e. Idea (30)%
- f. Presentation style (35%)
- g. Production quality (35%)

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools					
		Internal Exam Practical	External Exam Practical	Internal Exam CATII	External Exam (ETE)	Target (%)	Attainment Level
CO1	K1	25	25	50	25	60	
CO2	K2	25	25	50	25	60	
CO3	K3	25	25		25	60	

CO4	S3	25	25		25	60	
Total		100	100	100	100		

Note:

The weight age of internal and external will be 50% each

	Type of Evaluation	Max. marks for which the exam is conducted	
Internal Assessment	QUIZ I (Objective type to be conducted before CAT I Scheduled in Academic Calendar)	15	
	CAT I (Written Exam to be conducted as per scheduled in Academic Calendar)	50	
	QUIZ II/ASSIGNMENTS (To be scheduled during the last week of Semester)	30	
	ATTENDENCE	5	
	Total	100 (This 100 is converted into 50)	
	SEE (With Practical)	100 (This 100 is converted into 50)	
External Assessment			
		Theory	Practical
		50	50
	Total = 100		

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(BA MJC)											
		Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BJM C 1013	Introduction to Radio	1	2	3	4	5	7	8		9	10	11	12

	Course Outcome1	3					1						2
	Course Outcome2					3							1
	Course Outcome 3					2					2		1
	Course Outcome 4			3							2		2

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: INTRODUCTION TO TV

Course Code: BJMC1014

CourseCredit: 3

BJMC	Introduction to TV	L	T	P	J	C
Version1.0	3.0	2	0	1	0	3
Pre-requisites//Exposure	Introduction to Communication					
Co-requisites	Television					

Course Objectives

Overview of the Evolution and historical background of visual media. Briefing about the television organization in India. To identify different kinds of writing and reporting technique. To describe about the production of television programme.

Course Outcomes

1. **Underline** the Evolution & Historical perspective of audio visualmedium. (K1)
2. **Discuss** the types of organizations in India and programmes produced. (K2)
3. **Prepare**the different types of writing and reporting for TV. (K6)
4. Students will learn how to **create** different types of tv programme. (S5)

TextBooks

1. Fundamentals of Television Production; Authors: Ralph Donald &Thomas Spann.
2. Television Production Handbook; Author: Herbert Zettl
3. Television Journalism; Author: Stephen Cushion (sage publishing)

ReferenceBooks

1. Mass Communication in India; Keval J. Kumar (Jaico Publishing House)
2. Television kikhani; shyam Kashyap & Mukesh kumar (Raj kamalPrakashan)

CourseContent

UNIT I: Evolution and development of TV

- Television Broadcasting: Characteristics as a medium of communication.
- History of TV in India: SITE, Terrestrial, Colour TV, Cable and Satellite.
- Contemporary trends
- Public service TV broadcasting
- Commercial TV broadcasting
- Economics of TV broadcasting
- National and International TV news agencies

UNIT II: Organizational structure of TV news channels

- Modern TV newsroom: Input/output and Assignment Desks etc.
- Visual sources: Servers, Graphics, Archives, MSR, PCR and OB
- The equipment, Field work, TV news interviews, shooting, recording and editing.

UNIT III: Writing to visuals

- The writing process- Fiction and Non-fiction
- Basics of Writing for tv

UNIT IV: Production of TV news program

- The production team and the process.
- Line producers, field producers and their role
- The production processes.
- Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow.
- Commercials and promo breaks
- Headlines
- Organizing the studio for TV news programmes.

Rubrics

The subject will be evaluated on this rubric.

- h. Ideas (20%)
- i. Writing Skill(20%)
- j. Story telling (20%)
- k. Research (20%)
- l. Composition (20%)

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools						
		CAT 2			End Term examination	Internal Exam Practical	External Exam Practical	Target
CO1	K1		50		25	10	10	60%
CO2	K2		50		25	10	10	60%
CO3	K6				25	30	30	60%
CO4	S5				25	50	50	60%
Total			100		100	100	100	

Note: The grade will be calculated as per the LTPJC of the course.

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1	15
	CATI I (Exam to be conducted as per schedule of CATI of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester)	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE (Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical a) Conducted by External Examiner	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

	Program Outcome (BA JMC)												
		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BJMC 1017	CO1	3					1						
	CO2	2	1							3			
	CO3		3	2	2	1	2		1	1	3		2
	CO4			3		1	2		1	3	3		2

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Media Laws and Ethics

Course Code: BJMC 1015

Course Credit: 2

Semester-II

BJMC 1015	Media Laws and Media Ethics	L	T	P	J	C
		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

Course Objectives:

The course is designed to inform and bring awareness among the students about media laws and ethics. To provide a better understanding of laws, morals including power and functions affecting media professionals, media industry and media content

Course Outcomes:

On completion of this course, the students will be able to

- Identify and remember the important and fundamental features of the Indian constitution, media laws and ethics. (K1)
- Understand and describe the power and functions of different branches ensured by constitution. (K2)
- Discuss various legal and Ethical aspects of media coverage. (K2)
- Practice various aspects of legal, ethical and moral issues relating to role of media in society. (K3)

Indicative Content

Topic	Coverage
Module I	Indian Constitution: characteristics, preamble, directive principles Fundamental rights and Human rights, Fundamental duties and citizenship
Module II	Power and functions: Executive, cabinet, judiciary, Press President, union list, concurrent list, Emergency declaration and separation of powers
Module III	Article 19 (1)a, Freedom of Speech, Reasonable restrictions, Privileges, Fair comment; Defamation, Contempt of legislature and court, Censorship and media freedom
Module IV	Right to Information Act Official Secrets Act

	Press and Registration of Books Act, 1867. Sedition, Drugs and Magic Remedies (Objectionable) Advertisement Act, Obscenity Act Copyright Act, Press Council Act, Ombudsman Act, Cinematography Act Confidentiality of sources of information Media Ethics and different codes of ethics, Recent acts of MediaEthics
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Suggestive Reading:

- Durga Das Basu: Laws of the Press in India, New Delhi, Prentice Hall
- Rajeev Dhawan: Only the good news: The Law of the Press in India, New Delhi

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools				Attainment Level
		Internal Exam Theory		External Exam Theory	Target (%)	
		CAT-2		ETE		
CO1	K1	50		25	60	
CO2	K2	50		25	60	
CO3	K2			25	60	
CO4	K3			25	60	
Total		100		100		

Note:

The weightage of internal and external will be 50% each.

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30

	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)

Course Name: Print Media: Reporting

CourseCode:BJMC1016

Course Credit: 3

BJC12	Print Media : Reporting	L	T	P	J	C
Version1.0		2	0	1		3
Pre-requisites//Exposure	Basic Writing Skills					
Co-requisites	Regular Newspaper Reading					

Course Objectives

Against the global trend print media in India is showing upward trends. It is hard to compare today's print media with the past. Infact, it is passing through a generational change. The advances in Internet and information technologies have brought about a structural change in the way information is aggregated. It has changed the nature of reporting. This very paper deals with this new age reporting core with the fundamental values always affixed with it.

Course Outcomes

On completion of this course, the students will be able to

- a. Understand the concept of news
- b. Apply the techniques reporting
- c. Communicate a news story to the readers

Catalogue Description

This course aims to impart the concept of print media reporting and equip them with the skills of news gathering and writing. The course will include field works of reporting.

Text Books

1. Basic News Writing, Melvin Mencher, Universal,
2. Understanding Journalism, Lynette Shridan Burns, Sage 2002
3. Journalism, 2E, Tony Harcup, Sage, 2009

Reference Books

1. Professional Journalism, M.V. Kamath, Vikas Publication
2. The Elements of Journalism, Bill Kovach & Tom Three Rivers Press
3. Interpretative Reporting, Macdoogal
4. The Complete Journalist, Mensfield

CourseContent

UnitI:

Concept of News
Elements of News
Hard Vs. Soft News
Networking of Sources

UnitII:

Inverted Pyramid
5Ws and 1H
Headline writing: Types & Functions
Writing Intro
Writing Body
News Coverage (Basics): Civic Problems, Education, Society, Events

UnitIII:

Attribution
Embargo
Follow-up
Reporters: Qualities and Responsibilities
News Room and Bureau

Practical:

1. Developing News Sense
2. Reporting : Civic Problems, Education, Society, Events etc
3. Writing News with tentative Headlines and Intros

The subject will be evaluated on this rubric.

- m. News sense (25)%
- n. Reporting Skill (25)%
- o. Language (25%)

p. News format (25%)

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools				
		Internal Exam Practical		External Exam Practical	Target (%)	Attainment Level
		1	2	1		
CO1		50		25	60	
CO2		50		25	60	
CO3			50	25	60	
CO4			50	25	60	
Total		100	100	100		

Note:

The waitage of internal and external will be 50% each.

Course Name: Specialised Photography & Editing

Course Code: BJMC1017

Course Credit: 3

BJC1017	Specialised Photography and Editing	L	T	P	J	C
Version	3.0	0	0	0	3	3
Pre-requisites//Exposure	Photography					
Co-requisites	DSLR Camera with accessories and related softwares					

Course Objectives

The course specialised photography and editing is project based learning where students will be asked to submit the project. The communication using single photo and photo essay will be in focus. This course will provide the students a platform to showcase the real time work like industry.

Course Outcomes

On completion of this course, the students will be able to

1. Display the specialised photography (S1)
2. Handle the specialised techniques of lighting and composition (S2)
3. Operate the tools of Editing (S3)
4. Create the story through Photo essay (S5)

Catalogue Description

This course aims to skilled the students in professional photography. The nuances of specialised photography will be shared with the help of advanced techniques. The course will include hands-on demonstrations with the DSLR.

Text Books

1. Online websites like <https://digital-photography-school.com> could be used extensively.
2. Langford's Advanced Photography; Michael Langford, Focal Press
3. Digital Photography Masterclass, Tom Ang, Penguin

Reference Books

1. The Darkroom Cookbook; Ansell, Stephen G.
2. Practical photography; Freeman, John

Course Content

Unit I:

Specialised photography:

- Portrait
- Travel & Landscape
- Photojournalism
- Sports Photography
- Wild Life & Nature photography
- Product Photography
- Fashion Photography\
- Event Photography

Students will be exposed with above mentioned specialised photography and will choose one stream. Students have to create a set of 10-20 photographs on specific stream.

