



GALGOTIAS UNIVERSITY

Syllabus of MA Journalism & Mass Communication

Name of School: School of Media & Communication Studies

Department: Mass Communication

Year: 2017-18

Semester I

2017-2018	MA in Journalism & Mass Communication	SMCS201	1	MJMC5009	Elective-1	Language Skills: English	0	Skill Development	2017-2018
2017-2018	MA in Journalism & Mass Communication	SMCS201	1	MJMC5008	Elective-1	Language Skills: Hindi	0	Skill Development	2017-2018
2017-2018	MA in Journalism & Mass Communication	SMCS201	1	MJMC5001		Contemporary Socio-Political Issues	0		2017-2018
2017-2018	MA in Journalism & Mass Communication	SMCS201	1	MJMC5002		Basis of Radio	0		2017-2018
2017-2018	MA in Journalism & Mass Communication	SMCS201	1	MJMC5003		Computer Application in Media	0	Skill Development	2017-2018
2017-2018	MA in Journalism & Mass Communication	SMCS201	1	MJMC5004		Photography	0	Skill Development	2017-2018
2017-2018	MA in Journalism & Mass Communication	SMCS201	1	MJMC5005		Principle & Theories of Mass Communication	0		2017-2018
2017-2018	MA in Journalism & Mass Communication	SMCS201	1	MJMC5006		Print Media: Reporting & Writing	0	Skill Development	2017-2018

Course Name- Language Skills: English Course Code- 5009

MAMC 5009	Language Skills: English	L	T	P	C
First Semester		2	0	1	3
Pre-requisites//Exposure					
Co-requisites					

Course Objectives

This course discusses the fundamental concepts of Radio. This course put emphasis on feature, presentation style, different program format & writing style of radio.

The objectives of the course are:

1. To be aware about different types of writing in English.
2. To gain expertise for communicating English.

Course Outcomes

1. The students will be able to speak and write English effectively.

Course Description

Language is the basic tool of a media person. Therefore media students who come from diverse backgrounds need to become expertise in this course. This paper is designed to help students to look at Professional English more consciously and teach them to use it with more responsibility.

Text Books

1. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
2. Seely John. The Oxford Guide to Writing & Speaking.
3. Cambridge Advanced Learner's Dictionary.
4. Oxford Learner's Word finder Dictionary.
5. Evans, Harold. 1972. Newsman's English, Heinmann Publication.
6. Menon k.S.R.. 1990. Stylebook for Journalists & Writers. Konark Publishers
7. Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.

Reference Books

Course Content

Module I	<p>Vocabulary: Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.</p> <p>Paragraph: Principles of organizing & developing a paragraph, Topic sentence, Argument Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity.</p>
Module II	<p>Sentence: Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences: Active & Passive, Simple, Complex, Compound. Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.</p>
Module III	<p>Punctuation: Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets (round, square) and their sequencing, Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis. Types of writing: Essay, Feature, Business Letter, Editorial comment.</p> <p>Critical Reading: Analyzing the choice of vocabulary, the sentence structure, the sentence connectors, the structure of paragraphs and the stylistic features.</p>
Module IV Practical	<p>Spoken language: pronunciation, intonation, inflection, stress, Spelling: basic principles, common errors, Listening skills: Comprehension through listening, listening to various programmes and analysing them for their language and presentation, Translation: basic theories of translation, precautions to be taken, different types of translations. Internal Assessment:</p>

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(MA MJC)		1	2	3	4	5	6	7	8	9	10	11	12
MJM C 5008	Course Outcome : 1			2			1		1		3		

1=addressed to small extent

2= addressed significantly

3=major part of course

हिन्दी

एम ए एम सी5008	हिन्दी	L	T	J	C
		0	0	8	4
Pre-requisites//Exposure					
Co-requisites					

विषयउद्देश्य :

- छात्रों को उस हिन्दी भाषा से गहनता से जोड़ना जो देश के मनोरंजन उद्योग, मिडिया और आमजनकी बोल-चालकी भाषा है।
- छात्रोंकोप्रयोजनमूलकहिन्दीसेसाक्षात्कारकरवाना।