Unit II:

Students will be exposed practically with technique of composition and lighting.

Unit III:

Photoshop basics

Caption Writing

Printing of photographs

Entrepreneurship in photography

Photography Appreciation

Unit IV:

Student has to work on photo essay. The topic of photo essay will be approved by assigned faculty member. Students have to submit the project on A3 size printed on photographic paper.

Theme 1: Select a wide/broad-based field (for example: wildlife, human interest, disasters, lifestyle, and industry) and compile a collection of 10-20 photographs clicked. These photographs should reflect the essence of that specific field. Each photo should have a suitable caption.

Rubrics

The subject will be evaluated on this rubric.

- q. Creativity (15)%
- r. Story telling by picture (15)%
- s. New story/idea (15)%
- t. Composition (15)%
- u. Light (15)%
- v. Research (15)%
- w. Caption (10)%

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
CO1	S1	25	25	60	
CO2	S2	25	25	60	
CO3	S3	25	25	60	
CO4	S5	25	25	60	
Total		100	100		

Note:

The weightage of internal and external will be 50% each.

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(BA JMC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12	
BJMC 1017	CO1	1		2		2	1			1				
	CO2	1		1		2								
	CO3			3										
	CO4	1				2			1					

1=addressed to small extent

2= addressed significantly

3=major part of course

**BA Journalism and Mass Communication
Program Structure 2017-18
Semester 3**

Semester 3									
2 1	2017- 2018	BJMC200 1	Indian Polity	Core	2	0	0	0	2
2 2	2017- 2018	BJMC200 2	Basics of New Media	Core	2	0	1	0	3
2 3	2017- 2018	BJMC200 3	Development Communication	Core	2	0	1	0	3
2 4	2017- 2018	BJMC200 4	Light and Camera	Core	1	0	2	0	3
2 5	2017- 2018	BJMC200 5	Print Media Editing & Layout Designing	Core	2	0	1	0	3
2 6	2017- 2018	BJMC200 6	Public Relation and Corporate Communication	Core	2	0	1	0	3

2 7	2017- 2018	BJMC200 7	Script and Content writing	Core	0	0	2	0	2
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Course Name: Indian Polity

Course Code: BJMC2001

Course Credit: 2

BJMC 2001	Indian Polity	L	T	P	J	C
Version	3.0	2	0	0	0	2
Pre-requisites//Exposure	English Reading & Writing Skills, Exposure to General Studies					
Co-requisites	Newspapers, Magazines, Internet Resources					

Course Objective: To increase the general knowledge base of students on issues and challenges related to Indian Politics

Course Outcomes: The students will be able

- CO1 –to define basic concepts of Indian politics
- CO2 – to demonstrate knowledge of past political issues & personalities
- CO3 – to develop an understanding of political events
- CO4 – to analyze contemporary political issues

Catalogue Description: The course is designed to give a theoretical understanding of Indian polity and relates issues covered daily in the news. It is a general knowledge based course focused only on providing an understanding on Indian political issues

Text Books

1. Introduction to Commentary on the Constitution of India and Casebook on the Indian Constitutional Law – D. D. Basu
2. Our Parliament – Subhash C. Kashyap
3. Political Theory – RC Agarawal

Reference Books

1. The Constitution of India: Bakshi P.M.
2. E-content online NCERT political science

Course Content / Syllabus

Unit I

Democracy: Concept and its Power

Indian Constitution: Preamble, Fundamental Rights & its Duties, Directive Principles, Federal System, Important Articles

Political Ideologies: Right, Left & Centre, Extremism

National and prominent regional political parties

Unit II

Profile of Prominent Political Leaders

Four Pillars of Indian Democracy: Legislative, Executive, Judiciary & Press.

Milestones of Indian Polity: Partition of India, Kashmir Issue, Nehruvian Socialism, War with China, Indo Pak War and Tashkent Pact, Bangladesh liberation & Shimla Pact, Emergency in India

Unit III

Kranti & Fall of Janta Party

Operation Blue Star, Indira's Assassination

Computers Advent in India

Boforse Case,

Mandal Commission,

Economic Crisis & Liberalisation,

Ayodhya Movement, Kargil War, Anna Movement,

Corruption as Agenda, Modi Government.

Unit IV

Contemporary Political Issues:

Corruption

Communalism

Naxalism

Inflation

Mussle Power in Politics

Regionalism

Political Updates

Mode of Evaluation:

Course Outcomes (COs) Assessment table:

COs	Knowledge Levels	Assessment tools			
		Internal Exam Theory CAT-2	ETE End Term Examination	Target (%)	Attainment Level
CO1	K1	50	25	60	
CO2	K2	50	25	60	
CO3	K4		25	60	
CO4	K5		25	60	
Total		100	100		

Note:

The weight age of internal and external will be 50% each.

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1	15
	CATI I (Exam to be conducted as per schedule of CATI)	50
	Final Internal (To be Scheduled during the last week of semester)	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE (Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Exami	

Course Outcome (CO) and Programme Outcome (PO) Mapping

	Program Outcome(BA MJC)	Media knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
	Course Outcome	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	to define basic concepts of Indian politics		1				3				1		
CO2	to demonstrate knowledge of past political issues & personalities		1				3				1		
CO3	to develop an understanding of political events		1				3				1		
CO4	to analyze contemporary political issues		1				3	1			1		

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Basics of New Media

CourseCode:BJMC2002

CourseCredit:3

BJMC2002	Basics of New Media	L	T	P	C
Version	3.0	2	0	1	3
Pre-requisites//Exposure	Techno savvy				
Co-requisites	Computer lab with internet facility				

Course Objectives

6. Equip the student in basic concepts and tools of new media
7. To learn about the technicalities of cyber media
8. To aware about different tools of new media for message dissemination
9. To understand how different audiences and institutions use new media
10. To discuss cases that highlight the variety of uses new media

Course Outcomes

1. To define the concept of new media. (K1)
2. To practice as citizen journalist(K2)
3. To initiate the process of creating online content (K3)
4. To Perform skillfully in making an online presence (S3)

Catalog Description

This course will focus on introduction to new media at same time students will be able to utilize different available platform of new media.

Text Books

1. D'Souza, Y K.; *Electronic Media and the Internet*; Gyan Book Depot Publications
2. Siapera, Eugenia; *Understanding New Media*; Sage Publication
3. Cyber Bani:Being a Human in the New Media Environment, Gaston Roberge, Gujarat Sahitya Prakash
4. The Language of New Media, Lev Manovich
5. Communication Technology, The New Media In Society:Newyork, free Press.

Reference Books

New Media: Theories and Practices of Digitextuality, Ed. Anna Evert, John Caldwell, Routledge
The Information: A History, A Theory, A Flood, James Gleick, Fourth Estate
SARAI Reader 01: The Public Domain Pub: CSDS
New Information Tecnology by Tom Forrester (ED).

http://digitalllearning.macfound.org/site/c.enJLKQNiFiG/b.2029199/k.94AC/Latest_News.htmhttp://digitalllearning.macfound.org/site/c.enJLKQNiFiG/b.2029199/k.94AC/Latest_News.htm

<http://jcmc.indiana.edu/vol1/issue4/morris.html>

<http://lighthouseinsights.in/best-indian-social-media-campaigns-2012.html>

Syllabus Description

Session No	Module	Topics	Practical	
1 – 5	Module-1	Intro to subject The old media Definition and concept of New Media, Structure, Content, Challenges before Print Media Growth of New Media, Types of New Media The New media: Role & feature The concept of Interactivity, hyper-textuality, virtual communities E-Governance and new media World Wide Web Domains & portals Search engines & browsers Wikipedia	debate over Piracy Culture and Plagiarism Identify trends over internet ITCe-choupal, Digital India	http://aids.gov/using-new-media/tools/
6-15	Module-2	Basic rules, Do's and Dont's, Writing news stories, features and articles on the web, Interviewing on the web, Impact of web journalism, Recent trends Online politics, Internet and globalization, Internet and democracy, Role of new media in social revolution, Cyber warfare	Blog Writing, Writing for Web Media Analysis of Cyber Reporting	
		MID-TERM EXAMINATION		
16-26	Module-3	Smart/Mobile Journalism, On line edition of newspapers and e-Magazines, Cyber newspaper creation: online editing and e-publishing, Security issues on the internet: social, political, legal and ethical issues related to IT and CT.	Smart phone reporting, New media-based companies Case Studies : Google, flipkart	http://www.soravjain.com/50-indian-social-media-and-digital-marketing-agencies-2011
27-35	Module-4	Introduction to HTML, Presentation and layout of web newspapers and magazines,	<i>Presence on online</i>	http://media

		Advertising on the web, Circulation of web newspapers,	<i>platform</i> generation and development of a digital story, Working as Citizen journalists: Dynamics of social media network	<u>.about.com/</u>
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Rubrics

The subject will be evaluated on this rubric.

- x. Idea (25)%
- y. Story telling (25%)
- z. Multimedia element (25%)
- aa. Presentation (25%)

Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools					
		Internal Exam Practical	External Exam Practical	Internal Exam CATII	External Exam (ETE)	Target (%)	Attainment Level
CO1	K1	25	25	50	25	60	
CO2	K2	25	25	50	25	60	
CO3	K3	25	25		25	60	
CO4	S3	25	25		25	60	
Total		100	100	100	100		

Note:

The weight age of internal and external will be 50% each

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(BA JMC)												
		Media knowledge												
		Problem analysis												
		Message Designing												
		Investigative skills / Research Aptitude												
		Modern Media tools usage												
		Media and society												
		Environment and sustainability												
		Ethics												
		Individual and team work												
		Communication												
		Project management and finance												
		Life-long learning												

1 =addressed to small extent

2= addressed significantly

3=major part of course

programme specific outcomes(PSO) of SMCS

Course Outcome	PSO1 Able to use Audio/visual equipments & system for the purpose of Audio/Visual production of the programme.	PSO2 Student will be able to design print content for print media with the help of print media lab.
CO1		
CO2		
CO3		
CO4	3	

BJ MC 200 2	Basics of New Media												
	Course Outcome1(k 1)	3									1		2
	Course Outcome2 (K2)			2		3					2		1
	Course Outcome3(K3)			3							2		
	Course Outcome4(S 3)			2		3					2		

Course Name: Development Communication

Course Code: BJMC2002

CourseCredit: 3

BJMC2003	Development communication	L	T	P	C
Version1.02		2	0	1	3
Pre-requisites//Exposure	Bachelors' in any stream				
Co-requisites					

Course Objectives

The student will have an understanding of the various aspects of our society, its place in the world, its major development issues and how communication can help.