विषयपरिणाम :

1. छात्रहिन्दीकेविज्ञान, तकनीकीऔरविधिकोजान(Identify) पायेगा।जिसमेंशब्दसंरचनासेलेकरअर्थनिरूपणऔरशाब्दिकआचार - व्यवहारसभीकुछशामिलहै(K2).
2. इसमेंछात्रनकेवलहिन्दीशुद्ध - शुद्धपढ़नाऔरलिखनासीखपायेगाबल्किसहीसंदर्भऔरसहीअर्थमेंहिन्दीकाप्रयोग(Apply) भीकरपायेगा (K3).
3. छात्रअलग-अलगमीडियामाध्यमोंमेंप्रयोगहोनेवालेभाषाकोसमझपायेगाऔरखुदकोउसकेअनुरूपतैयार(Perform(skillfully)) करपायेगा (S3).

निर्देशितविषयसूची:

विषय	क्षेत्र
मोड्यूल I	ध्वनिरचना <ul style="list-style-type: none">• ध्वनिकानिरूपण (उच्चारणध्वनियोंकावर्गीकरण)• हिन्दीशब्दसंरचना (उपसर्ग, प्रत्यय, समास ,संधि , परसर्ग)• हिन्दीभाषा संरचना (संज्ञा ,सर्वनाम , विशेषण , लिंग , वचन , कारक , चिन्ह)• हिन्दीवाक्यसंरचना (वाक्यके प्रकार,उपवाक्य,कहावर्ते)
मोड्यूल II	हिन्दीभाषा <ul style="list-style-type: none">• इतिहास• विकास

	(वैदिक ,लौकिक , संस्कृत , पालि , प्राकृत , अपभ्रंश) <ul style="list-style-type: none"> लिपीकाविकासऔरदेवनागरी भारतमेंहिन्दीकीसवैधानिकऔरसमाजिकस्थिती
मोड्यूल III	लेखन <ul style="list-style-type: none"> लेखन की अवधारणा लेखन के प्रकार लेखन के तत्व लेखन की विशेषताएं प्रभावशाली लेखन प्रिंट एवं इलेक्ट्रॉनिक मीडिया की हिन्दी <ul style="list-style-type: none"> जनसंचार माध्यमों की भाविक प्रकृति समाचार लेखन (अखबार , रेडियो , टीवी , आनलाइन) विज्ञापन लेखन (अखबार , रेडियो , टीवी , आनलाइन) सिनेमालेखन

परियोजना -१.तीन सप्ताहकेसमयअवधि में आलेखलेखन, फीचरलेख,
समाचारलेखनऔरसम्पादकीयलेखपद्धतिकोलिखनेकाकार्यप्रत्येकछात्रसेकरायाजायेगा।सभीलेखोंकीसंख्यादो
-दोहोगीताकिछात्रभाषायी पारंगतताकोसंचारकेहरस्तरपरहासिलकरसके।

संदर्भग्रंथ

- सम्पूर्णहिन्दीव्याकरणऔररचना- डा. अरविंदकुमार ; लूसैटप्रकाशन
- हिन्दीमेंपटकथालेखन-जाकिरअलीरजनीश

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	K2		50		40	20	20	60%
CO2	K3		50		40	20	20	60%
CO3	S3				20	60	60	60%
Total			100		100	100	100	

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

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 1006	CO1		2				1		1	1	2		
	CO2	1	1	1									1
	CO3	3	2	2	1	1	2		1	1	2		2

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name- Contemporary Socio-Political Issues

Course Code-MAMC 5001

Contemporary Socio Political Issues	L	T	P	J	C
	2	0	0	0	2

Pre-requisites//Exposure

Co-requisites

Objective:

Students will be made aware about various social issues in India and world.