Course Outcome

At the end of this course, students will be able

1. To understand the concept of Development Communication (K1)
2. To understand the process, functions and techniques of developmental journalism with reference to print, electronic and other means of communication (K2)
3. Understand social issues, the process of development and the role of communication (K3)
4. To design developmental media and communication strategy, programmes and projects (K4)

Catalog Description

The relevance of communication to development is an established paradigm in development studies. It is borne out of the realisation that development is human centred and thus requires communication for its full realization

Text Books

- Wilbur Schramm, (1964), Mass media and National Development Stanford, Stanford Univ. Press, Twelve Edition
- Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press, Fifteen Edition
- Daniel Lerner, (1958), The Passing of Traditional society Glencoe, Free Press, Seventh Edition
- Bella Mody, Handbook of International and Intercultural Communication, Second Edition
- Designing Messages for Development Communication: An Audience Participation-Based Approach (Communication and Human Values), Bella M. Mody

Reference Books

- J V Vilanilam ,India and Millennium Development goals, 2009, Sage Publication
- Paolo Mefalopulos, Development Communication Source Book –Broadening the boundaries of communication
- Handbook of International and Intercultural Communication, William B. Gudykunst, Molefi kete Asante
- Communication and change in the developing countries, Schramm and Lerner

- Communication for Development in the Third World: Theory and Practice for Empowerment, R. Srinivas Melkote

Course Content

Unit I: 10 lecture hours

- Definition of development, development communication and development support communication
- Indicators of development
- ‘Passing of a traditional Society’ as interpreted by Daniel Lerner; Communication and National Development:
- Approach of Wilbur Schramm; and ‘Diffusion of Innovation’, approach of EM Rogers.
- Characteristics of developing societies, gap between developed and developing societies

Unit II: 10 lecture hours

- Different models of development communication
- Role of media in development communication
- Strategies in development communication - social cultural and economic barriers, democratic decentralization
- Planning : planning at national, state, regional, district, block and village levels

Unit III: 10 lecture hours

- **Development support communication:** Issues of population, family welfare – health – education and society – environment
- Development - problems faced in development support communication.
- Developmental and rural extension agencies : governmental, semi-government, nongovernmental, organizations problems faced in effective communication

Unit IV: 10 lecture hours

- Designing Development Messages : Writing development messages for rural audience, specific requirements of media
- Designing Programs on Development Communication for folk, print, Radio, TV. And New Media.
- **Practicals:** Prepare and submit at least two development programs in any contemporary issues relating to Folk/radio/print/Electronic/new media

Prescribed Text:

- Wilbur Schramm, (1964), Mass media and National Development Stanford, Stanford Univ. Press.
- Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press.
- Daniel Lerner, (1958), The Passing of Traditional society Glencoe, Free Press
- J V Vilanilam ,India and Millennium Development goals
- Paolo Mefalopulos,Development Communication Source Book –Broadening the boundaries of communication.

Rubrics

The subject will be evaluated on this rubric.

- bb. Creativity (15)%
- cc. Identification of Issues (30)%
- dd. Designing (30)%
- ee. Media and Society (15)%
- ff. Research (10)%

Pedagogy:

The course will use the following pedagogical tools –

- Lectures and discussions on concepts and issues
- Practical Exercise
- Practical assignments

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools				
		Internal Exam Theory		External Exam Theory	Target (%)	Attainment Level
		CAT-2		ETE		
CO1	K1	50		25	60	
CO2	K2	50		25	60	
CO3	K3			25	60	
CO4	K4			25	60	
Total		100		100		

Note: The weightage of internal and external will be 50% each.

Course Name: Light and Camera

CourseCode:BJMC2004

Course Credit: 3

BJMC2004	Light and Camera	L	T	P	J	C
Version	3.0	1	0	2	0	3
Pre-requisites//Exposure	Still Photography					
Co-requisites	Camcorder					

CourseObjectives

1. Understand the operation of video camera.
2. Develop skills related to lighting.
3. Produce short film using in-camera editing.

CourseOutcomes

On completion of this course, the students will be able to

3. Operate HD video cameras.
4. Use lights according to the production needs.
5. Apply the principles of visual grammar.

CatalogueDescription

The concepts and elements of production will be introduced in this semester. The working mechanism of Video camera, principles of composition, need and role of lighting will be discussed and practically demonstrated. Students will operate HD video cameras, use lights, determine set and lighting needs and become familiar with topics including continuity, lenses, color, filters and camera control.

TextBooks

- Alkin Glynn. Sound Techniques for Video and TV Media Manual series, Focal Press, Boston- London, 1984
- Millerson Gerald. Video Camera Techniques, Focal press
- Millerson Gerald. Basic TV staging. Focal press

CourseContent

UnitI:

- Types of video Camera
- Parts of Camera
- Different types of filters
- Different types of shots and Camera angles
- Camera movement
- Supporting equipments of Camera (MOUNTS)

UnitII:

- Depth of Filed ,Deep Focus, Shallow Focus, Racking focus,
- Frame rate and shooting formats(PAL, SECAM, NTSC)
- Angle of Framing
- Aspect Ratio
- HD and SD formats
- Magnetic tapes(low band, hi band, beta cam, Digi beta, DV cam, DVC pro)
- Memory cards (SD, Flash)

UnitIII:

- Film continuity -Line of Axis (180 degree rule)
- Composition
- Anticipate editing
- In-camera editing
- Working with Chroma-Green/Blue Screen
- Basics of Sound
- Capturing Audio while shooting,
- Recording Audio with HD Video Camera
- Importance of Audio while shooting

UnitIV:

- Importance of Lighting
- Lighting control and usage
- Basic lighting technique(Three & Four point lighting)
- Studio lighting (High-Key lighting & Low Key)
- White balance and colour temperature
- Other tools used in lighting
 - Diffusers, Reflectors, Cutters & Gels
- Production Planning

Practical

1. Student will re-shoot of any film keeping in view of the following elements.
 - a. Shots
 - b. Angles
 - c. Movements
 - d. Continuity
2. Student will shoot video using camcorder and submit with emphasis on the following
 - a. Shots
 - b. Angles

- c. Movements
- d. Continuity
- e. Lighting
- f. Composition
- g. Focus

Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1	15
	CATI I (Exam to be conducted as per schedule of CATI I of University Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE (Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTP C)
	SEE (Practical) Conducted by External Exami	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Program Outcome(BA MJC)		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BJM C200 4	CO1	3					1						
BJM C200 4	CO2		2	3	2	3		1	2	2	3		
BJM C200 4	CO3	2				2			1	1			

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Print Media Editing and Layout Designing
Course Code: BJMC2005
Course Credit: 2

BJMC2005	Print Media Editing and Layout Designing	L	T	P	J	C
Version	3.0	2	0	1	0	3
Pre-requisites//Exposure	Basic operations on a PC					
Co-requisites	A multimedia lab with QuarkXPress installed					

Course Objectives:

The objectives of the course are to:

1. Make the students understand the basics of DTP
2. Enable the students to design desktop publications specifically newspaper

Course Outcomes:

On completion of this course, the students will be able to:

1. Display the use of basic layout tools in InDesign (S1)
2. Perform the text and typographic functions.(S3)
3. Handle pictures and modify them.(S2)
4. Produce desktop publications esp. a newspaper (K6)

Catalogue Description:

The course aims to accustom the students to the basic designing principles, thereby enabling them to design newspapers, magazines, and e books. The students will be working extensively on typography and basic picture editing in the software.

Text Books

1. Indesignfor Dummies
2. Newspaper Designer's Handbook

References:

1. www.lynda.com
2. Indesign Manual

Course Content

Unit I: (8 lecture hours)

History of newspaper designing and current Trends, Fundamentals of designing: terminology, Tools, the four basic elements, Headlines, Text, Photos, cut lines, Dummy.

Exercise: Identifying the elements of newspaper page

Unit II: (12 lecture hours)

Story Design: Stories without art, mug shots, text shape, Horizontals and verticals, the dominant photo,

Exercise: Preparing a five inch story without any art and nine inch story with a mug shot

Unit III: (8 lecture hours)

Page Design: Broadsheet and Tabloid format, pages with and without art, Modular Design, Page one design, Inside pages, Double truck, Photos and art

Exercise: Correction of layouts and designing the layout of page one.

Unit IV: (8 lecture hours)

Packaging: Flag, Head, Quotes, Decks, Byline, Credit line, rules and Boxes, Jumps, Special effects and Infographics.

Exercise: Designing using photos and art on InDesign

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
CO1	S1	25	25	60	
CO2	S3	25	25	60	
CO3	S2	25	25	60	
CO4	K6	25	25	60	
Total		100	100		

Note:

The weightage of internal and external will be 50% each.

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
Sl. No.	Course Outcomes (COs)	Mapped Program

		me Outcome s
1	Display the use of basic layout tools in QuarkXpress (S1)	5
2	Perform the text and typographic functions.(S3)	3,10
3	Handle pictures and modify them.(S2)	3,10
4	Produce desktop publications esp. a newspaper (K6)	10,11

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

	P r o g r a m O u t c o m e (B A J M C)	M e d i a n o w l e d g e	T o u n d e r s t a n d t h e n a t u r e o f P r o b l e m	M e s s a g e D e s i g n i n g	C o n d u c t i n v e s t i g a t i o n s o f p r o b l e m s	M o d e r n M e d i a e q u i p m e n t & S o f t w a r e u s a g e	C o m m u n i c a t i o n a n d s o c i e t y	E n v i r o n m e n t a n d s u s t a i n a b i l i t y	E t h i c s	I n d i v i d u a l a n d t e a m w o r k	C o m m u n i c a t i o n	P r o j e c t m a n a g e m e n t a n d f i n a n c e	L i f e - l o n g l e a r n i n g
		1	2	3	4	5	6	7	8	9	10	11	12

B J M C 2 0 0 5	C O 1					3							
B J M C 2 0 0 5	C O 2			3							2		
B J M C 2 0 0 5	C O 3			3							2		
B J M C 2 0 0 5	C O 4										3	3	

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: PR and Corporate Communication

Course Code: BJMC2006

Course Credit: 3

BJMC2006	PR and Corporate Communication	L	T	P	J	C
Version1.02		2	0	1	0	3
Pre-requisites//Exposure	Preliminary knowledge of marketing					
Co-requisites	Writing skills					

Course Objectives

The objectives of the course are to:

1. Provide a basic understanding of Public Relations and its relevance
2. Provide a preliminary idea of Corporate Communication

Course Outcomes

On completion of this course, the students will be able to:

1. Define Public Relations and identify it from other promotional tools.
2. Demonstrate the usage of PR tools.
3. Recognize PR practices in society
4. Identify and use the tools of Corporate Communication

Catalogue Description:

The course aims to provide a basic idea of Public relations, along with the use of PR tools and techniques. The course aims acclimatize students to the ethical norms of the Profession. It also provides the concept and tools of corporate communication.

Text Books

1. The Public Relations Handbook: Theaker

References:

- http://persmin.gov.in/otraining/UNDPPProject/undp_modules/PublicRelationsNDLM.pdf
- http://saigon.titocovn.com/sites/default/files/Files/2013/06/w5/PublicRelationsBook_0.pdf

Course Content

Unit-I [Public Relations]

12 Hours

1. Definition of Public Relations - Its need, nature and scope
2. Types of Publics, Functions of PR

3. How PR is different from advertising, publicity and propaganda
4. Corporate Communication, Difference between Corporate communication & PR
5. Ethics of PR - IPRA code - PRSI

Unit-II [PR Tools & Techniques]

19 Hours

1. Tools and techniques of Corporate Communication
2. News release
3. Media relations - press conference and press tours
4. Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising

Unit – III [PR Practices]

15 Hours

1. Role of PR in Educational and Research Institutions
2. Role of PR in Rural Sector
3. Role of PR in Defence
4. Role of PR in Political and Election Campaigns
5. PR for Individuals
6. PR campaign - programme planning, evaluation

Unit-IV [Corporate Communication]

12 Hours

1. Definition of Corporate Communication
2. Corporate communication - Basic tools, strategies and planning and core functions
3. Corporate communications in industry, dealing with internal and external public
4. Media relations – Media conferences and releases, media queries, rejoinders, media expectations
5. Corporate communication in Reputation management
6. Crisis Communication

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools					
		Internal Exam			External Exam Practical	Target (%)	Attainment Level
		CAT1	CAT2	INT.PROJECT			
CO1	K1,K2	90	10		25	60	
CO2	K2	10	30	50	25	60	
CO3	K1		30	50	25	60	
CO4	K2		30		25	60	
Total		100	100		100		

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
Sl. No.	Course Outcomes (COs)	Mapped Program Outcomes
1	Define Public Relations and identify it from other promotional tools.(K1)	1,6,8,10
2	Demonstrate the usage of PR tools.(K2)	3,9
3	Recognize PR practices in society.(K1)	1,3,4,6,10
4	Identify and use the tools of Corporate Communication(K2)	3,6

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Life-long learning	12	
Project management and finance	11	
Communication	10	M
Individual and team work	9	
Ethics	8	S
Environment and sustainability	7	
Communication and society	6	M
Modern Media equipment & Software usage	5	
Conduct investigations of problems	4	
Message Designing	3	
To understand the nature of Problem	2	
Media knowledge	1	M
Program Outcome(BA JMC)		CO1
		BJMC2006

BJMC20 06	CO2			M						M		
BJMC20 06	CO3	M		M	M		M			S		
BJMC20 06	CO4			M			M					

L=Low Correlation

M= Medium Correlation

S=Strong Correlation

Course Name: Script & Content Writing

Course Code: BJMC2007

Course Credit: 2

BJMC2007	Script & Content Writing	L	T	P	J	C
Version	3.0	0	0	2	0	2
Pre-requisites//Exposure	The students are expected to have basic writing skills, which is vital to media writing.					
Co-requisites	Media Literacy					

Course Description: In Media Industry there is a famous saying -Content is the king. The structure of any audio or audio visual program depends on the script. “When there is a good script, everyone circles” states Mexican director Alejandro Gonzalez Inarritu. Even in the new media content writing offers a great number of jobs.

Keeping in view the importance of scripts and content writing. This course focuses on effective techniques of writing skill. The techniques will include generating ideas, structure, characterization, dialogues and so on.

Course Objectives: To make them understand the intricacies of screen & Content writing which will help them to evolve their selves in media writing.

Course Outcomes

On Completion of this course, students will be able to:

- Construct the structure of the script (S1).
- Write scripts for audio and audio visual mediums. (S4)
- Writing content for new media. (S4)

Text Books

- How to Write a Documentary Script, Trisha Das, PSBT publications
- Script : Writing for Radio & Television, Sage Publications
- Sharda Kaushik, Script to screen
- Technique of Screenplay Writing- Eugene Vale, Souvenir Press Ltd, 1980
- Millard Robert- Writing for Television and Rad
- How Anyone Can Become an Online Content Writer by *Jamie Farrelly*

Additional Reference

- The Screenwriter's Bible By David Trottier
- The Art of Screenwriting: An A to Z Guide to Writing a Successful Screenplay By William Packard
- Writing the Character-Centered Screenplay By Andrew Horton
- <http://www.bbc.co.uk/writersroom/scripts/>
- http://filmtvcareers.about.com/od/basics/p/CP_Screenwriter.htm
- <http://www.britannica.com/EBchecked/topic/530010/script>
- How to Write Great Website Content in 2017 by Dr. Williams Andy

USEFUL WEBSITES

www.wordplayer.com

www.mypdfscripts.com

www.imsdb.com

www.avclub.com

www.filmcrithulk.wordpress.com

www.imdb.com

www.script-o-rama.com

www.JohnAugust.com

www.filmmakermagazine.com

www.deadline.com

www.filmsite.org

www.thewrap.com

Course Content

Unit I Script Writing Introduction

1. Script: meaning and types of script
2. Concept, Synopsis, Storyline, Story, Script, Screenplay
3. Process of Scripting: Ideation & Research

Unit II Screenplay Structure

1. Narrative structure: Beginning – middle – end
2. Conflict, Development, Climax and Resolution
3. Characterization: Character biography
4. Guiding principles for evolving effective and credible characters

Unit III Script-writing as a Creative Enterprise

1. Stages in the craft of script-writing
2. Basic story idea
3. Plot and Treatment
4. Narrative synopsis outline
5. Scene breakdown
6. Full-fledged script
7. Storyboarding

Unit IV Content Writing

1. Online Content Writing
2. Content Designing
3. Content Adaptation
4. Effective techniques to improve Content Writing Skills.

Rubrics

Ideation : 25%

Research 25%

Content 50%

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

	Program Outcome(BA MJJC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BJ MC 200 7	CO1	2	3	2									
BJ MC 200 7	CO2		2	3					2				
BJ MC 200 7			2	3					2				

**BA Journalism and Mass Communication
Program Structure 2017-18
Semester 4**

Semester 4									
28	2017-2018	BJMC2008	Human Values	Core	2	0	0	0	2
29	2017-2018	BJMC2009	Communication Research	Core	2	0	1	0	3
30	2017-2018	BJMC2010	Economic Issues & Current Affairs	Core	2	0	0	0	2
31	2017-2018	BJMC2011	Non Linear Editing	Core	0	0	2	0	2
32	2017-2018	BJMC2012	Online Story telling	Core	0	0	2	0	2
33	2017-2018	BJMC2013	Print Production	Core	0	0	0	3	3
34	2017-2018	BJMC2014	Radio Jockeying & Production	Core	0	0	0	3	3

Course Name- Human Values

Course Code-BJMC2008

Course Outcomes: On successful completion of this course students will be able to-

CO1

Understand the significance of value inputs in a classroom, distinguish between values and skills, understand the need, basic guidelines, content and process of value education,

CO2

Explore the meaning of happiness and prosperity and do a correct appraisal of the current scenario in the society

CO3

Distinguish between the Self and the Body; understand the meaning of Harmony in the Self the Co-existence of Self and Body.

CO4

Understand the value of harmonious relationship based on trust, respect and other naturally acceptable feelings in human-human relationships and explore their role in ensuring a harmonious society

CO5

Understand the harmony in nature and existence, and work out their mutually fulfilling participation in the nature.

CO6

Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

Course Name: Communication Research

Course Code: BJMC 2009

Course Credit: 3

Semester-IV

BJC 2009	Communication Research	L	T	P	J	C
		2	0	1	0	3
Pre-requisites//Exposure	Understanding Research					
Co-requisites	Internet, Online Research articles, SPSS software					

Course Description: The course provides an overview of the concepts, methods, and tools by which research can be designed, conducted, interpreted, and critically evaluated.