Course Outcome:

At the end of this course, students will be able:

1. To understand society, social structure and social issues in India (K2)
2. To identify various social problems. (K4)
3. To analyze various political issues and election process in India. (K4)
4. To interpret the role of media in socio-political issues. (K3)

Instructional plan

Module Content

- | | |
|------------|---|
| Module I | <input type="checkbox"/> Understanding Society-Caste, Gender, Religion, Region and Ethnicity
<input type="checkbox"/> Concepts of Social changes and Social development |
| Module II | <input type="checkbox"/> Social Problems and issues related with women, children, and youth
<input type="checkbox"/> Social Problems related with marginalised communities like Dalit, Adivasi, Minorities, old ages and LSBT communities |
| Module III | <input type="checkbox"/> Indian and Parliamentary Democracy
<input type="checkbox"/> Indian Political System and Structure
<input type="checkbox"/> Major national and regional political parties and their socio-political agenda.
<input type="checkbox"/> Other contemporary political issues like Caste Politics, Caste in Politics, Ideology and Conflict
<input type="checkbox"/> Analysis of latest general elections and assembly elections |

- Module IV
- Contemporary social issues-terrorism, corruption/nepotism, ethnic violence, conflict, poverty, unemployment, gender inequality, illiteracy and Migration.
 - Media Coverage of Socio-political issues
 - Media and Marginalisation
 - Media Diversity and Media Pluralism
- Role of media in society

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 LTTC)
	SEE (Practical) Conducted by External Examiner	

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

		Program Outcome(MA 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
		1	2	3	4	5	6	7	8	9	10	11	12
MJMC 5002	CO1	2	1		1		2				2		
	CO2	2	1		1		2				2		

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

Course Name- Basics of Radio
Course Code- MJMC5002

MJMC 5002	Basics of Radio	L	T	P	C
First Semester		2	0	1	3
Pre-requisites//Exposure	Students should have interest in Radio. They should have innovative thinking and good voice.				
Co-requisites					

Course Objectives

This course discusses the fundamental concepts of Radio. This course put emphasis on feature, presentation style, different program format & writing style of radio.

The objectives of the course are:

1. To enable the students to learn the nature of varied radio program formats
2. To be able to record the program
3. To familiarize the students with technology and equipment used in Radio Broadcasting.

Course Outcomes

2. The students will be familiar with different concept of radio
3. The students will gain basic skill of different radio programs.

Course Description

The course introduces the basic concept of radio, it familiarize the students about writing, presentation and production of radio programs.

Text Books

- Ravindran r.k., handbook of radio,tv and broadcast journalism, anmol publications 1999
- Chaterjee, p. C., broadcasting in india
- Boyd, Andrew; Stewart, Peter; Alexander, Ray; *Broadcast Journalism; Techniques of Radio and Television News*; Focal Press
- Langford, Simon; *Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One*;Focal Press

Reference Books

- McLuhan, marshall understanding media
- Radio Production, Robert Mcleish, 1999, Focal Press, Oxford.

Course Content

10 hours

Unit I:

Radio as a medium of mass communication Characteristics of Radio - Three different broadcasting systems: Public service (development tool), commercial and community or local radio

Introduction to radio technology

Amplitude modulation (AM) Short wave (SW), Frequency modulation and satellite-Broadcast chains - Analog to Digital – Recording and editing.

Unit II: **12 hours**

Radio Program formats-Radio talks and announcements , Radio interview, Radio discussions and role of moderator , Radio documentary , Radio advertisements , Musical Shows, Radio production techniques

News and different Elements of news & Commentary

Unit III **04hours**

Writing for radio: Why need a script? – Key elements of radio writing- Styles and techniques of radio scripting, The advantages of a short script, Presentation styles for different radio programs - Radio jockeying - News reading

Unit IV **06hours**

Working of a radio station, Control Room (CR), Transmitter, Role and responsibilities: Station Director, Station Engineer, Program personnel, Transmission staff, Radio Announcer/RJ, Music manager, Marketing staff

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(MA 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
		1	2	3	4	5	6	7	8	9	10	11	12
MJ M C 50 02	Course Outcome : 1	3			2	1	1		1		1	1	1
	Course Outcome 2:	2		3	2	2			2	2	3		

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name-Computer Applications in Media

Course Code- 5003

MJMC 5003	Computer Applications in Media	L	T	P	J	C
		0	0	4	0	2
Pre-requisites//Exposure						
Co-requisites						

OBJECTIVE:The objective of the syllabus is

- To acclimatize the students to MS Word, Excel, PowerPoint and SPSS

- To help students acquire the basic page layout skills and Practical Knowledge in computer.