Course Objectives: The course is designed to develop the basic skills in communication research and to learn various methods and techniques of conducting communication research

Course Outcome: At the end of the course the students will be able to:

- Understand the various types of research methods, tools and techniques (K2)
- Apply various practical applications of research methods in the field of mass communication (K3)

- Develop a research proposal in the field of media and communication (K4)
- Design and execute a research project using the methods (K6)

Prescribed Text:

- Practical Research Methods by Catherine Dawson, New Delhi, UBS Publishers, 2002
- Research Methodology-Methods and Techniques by C.R Kothari, New Delhi, Wiley Eastern Limited, 1985.
- Research Methodology by R. Cauvery, M. Girja Sudhanayak, S. Chand & Company, New Delhi, 2010

Pedagogy:

The course will use the following pedagogical tools –Lectures, classrooms discussions, slide presentations, activities and assignments, including two short papers (3-5 pages) and a final research project proposal (15-20 pages)

Session wise instructional plan

Module	Content
Module I	<ul style="list-style-type: none"> • Research : Definition, need and types • Research approaches; Quantitative/Qualitative, Applied/Basic, Deductive/Inductive • Types of sources material; Elements of Synopsis and its importance in designing the research study • Basic approaches and terminologies used in research: SITE, NRS, IRS, TRPs
Module II	<ul style="list-style-type: none"> • Stages of the research process • Preparing a research plan, qualitative and quantitative research designs • Data collection; primary & secondary • Research Approaches, Exploratory & Descriptive
Module III	<ul style="list-style-type: none"> • Research in various fields: print, electronic, advertising, public relations, Internet • Methods of research: observation, case studies, census, random sample survey, content analysis Data collection tools

Module IV	<ul style="list-style-type: none"> Sources of data, Data coding, tabulation, graphs and tables. Statistical methods: mean, median, mode, standard deviation, chi-square test Interpretation of data, research report writing Writing the research report, significance of bibliography, index Appendices, footnotes
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Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools				
		Internal Exam Theory		External Exam Theory	Target (%)	Attainment Level
		CAT-2		ETE		
CO1	K2	50		25	60	
CO2	K3	50		25	60	
CO3	K4			25	60	
CO4	K6			25	60	
Total		100		100		

Note:

The weightage of internal and external will be 50% each.

Course Name: Non-Linear Editing

Course Code: BJMC2011

Course Credit: 2

BJMC2011	Non-Linear Editing	L	T	P	C
Version	3.0	0	0	2	2
Pre-requisites//Exposure	Should have basic knowledge of computers and audio video program production techniques				
Co-requisites	Computers having 8gb ram 2gb graphics card i7 processor with related video editing software				

Course Objectives

The objective of the course is to:

Students will be well versed with the concept of non-linear editing and must be able to edit and process of digital video sequences.

Course Outcome

After completion of the course, student would be able to-

- Display basic operations of NLE (S1)
- Handle timeline editing, project set-up, media management and editing techniques. (S2)
- Operate rendering, exporting and process for final mastering/delivery of projects (S3)

Text Books

- Digital Nonlinear Editing: Editing Film and Video on the Desktop
- Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio) by Robert M. Goodman and Patrick

References

- Different sequences of feature films for practice

Exercise	Description	Assignment
Exercise 1	History & Concept of Editing	Students will submit assignments on history & concept of editing.
Exercise 2	Introduction to editing software interface	Students will practice on tape capture/transfer and organizing the footage on timeline.
Exercise 3	Audio editing and music	Students will practice on audio balancing, music and sound effects
Exercise 4	Title and graphics	Student will practice on title and graphics.
Exercise 5	Operation and media Management	Students will practice the exercise on rendering, color correction, titling and exporting on the timeline.
Project	Final Project	Students will submit a short film with using professional techniques of non-linear editing.

Rubrics of Evaluation:

		1	2	3	4	5	6	7	8	9	10	11	12
BJMC 2011	CO1	1		1		2							
	CO2	1		1		2							
	CO3			2		2			1				

1=addressed to small extent

2= addressed significantly 3=major part of course

Course Name: Online Story Telling

CourseCode:BJMC2012

CourseCredit:3

BJMC2012	Online story telling	L	T	P	J	C
Version	3.0	0	0	0	3	3
Pre-requisites//Exposure	Basics of new media					
Co-requisites	Computer with internet connection					

CourseObjectives

CourseOutcomes

On completion of this course, the students will be able to

5. Grasp the skills of online story telling.(S2)
6. Apply the target audience study of your story (K3)
7. Create digital stories using skills like photography, writing, graphics video and sound.(S5)
8. Exercise the technique & tools of making the online content popular (K3)

CatalogueDescription

Smart-phones and internet has changed the scenario of media and entertainment. Audience psyche and behaviour is main drive to change the industry. The course will include hands-on demonstrations with the DSLR, Laptop and smart-phone.

TextBooks

1. Online resources should be used extensively.
2. Journalism online; Mike ward sage publication

ReferenceBooks

1. BBC World services digital learning

CourseContent

- What is online Storytelling
- Anatomy of Story
- Tools to create Story
- Developing a story
- Introduction to Audience
- Research of Audience Ethnography
- Audience Research Participatory Design
- Experience usage
- Creative Technology
- Project Proposal
- Storyboarding
- Preparation for shooting
- Shooting
- Editing
- Final Narration

Course Name: Radio Jockeying & Production

Course Code: BJMC2014

Course Credit: 3

Course Description: The purpose of this course is to enhance your skill for radio jockeying & Production.

Course Objectives:

11. To be familiar with different styles of voice modulation
12. To understand the basics of radio Production
13. To become a radio production person
14. To develop a unique style of presentation

Course Outcome:-

1. To display RJingtalent (S1)
2. To handle different tools and techniques required for radio production.(S2)
3. To perform skillfully in the production of different radio program (S3)

Prescribed Text:

The Radio Jockey Hand Book by S. Kohli, Simran Kohli, Published by [Diamond Pocket Books](#)

O'Donnell Lewis B., Philip Benoit, and Carl. Hausman **Modern. Radio Production** 2nd ed. Belmont CA: Wadsworth, 1990.

Watkinson, John. **The Art of Digital Audio**. Newton, MA: Focal Press 1994.

Nisbett, Alex. **The Use of Microphones**, 3rd ed. Newton, MA: Focal Press 1989.

Additional Reference: Leider, N., Colby, Digital audio workstation, McGraw-Hill

Pedagogy:

- Program production
- Audio exposure/ listening different programs
- Student program presentations

Session No.	Module	Content	Practical/
1-6	Module I	Radio Jockeying techniques Who is RJ Introduction to voice Voice Modulation How to make it presentable.	
7-15	Module III	Radio Production Tool: Elements of radio productions Acoustics Perspective Sound effects Music Distort/Filter Different types of microphones Recording Editing	
16-30	Module IV	Production related with different program format: Musical Shows Interviews.	

		Discussion Vox Pop Radio Report Commentary Talent Show	
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Rubrics

The subject will be evaluated on this rubric.

- gg. Presentation style (40)%
- hh. Story telling (20%)
- ii. Production quality (40%)

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
CO1	S1	20	20	60	
CO2	S2	40	40	60	
CO3	S3	40	40	60	
Total		100	100		

Note: The weight age of internal and external will be 50% each

- 1=addressed to small extent
- 2= addressed significantly
- 3=major part of course

**BA Journalism and Mass Communication
Program Structure 2017-18
Semester 5**

3 5	2017- 2018	BJMC300 7	TV News Production	Elective 3	0	0	0	3	3
3 6	2017- 2018	BJMC300 8	Video Production-Fiction	Elective 3	0	0	0	3	3
3 7	2017- 2018	BJMC300 9	Summer Training Evaluation	Elective 4	0	0	0	3	3
3 8	2017- 2018	BJMC301 0	Summer Project	Elective 4	0	0	0	3	3
3 9	2017- 2018	BJMC300 1	Beat Reporting	Core	1	0	1	0	2
4 0	2017- 2018	BJMC300 2	Environmental Studies	Core	3	0	0	0	3
4 1	2017- 2018	BJMC300 3	Event Management	Core	2	0	1	0	3
4 2	2017- 2018	BJMC300 4	Media Industry & Entrepreneurship	Core	3	0	0	0	3
4 3	2017- 2018	BJMC300 5	International Affairs & Contemporary Issues	Core	2	0	0	0	2
4 4	2017- 2018	BJMC300 6	Social Media Marketing	Core	2	0	0	0	2

Course Name: TV News Production

Course Code: BJMC3007

Course Credit:3

Objective of the course:

- To teach the students techniques of producing news bulletins and other programmes.
- To acquaint the students with newsroom functions and studio set up.
- To help them understand and acquire basic writing skills for TV news.

Unit I [TV News Writing]

1. Basic skills of writing TV news script
2. Writing script according to visuals
3. Headlines: Selection, Writing with a punch
4. Snippet or speed news writing
5. Writing tickers

Unit II [Production of News Bulletin]

1. Breaking News
2. Prime Time News
3. Selection of news for the bulletin
4. Editing of news stories
5. Use of graphics and animation
6. Voice over, Packaging
7. Rundown, Anchoring

Unit II [Production]

The students can produce in group any of the following work.

1. Panel discussions
2. News based programmes
3. Audience based programmes
4. Interview based programmes
5. Special sports programmes
6. Special entertainment programmes
7. Special business programmes

Course Name: Video Production Fiction

Course Code: BJMC3008

Course Credit:3

Course Objectives:

- To extend students' video production skills including writing, producing, directing, shooting and digital editing.
- To develop knowledge of established field video genres and techniques.
- To allow students to explore and refine their conceptual and aesthetic styles, as well as their practical and technical skills.
- To help students discover where their particular interests and abilities lie.
- Build and design a portfolio suitable for various markets

Unit I [Stages of Video Production]

- Pre Production: Budgeting, location hunting and scripting
- Production: Single camera and multi camera techniques
- Post production: Editing, dubbing, voiceover, music and sound mixing

Unit II [Fiction: Genres and Types of Script]

- **Genre:** Action/Adventure, Romance, Science fiction, Detective/Thriller, Epic/Historical event
- **Style:** Naturalism, realist, expressionist, surrealist, theatrical, fantastical, observational, impressionist
- **Types of screenplay:** Plot based, character based, event based, idea based, place story
- **Characters:** Protagonist, antagonist and supporting characters

Unit III [Various Aspects of production]

- Shooting inside and outside the studio
- Camera operations, allied equipment's
- Studio/location management
- Requirement of makeup
- Costumes and other property
- Functions of creative team
- Role of production personnel
- Production control

Unit IV [Production]

The students can produce in group any of the following work.