Course Outcome: On the successful completion of the paper the students will be able to

- Easily work in MS Word, Excel and PowerPoint for reporting and presentation including enhancing typing skills
- Design a newspaper or a tabloid and learn SPSS for data entry, coding and analysis

Instructional plan:

Module	Content
Module I	MS Word: Introduction, Creating and editing documents, Formatting a document, Advanced formatting options, Mail merge
Module II	MS-Excel: Introduction Creating documents, data presentation, Statistics calculation, Graphs, Tables, Charts etc.
Module III	MS PowerPoint: Introduction, Creating presentation, presentation views, using text, cliparts, drawing objects, Inserting videos and sounds, themes, Using presentation masters, setting animation and PPT Presentation (practical).
Module IV	SPSS-Learning software for data coding, entry and analysis Hindi typing, English typing

Prescribed Text:

- The Quark Express Book
- Computer Applications for Journalism: Saxena, Rajiv
- The Quark Express Book

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	30

	semester) based on overall output of student	
	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)

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

	Program Outcome(MA 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
		1	2	3	4	5	6	7	8	9	10	11	12
MJ M C 50 03	Course Outcome : 1			3		3							
	Course Outcome 2:			3		3							

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name- Photography
Course Code- MAMC6007

MJMC5004	Photography	L	T	P	C
Version 1.02		2	0	1	3
Pre-requisites//Exposure					
Co-requisites					

Course Objectives

1. Understand the concept of visual Photography
2. Develop skills related to photography

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
2. 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:

8 lecture hours

- Evolution of 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
- Types of still Cameras (pinhole, view camera, compact camera, T.L.R., S.L.R., digital camera),
- Lenses & its type,
- Filters
- Contribution of eminent Photographers
- Practical exercises - part 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,
- 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
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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(MA 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
		1	2	3	4	5	6	7	8	9	10	11	12
MJMC 5004	The students will be able to understand the basics of digital photography.	2			1				1				
	Produce & critique photographs			2		3		1			2	2	

1=addressed to small extent

2=addressed significantly

3=major part of course

Course Name-Principle & Theories of Mass Communication

Course Code: MJMC5005

Course Code: MJMC5005	Principle & Theories of Mass Communication	L	T	P	C
		3	0	0	3
Pre-requisites//Exposure	Basic Understanding of Media				
Co-requisites	Reading and Writing Skills				

Course Objectives:

- To make the students understand the basics of mass communication
- To help them understand the basic models of communication

Course Outcomes:

- The students will develop an overview of the principles of mass communication
- The students will also be able to the theories of communication

Course Content

Module	Content
Module I	Nature & Functions communication, Development of language as a vehicle of communication Characteristics and typology of audiences. Communication and socialization
Module II	Different types of communication- Verbal and nonverbal communication, Intra-personal, Interpersonal, Group and Mass communication Communication barriers
Module III	Communication Models - SMCR, Shannon and Weaver Lasswell, Osgood, Gerbener, Agenda Setting, Cultivation Theory

	Uses & Gratification Theory Gate-keeping
Module IV	Communication theories - Social-responsibility theory, Developmental theory, Participatory theory. Public opinion and democracy

Text Book

- Keval J Kumar, Mass Communication in India, Jaico Publication, 2007

Reference Books

- Karl E. Rosengren “Communication an introduction” Sage Publication 2006
- Mc Quil “Mass communication theory” Sage Publicaiton 5th edition-2005

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(MA MJIC)												
		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	
MJMC 5005	CO1	2	1		1		2				2			
	CO2	2	1		1		2				2			

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Print Media: Reporting & Writing

Course Code: MJMC5006

MJMC5006	Print Media : Reporting & Writing	L	T	P	C
		2	0	1	3
Pre-requisites//Exposure	Daily Newspaper & Weekly Magazine Reading				
Co-requisites	Sound knowledge of General Studies				