- **Short Film:** A group can decide to produce a short film with the prior approval of the concerned faculty member. The duration of the short film may be 1 to 5 minutes.
- **Documentary:** A group can produce a documentary on a topic of social relevance approved by the concerned faculty. The duration of the documentary may be 08 to 10 minutes.
- **Fiction Film:** A group can produce a short fiction film with the prior approval of the concerned faculty member. The duration of the fiction film may be up to 10 minutes.

Course Name: Specialized: Summer Training Evaluation

Course Code: BJMC3009

Course Credit: 3

BAJC3009	Summer Project	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

Course Objectives

15. Equip the student in basic concepts of project
16. To aware about different types of project
17. To understand how different components of projects are made
18. To discuss the project

Course Outcomes

1. To operate effectively as a researcher.(P3)
2. To organize the content. In the form of project(P3)

Catalog Description

Basically this is a project based course which focuses on those students who have not done any internship /training in the industry. Therefore through their project they show the skill acquired by them during the course. These projects enable students to enhance their Knowledgebase, pertaining to the developments in their fields of interest, like Advertising, Television, Radio, Public Relation, New Media etc.

Text Books/ Online resource:

Terry Schmidt, Strategic Project Management Made Simple: Practical Tools for Leaders and Teams

Mode of Evaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	P3	50	50	70	
CO2	P3	50	50	70	
Total		100	100		

Course Name: Specialized: Summer Project**Course Code: BJMC3010****Course Credit: 2**

BJMC3010	Summer Project	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

Course Objectives

19. Equip the student in basic concepts of project
20. To aware about different types of project
21. To understand how different components of projects are made
22. To discuss the project

Course Outcomes

3. To operate effectively as a researcher.(P3)
4. To organize the content. In the form of project(P3)

Catalog Description

Basically this is a project based course which focuses on those students who have not done any internship /training in the industry. Therefore through their project they show the skill acquired by them during the course. These projects enable students to enhance their Knowledgebase,

pertaining to the developments in their fields of interest, like Advertising, Television, Radio, Public Relation, New Media etc.

Text Books/ Online resource:

Terry Schmidt, Strategic Project Management Made Simple: Practical Tools for Leaders and Teams

Mode of Evaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	P3	50	50	70	
CO2	P3	50	50	70	
Total		100	100		

Course Name: Beat Reporting

Course Code: BJMC3001

Course Credit: 2

Session no	Module	Topics	Core reading	Additional reference
	Module 1 Specialized Beats of Journalism	Political, Social, Cultural, Business, Prominent Magazines and Journalists Practical : Reporting & Writing Write ups		
	Module 2 Reporting Beats II	Education, Sports, Crime, Prominent Publications & Journalists Practical : Reporting & Writing write ups		
	Module 3: Writing Styles I	Feature, Interview, News Analysis, Reviews : Book & Film, Prominent Columns and Column Writers		

		Practical : Writing features, etc		
	Module 4: Writing Styles II	Editorial, Article, Satire, Humour, Prominent Columns & Column Writers Practical : Writing Write ups		

Course Name: Environmental Studies

Course Code: BJMC3002

Course Credit: 3

BJMC 3002	Environmental Studies	L	T	P	C
		2	1	0	3
Pre-requisites//Exposure					
Co-requisites					

Course Objectives:

This course is aimed to make the students aware about the role of media in environment communication.

Course Outcome: At the end of course, the student will be able to

- Recall of various environment and types of environmental issues (K1)
- Understand various knowledge about environment studies (K2)
- Initiate the process of environmental communication(K3)
- Design the messages on mass media campaign relating to Environment and Environmental issues (K6)

Instructional plan

Module	Content
Module I Environmental Studies :	Understanding Environment and Resources: <ul style="list-style-type: none"> • Definition, • Scope and importance • The Natural Resources: Forest, Water, Mineral, Energy, Food and Land resources etc

	<ul style="list-style-type: none"> • Problems related to the conservation of natural resources • Role of media in conservation
Module II Environmental Pollution & Media:	Environmental Pollution, Social Issues and Problems: <ul style="list-style-type: none"> • Air Pollution • Water Pollution • Soil Pollution • Marine Pollution • Noise Pollution • Thermal Pollution • Nuclear Hazards • Role of an individual and media in prevention of pollutions
Module III Environment Management:	Environmental Impact and Policies: <ul style="list-style-type: none"> • Environmental Assessment and Environment Audit • Environment Protection Act • The Water Prevention and Control of Pollution Act • Air Prevention and Control of Pollution Act • Wildlife Protection Act • Forest Conservation Act
Module IV Disaster Management:	Disaster Management and Policies: <ul style="list-style-type: none"> • Understanding Disaster: Natural and Human • Disasters like Floods, Earthquake, Cyclones, Landslides & Avalanche • Policies to counter Natural disaster and Human Disaster • Role of Media in Disaster Management and Mitigation

Prescribed Text:

- A Textbook of Ecology and Environment by Dr. Namita Joshi and Dr. P. C. Joshi
- Environmental Studies by Anubha Kaushik & C.P. Kaushik

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools				
		Internal Exam Practical		External Exam Practical	Target (%)	Attainment Level
		CAT 1		ETE		

		1	2	3	4	5	6	7	8	9	10	11	12
BJC 113	CO1		1					3		2	2		
	CO2		1	2				2			1		
	CO3		1	3				2			2		
	CO4		3	3			3				3		

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Event Management

Course Code: BJMC 3003

Course Credit: 3

BJMC3003	EVENT MANAGEMENT	L	T	P	J	C
Version	3.0	2	0	1	0	3
Pre-requisites//Exposure	Student should have knowledge about different types of Events.					
Co-requisites	Visit and analyze the events happening in society					

Course Description: This course will help the students to learn the event management techniques and strategies required for successful planning, promotion, implementation and evaluation.

Course Objectives: To give formal instructions and training to students to be future managers of the Event Industry. So that, they have technical proficiency to effectively adjust, grow and excel in the field of Event Management.

Course Outcomes

After completing this course students will be able to:

- Interpret the knowledge and competencies required to promote, implement and conduct special events. (K2)
- Practice marketing strategies collaboratively and responsibly in teams and will have the ability to achieve outcomes.(K3)
- Develop the knowledge required to assess the quality and success of special events.(K4)
- Organize any event and make its projection and planning with the help of instructor.(S3)

Text Books

- Kaushalendra Saran Singh , Event Management : Principle and Methods
- D .G Conway , The Event Manager’s Bible
- Swarup K Goyal , Event Management
- S.R Singh , , Event Management
- Ganga Sagar Singh ,Devesh Kishore , Event Management: A blooming Industry and Eventful career”
- TanazBasrur ,”The art of Successful Event Management”
- S.S Gaur , “Event Managing and Marketing”
- Event Management By Lynn Van Der Wagen& Brenda R Carlos

Course Content

12 hours

Unit I:

Module I	<ul style="list-style-type: none"> • Introduction to Event management: Size & Types of Events • Concept & Designing. • Event Research & Planning <ul style="list-style-type: none"> ➤ Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools • Role & Responsibilities of Event Manager • Event communication & Presentation skills
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Unit II:

10 hours

Module II	<ul style="list-style-type: none"> • Event Marketing, Advertising & PR <ul style="list-style-type: none"> ➤ Nature & Process of marketing ➤ Marketing mix ➤ Sponsorship and its importance ➤ Image, Branding, Advertising Publicity and Public relations • Basic Event Accounting
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Unit III

10 hours

Module III	<ul style="list-style-type: none"> • Event Production & Logistics • Event Laws & Licenses • Event Safety & Security • Evaluation: Event Coverage in Media, Pre & Post Event analysis
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Unit IV

08hours

Module IV	<ul style="list-style-type: none"> • Event Management companies in India <p>Case study of Major Events like IPL ,Award Functions ,Film Festivals ,Trade Fairs , Marriages and Anniversary</p>
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Mode of Evaluation:

Step 1:course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools					
		Internal test			End semester exam	External Practical Exam	Target
		CAT1	CAT2	Internal Practical			
CO1	K2		30	25	10	25	60%
CO2	K3		40	25	35	25	60%
CO3	K4		30	25	30	25	60%
CO4	S3			25	25	25	60%

Total		100	100	100	100	100	

Note: The grade will be calculated as per the LTPJC of the course.

Rubrics

The subject will be evaluated on this rubric.

- a. Topic/preparation/research
- b. Depth of project and critical thinking
- c. Presentation and delivery style
- d. Creativity (visual aids & handouts)
- e. Flow/time
- f. Conclusion/evaluation

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(BA MJC)												
	1	Media knowledge	2	To understand the nature of Problem	3	Message Designing	4	Conduct investigations of problems	5	Modern Media equipment & Software usage	6	Communication and society	7	Environment and sustainability
	8	Ethics	9	Individual and team work	10	Communication	11	Project management and finance	12	Life-long learning				

BJm c 3003	CO1	2		2			2				2		
	CO2	2		2									
	Co 3		1		2								
	C0 4			3		1	2			2	2		

Course Name: Media industry and Entrepreneurship

Course Code:BJMC3004

Course Credit: 3

BJMC2002	Media industry and Entrepreneurship	L	T	P	C
Version1.02		3	0	0	3
Pre-requisites//Exposure	The student should be exposed to different media (newspapers,				
Co-requisites					

CourseObjectives

The objective of the course is to develop general but contemporary understanding of media industry in India with specific reference to digital media, print, television, radio and film

CourseOutcomes

The objective of the course is to:

1. To increase the student's knowledge on how various types of media were developed and the roles they play in mass communication and the media landscape
2. To foster the development of the student's critical thinking, reading, and writing skills for critically analyzing all media types so he or she can become a more knowledgeable media consumer

CatalogueDescription

This is an elementary course which aims at introducing students to various media industries in different mediums. The course set the foundation for understanding the media structure at

large, which would further develops in coming semesters.

TextBooks

Prescribed Text:

1. Kothari, Gulab. (1995). *Newspaper Management in India*, Intercultural Open University
2. Chiranjeev, Avinash. (2000). *Electronic Media Management*, Authors Press.
3. Peter, Pringle..K. et. al., (1989). *Electronic Media Management*, Focal Press.
4. Gunarathne, Shelton A.. (2000). *Handbook of Media in Asia*, Sage.
5. Kothari, Gulab. (1985). *Newspaper Management in India*, Intercultural Open University.

CourseContent

Unit 1

Print

Overview of Indian Media Industry

Organization structure of a newspaper (editorial department-advertising department-circulation department-printing)

Newspaper publishing houses in India: Bennett, Coleman and Co. Ltd (TOI), HT Media Ltd (Hindustan Times), Kasturi & Sons Ltd (The Hindu), Tribune Trust (Tribune), Express Publications Ltd. (Indian Express), Dainik Jagran, Dainik Bhaskar

Regional newspaper industry in India: Hindi newspaper industry in UP.

Trends affecting newspapers, Impact of new media on print media

FDI in Media

Unit 2

Television

TV organization structure

Channel –News Channel /Non News Channel

Distribution and TRP measurement

TV Programming Genres

Television Audience Measurement (TRP)

Multi-Service Operators(Cable /satellite)

Unit 3

Radio Channels

Major Private FM Channels (ADAG Group, Adlabs Radio , BAG Films and Media , BIG Synergy)

Set-up of radio channel

Promotion of radio program

Revenue modal

Unit 4

New media Production,

Overview of New media industry in India Revenue Modal

Promotion and Distribution

Concept of starts-up, media starts-up, Case Studies.

Indian new media consumer

Technological advancement in Industry

Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-2 As per University Academic Calendar of CAT-2 (This will be practical assessment)	30
	Assignment Evaluation (To be finally submitted during the last week of semester)	20
External Assessment	SEE (Practical) Conducted by External Examiner	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between Cos and P		
Sl.No	Course Outcomes (COs)	Mapped Programme
1	To increase the student's knowledge on how various types of media were developed and the roles they play in mass communication and the media landscape	3, 2
2	To foster the development of the student's critical thinking, reading, and writing skills for critically analyzing all media types so he or she can become a more knowledgeable media consumer	3, 2

		Knowledge of media industry	Knowledge of contemporary social, economic political issues	Ability to edit and write for different media	Ability to conceptualize and produce audio or TV programs	Knowledge of marketing and managerial issues about media	Ability to conduct research and draw insights	Ability to apply theories and models of communication
		1	2	3	4	5	6	7
BJMC3004	Media industry and Entrepreneurship	3	2					

1=addressed to small extent

2=addressed significantly

3=major part of course

Course Name: International Affairs and Contemporary Issues

Course Code: BJMC3005

Course Credit: 2

BJMC 3005	International Affairs and Contemporary Issues	L	T	P	J	C
		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

Course Objectives:

Communication always played major role in building strong relationship among different countries. It is not only a tool of propaganda but it is also a tool of development. Keeping in views changing world scenario it is need of the day to study international communication and different emerging issues related with international communication.

Course Outcome: The students will be able to

- Learn about various aspects of international communication and its importance in respect of contemporary changing world (K1).
- Understand various aspects of international issues, communication and relation (K2)
- Contribute and practise in strengthening the intentional relation through news and reporting (K3)

Session wise instructional plan

Module	Content
Module I	International news systems, International news flow, Political, economic and cultural dimensions of international communication-communication and information as a tool of equality and exploitation International news flow, imbalance in media Growth, international, regional and internal disparities. Communication as a human right, UNO's Universal Declaration of Human Rights and Communication
Module II	Impact of new communication technology on news flow satellite communication- its historical background, status, progress, effects- information super highways, international telecommunication and regulatory organizations UNESCO's efforts in removal imbalance in news flow Debate on new international Information and Economic Order- MacBride Commission's Report –nonaligned News agencies news pool -its working, success, failure.
Module III	Democratization of information flow and media systems- professional standards; Transnational media ownership and issues of sovereignty and Security; international media institutions and professional organizations.

Prescribed Text:

- *Many Voices One World*; Report of the McBride Commission
- Federick, Howard H.; *Global Communication and International Relations*; Wadsworth Publications
- Menon, Narayana. *The Communication Revolution*. National Book Trust.
- *Handbook of International Communication*, William B. Gudykunst Bella Mody,
- Sage Pub. India Pvt. Ltd., New Delhi.

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools				
		Internal Exam Theory		External Exam Theory	Target (%)	Attainment Level
		CAT 2		ETE		
CO1		50		33	60	
CO2		50		33	60	
CO3				34	60	
Total		100		100		

Note:

The weightage of internal and external will be 50% each.

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

Course Name: Social Media Marketing

Course Code: BAJC3006

Course Credit: 2

BAJC 3006	Social Media Marketing	L	T	P	J	C
		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites		Basic knowledge of new media				

Course Objectives:

Social media is playing a major role in building strong relationship among different individuals. It is not only a tool of propaganda but it is also a tool of marketing and promotion. Keeping in views changing world scenario it is need of the day to study social media marketing and different emerging issues related with it.

Course Outcome: The students will be able to

- To define various aspects of social media marketing (K1).
- To Understand various aspects of social media marketing(K2)
- To Identify social media tool box(K3)
- To demonstrate the use social media effectively (K4)

Catalogue Description: The course aims to provide a basic idea of social media marketing, along with the use of tools and techniques. The course aims acclimatize students to the environment of social media.

Text Books

2. The Public Relations Handbook: Theaker
3. JaishriJethwaney, Corporate Communication: Principles and Practice, sage
4. Argenti, Paul, Corporate Communications New York: McGraw-Hill Irwin

Reference Book:

Dave Evans (Author), Susan Bratton,Social Media Marketing: The Next Generation of Business Engagement, serious skills

Lesson 1: Social Media:Planning& strategy making

Topic 1A: Introduction to the class, Introduction to Social Media, Social Media Marketing
Basic strategies

Topic 1B: Marketing Then and Now

Topic 1C: Where Are You Now?

Topic 1D: Choosing a Target Audience

Topic 1E: Setting Goals& common mistakes

Lesson 2: Listening and Responding

Topic 2A: Why Listen?

Topic 2B: Selecting Keywords

Topic 2C: Monitoring Tools

Topic 2D: What to Monitor

Topic 2E: Responding to Comments

Lesson 3: Building Your Social Media Toolbox

Topic 3A: Blogs

Topic 3B: Social Networks

Topic 3C: Micro blogging

Topic 3D: Branded Social Networks

Topic 3E: Widgets/Badges

Topic 3F: Idea Sharing

Topic 3G: Social Media Newsroom

Topic 3H: Location-based

Topic 3I: Choosing Your Tools

Topic 3J: Blog Considerations

Lesson 4: Content Creation and Promotion

Topic 4A: Sources of Content

Topic 4B: Editorial Calendar

Topic 4C: Routines

Topic 4D: Etiquette

Lesson 4E: Promotion

Topic 4F: Online Promotion

Topic 4G: Offline Promotion

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools			
		Theory/Assignment			

		CAT1	CAT2	ETE	IA			
		50	50	100	20			
CO1	K1							
CO2	K2							
CO3	K3							
CO4	K4							
Total		220						

**BA Journalism and Mass Communication
Program Structure 2017-18
Semester 6**

4 5	2017- 2018	BJMC301 2	Specialisation: Print Media	Elective 5	0	0	0	8	8
4 6	2017- 2018	BJMC301 3	Specialisation: Television	Elective 5	0	0	0	8	8
4 7	2017- 2018	BJMC301 3	Specialisation: Radio	Elective 5	0	0	0	8	8
4 8	2017- 2018	BJMC301 4	Specialisation: New Media	Elective 5	0	0	0	8	8
4 9	2017- 2018	BJMC301 5	Specialisation: Advertising	Elective 5	0	0	0	8	8
5 0	2017- 2018	BJMC301 6	Specialisation: Public Relations	Elective 5	0	0	0	8	8
5 1	2017- 2018	BJMC301 7	Specialisation: Photography	Elective 5	0	0	0	8	8
5 2	2017- 2018	BJMC301 1	Group Discussion & Profile Management	Core	0	0	2	0	2

**Course Name: Specialization: Print Media
Course Code: BJMC3012
Course Credit: 8**

BJMC3012	Specialization- Print Media	L	T	P	J	C
		0	0	0	8	8
Pre-requisites//Exposure	Basics of print media					
Co-requisites	Computer with internet facility and smart-phone					

Catalog Description

Print media is the oldest player of the mainstream media. Country has a bright scope and lucrative market in comparison to other countries. Vernacular press is leading the print industry and students should go for regional centers.

Course Objectives

The objective of the course is to make students skilled and industry ready for print media. It is complete practical course where students will exercise the tools and technology to create content for print platform. Students will be exposed with live situations where they have to perform like professional.

Course Outcomes

After completion of course, student would be able-

5. List the types of printmedia (CO1).
6. Demonstrate style-sheet for print media (CO2).
7. Develop content for print media (CO3).
8. Analyse the growth of print media industry (CO4).

Text Books

6. Mencher, Melvin. Basic News Writing. Dubaque: William C. Brown Co., 1983.
7. Rich, Carole. Writing and Reporting News: A Coaching Method, 4th ed, USA: Wadsworth/Thomson Learning, 2003
8. Wainwright, David Journalism: Made Simple. Heinemann. London, 1986

Reference Books

J. V. Vilanilam. Mass Communication in India. Sage publications : New Delhi, 2005

Kamath M. V. Professional Journalism, Vikas publication House

Neal, James A & Brown, Suzane S News Writing & Reporting. New Delhi,

Surjeeth Publications, 2003.

Gormly Eric. Writing and Producing News. New Delhi: Surjeeth publications, 2005

M. L. Stein, Susan F. Paterno & R. Christopher Burnett. News Writer's Handbook. Blackwell, 2006

Course Name: Specialization –Television

Course Code: BJMC3013

Course Credit: 8

BJMC3013	Specialization: television	L	T	P	J	C
Version	2.0	0	0	0	8	8
Pre-requisites//Exposure	English/Hindi Language reading & writing skills, basic general					
Co-requisites	DSLR Camera with accessories, Computers/Laptops & related Video Editing Softwares					

Course Objectives

This is a project based course where students will be prepared to specialize in production projects related to Television. It will provide the students a platform to showcase their skill, competence and industry readiness for the television sector.

Course Outcomes

On completion of this course, the students will be able to –

CO1 – Display idea and concept of television production

CO2 - Create electronic media content

Catalogue Description

This course aims to help students acquire skills related to electronic media production. It will give the students hands on exposure to the TV production process in order to produce audio-visual content.

Text Books

1. Techniques of TV Production: Gerald Millerson, Focal Press, 1990.
2. Writing for TV, Radio, and New Media: Robert Hilliard, Wadsworth, 2007.

Reference Books

1. Alternative Script Writing– Successfully Breaking the Rules: Ken Dancyger & Jeff Rush, Focal Press, 2002.
2. Audio-Visual Journalism: B. N. Ahuja, Surjeet, 2000.
3. Basic TV Staging: Millerson Gerald, Focal Press, 1982.
4. Fundamentals of Television Production: Ralph Donald & Thomas Spann, Blackwell, reprinted in India by Surjeet, 2004.
5. Introduction to TV Journalism: S. Kaushik, Macmillan, 2000.
Sound Techniques for Video and TV: E. G. M. Alkin, Focal Press, 1989

Course Name: Specialisation Radio

Course Code: BJMC3013

Course Credit:8

BJMC 3013	Specialisation Radio	L	T	P	J	C
		0	0	0	8	8
Pre-requisites//Exposure	Students should have background of basics of radio					
Co-requisites	Radio production equipments					

Course Objectives:-

To explore the opportunity in radio

To understand the meaning and nature of Radio

To become an expert in the field of radio

Course Outcomes

1. To display talent through radio (S1)
2. To handle different tools and techniques required for radio production.(S2)
3. To perform skillfully in the production of different radio programs (S3)

Course Description

Radio is one the oldest medium of mass communication. In modern era also because of new technology radio is getting importance. The purpose of this course is to enhance your knowledge for the day-to-day operation of a radio & develop the required skill for radio production.

Text Books

Broadcasting in India, P.C. Chatterjee, SageNew Delhi.

Robert McLeish, Radio Production, Focal Press

Broadcast Journalism, Boyd Andrew, Focal PressLondon.

News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.

This is ALL India Radio, U.L Baruah, and Publications Division.

Reference Books

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

Radio Production, Robert Mcleish, 1999, Focal Press, Oxford.

News production: Theory and Practice, Routledge, Machin, David & Niblock

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

Project Description

Session No	Module	Topics	Project
1 – 5	Exercise-1	Musical program	The student will make at least one musical program
6-15	Exercise-2	Radio report/radio news/Radio documentary	The students will make at least one program based on any contemporary issue

Mode of Evaluation:

Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level

CO1	S1	20	20	60	
CO2	S2	40	40	60	
CO3	S3	40	40	60	
Total		100	100		

Note:The weight age of internal and external will be 50% each

Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

1=addressed to small extent

2= addressed significantly

3=major part of course

	Program Outcome(BA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BJM C 3013	Specialisation Radio	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1(S1)	1									3		1
	Course Outcome2(S2)					3							1
	Course Outcome2(S3)			3	1						2		

Course Name: Specialization: New Media

CourseCode:BJMC3014

CourseCredit:8

BJMC3014	Specialization- New Media	L	T	P	C
Version	3.0	0	2	12	8
Pre-requisites//Exposure	Basics of new media				
Co-requisites	Computer with internet facility and smart-phone				

Catalog Description

The internet has changed the lives of human being. Technological advancement which is integrated with internet has immensely converted the media too. New media is being emerged as one of the front runner among various media. New media is not creating any big threat although it is creating an space available for other mainstream media.

Course Objectives

The objective of the course is to make students skilled and industry ready for new media programming. It is complete practical course where students will exercise the tools and technology to create content for online platform. Students will be exposed with live situations where they have to perform like professional.

Course Outcomes

After completion of course, student would be able-

- 9. Grasp the tools and technology of online journalism (S2)
- 10. Write content for online media (S4)
- 11. Create content for online media (S5)

Text Books

- 9. D’Souza, Y K.; *Electronic Media and the Internet*; Gyan Book Depot Publications
- 10. Siapera, Eugenia; *Understanding New Media*; Sage Publication
- 11. Communication Technology, The New Media In Society:Newyork, free Press.

Reference Books

Online resources like BBC college of journalism and thehoot.org

New Media: Theories and Practices of Digitextuality, Ed. Anna Evert, John Caldwell, Routledge
New Information Tecnology by Tom Forrester (ED).

Course Name: Specialization: Advertising

Course Code: BJMC3015

CourseCredit:8

BJMC3015	Specialisation: Advertising	L	T	P	C
Version1.02		0	0	0	8
Pre-requisites//Exposure	Basic advertising				
Co-requisites					

CourseObjectives

The course specialisation: Advertising is project based learning where students will be asked to submit the project. Student will prepare project on various practical aspect of advertising. This course will provide the students a platform to present the different facet of advertising.

Course Outcomes

On completion of this course, the students will be able to

1. Prepare advertisements for various media
2. Prepare a media plan for an newly launched product/services
3. Conduct a research work in the area of advertising
4. Prepare and exercise an advertising campaign

Catalogue Description

Thiscourse aims to develop the skills of advertising and corporate industry. It is fast growing sector which provides a good platform for career opportunities.

Text Books

- Online material and case studies
- Online visual references

Course Content

Unit I:

Students will present their original work on idea, copy, appeals, layout, design and techniques of different media with the approval and guidance of the concerned faculty. They will have to

present as well as submit the hard copy.

Unit II:

Students will submit a Media Plan for a newly launched product/services with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

Unit III:

Students will conduct and present a pilot study/ research on the area of advertising with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

Unit IV:

Students will conduct and present a PR campaign with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

CourseName: Specialisation: Public Relations

Course Code: BJMC3016

Course Credit: 8

BJMC3015	Specialisation: Public Relations	L	T	P	C
Version1.02		0	0	0	8
Pre-requisites//Exposure					
Co-requisites					

Course Objectives

The course specialisation: Advertising is project based learning where students will be asked to submit the project. Student will prepare project on various practical aspect of advertising. This course will provide the students a platform to present the different facet of advertising.

Course Outcomes

On completion of this course, the students will be able to

1. Prepare advertisements for various media
2. Prepare a media plan for an newly launched product/services
3. Conduct a research work in the area of advertising
4. Prepare and exercise an advertising campaign

Catalogue Description

This course aims to develop the skills of advertising and corporate industry. It is fast growing sector which provides a good platform for career opportunities.

Text Books

- Online material and case studies
- Online visual references

Course Content

Unit I:

Students will present their original work on idea, copy, appeals, layout, design and techniques of different media with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

Unit II:

Students will submit a Media Plan for a newly launched product/services with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

Unit III:

Students will conduct and present a pilot study/ research on the area of advertising with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

UnitIV:

Students willconduct and present a PR campaign with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

Course Name: Specialization: Photography

CourseCode: BJMC3017

CourseCredit:2

BJMC3017	Specialisation: Photography	L	T	P	J	C
Version	3.0	0	0	0	4	2
Pre-requisites//Exposure	Photography					
Co-requisites	DSLR with various lenses and other equipments					

Course Objectives

The course is project-based learning where intense learning comes from doing specific project. The communication using single photo and photo essay will be in focus. This course will provide the students a platform to showcase their competence and professionalism.

Course Outcomes

On completion of this course, the students will be able to

1. Operate advanced techniques of specialised photography (S3)
2. Exercise the techniques of lighting and composition (S3)
3. Produce photo essay. (K6)

Catalogue Description

This course aims to skilled the students in professional photography. Student will apply advanced techniques of photography. The course will include hands-on demonstrations with the DSLR.

Text Books

1. Online websites like <https://digital-photography-school.com> could be used extensively.
2. Langford's Advanced Photography; Michael Langford, Focal Press

Reference Books

1. The Darkroom Cookbook; Ansell, Stephen G.
2. Practical photography; Freeman, John

Course Content

Unit I:

Specialised photography;

- Portrait
- Travel & Landscape
- Photojournalism
- Sports Photography
- Wild Life & Nature photography
- Product Photography
- Fashion Photography

PROJECT-1: Students will be exposed with above mentioned specialised photography and will choose one stream. Students have to create a set of 10-20 photographs on specific stream.

Course Name: Group Discussion and Profile Management

Course Code: BJMC3011

Course Credit: 4

Session no	Module	Content	Core reading	Additional references
	Starting Out Right (<i>Skills to launch into a career</i>)	The Preliminaries: Resume Application Letter Telephone Introductions The Interview: Preparation Appearance Attitude Initiative Courtesy The Right Company for You: Knowledge of the Company Corporate Image Finances Company Employment Policies The Other Side of the Desk: Preparing for the Interview Interviewing Techniques Areas for Questioning: Unlawful Questions After the Interview		
	Module: 2: Self Projection (Skills to Project oneself)	The Look of Success: <i>Poise</i> <i>Exercise</i> <i>Posture</i> Dress Code: <i>Corporate Attire Defined</i>		

		<i>Casual Attire Defined</i>		
	Module: 3: Working with others: (Skills to process with others)	<i>Set your Goals and Time Management</i> <i>Office Etiquette</i> <i>Telephone Etiquette</i> <i>Body Language</i> <i>Cross Cultural Communications</i> <i>Non-Verbal Communications</i> <i>Expressions of Courtesy</i> <i>Concern for others</i> <i>Assertion Needs</i> <i>Professional Ethics</i>		
	Module 4 Group Discussion	<i>Group Discussion. Profile Managemt</i>		