Course Objectives:

On completion of this module, students will be able to

- a. Reporting of the various types
- b. Present the news in required format.
- c. Knowledge of the organizational setup of Newspaper

Course Outcomes

1. Reporting related to various issues and events.
2. Writing News in required format.

Course Description:

Against the global phenomenon, print media in India is showing remarkable upward trends. With the addition of 2.37 in the last 10 years (Audit Bureau Circulation report, 2017), this very media is still centre of attraction. ‘Regional and vernacular markets continue to defy gravity and grow on the back of rising literacy and low print media penetration as well as the continued tide of advertisers wanting to spend in these markets.’ says FICCI report, 2012. But it is hard to compare today’s print media with the past. In fact, it is passing through a generational change. Keeping in view the changing trends, this course will meet the expectations of the aspiring journalists.

Text Books

Prescribed Text:

1. Basic News Writing, Melvin Mencher, Universal,
2. Understanding Journalism, Lynette Shridan Burns, Sage
3. Journalism, 2E, Tony Harcup, Sage,
4. News Writing, Anna McKane, Sage
5. The Elements of Journalism: Bill Kovach, Tom Rosenstiel, Three Rivers Press

References

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
5. Bharat Mein Jansanchar, Keval J. Kumar, Srivastava, Amitabh,(Translator) ,

Module	Content
Module I	Role of Journalism in a democracy Concept of News News value, Sources of News, 5Ws & 1 H
Module II	Inverted Pyramid Intro and its types, Body of the News Headlines Responsibilities of Editing Staff
Module III	Reporting events related to Education, Culture, Socio-Political issues,

	Education, Development and lifestyle. Interview skills
Module IV	News Agencies : UNI, PTI, ANI, Reuters, AP AFP, IANS News paper's organisational structure

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(MA 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
		1	2	3	4	5	6	7	8	9	10	11	12
MJ M C5 00 6	Course Outcome : 1	1	2	3	2	1	1		1	1			1
	Course Outcome 2:		1	3		1			1				1

1=addressed to small extent

2= addressed significantly

3=major part of course

MA Journalism and Mass Communication

Program Structure 2017-18

S N	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
Semester 2									
9	2017- 2018	MJMC501 6	Media Language: English	Elective 2	2	0	0	0	2
10	2017- 2018	MJMC501 7	Media Language: Hindi	Elective 2	2	0	0	0	2
11	2017- 2018	MJMC501 8	Foreign Language	Elective 2	2	0	0	0	2
12	2017- 2018	MJMC500 9	Basics of New Media	Core	2	0	1	0	3
13	2017- 2018	MJMC501 0	AV Media: Television	Core	2	0	1	0	3
14	2017- 2018	MJMC501 1	Economic Issues in Global world	Core	2	0	0	0	2
15	2017- 2018	MJMC501 2	Fundamentals of Advertising & Branding	Core	2	0	1	0	3
16	2017- 2018	MJMC501 3	Print Media: Editing	Core	2	0	1	0	3
17	2017- 2018	MJMC501 4	Script Writing	Core	0	0	2	0	2
18	2017- 2018	MJMC501 5	Indian constitution, Media Law and Ethics	Core	2	0	0	0	2

Course Name- Media Language: English

Course Code- MJMC5016

MJMC 5016	Media Language: English	L	T	P	C
First Semester		2	0	1	3
Pre-requisites//Exposure					
Co-requisites					

Course Objectives

This course discusses the fundamental concepts of Radio. This course put emphasis on feature, presentation style, different program format & writing style of radio.

The objectives of the course are:

3. To be aware about different types of writing in English.
4. To gain expertise for communicating English.

Course Outcomes

4. The students will be able to speak and write English effectively.

Course Description

Language is the basic tool of a media person. Therefore media students who come from diverse backgrounds need to become expertise in this course. This paper is designed to help students to look at Professional English more consciously and teach them to use it with more responsibility.

Text Books

1. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
2. Seely John. The Oxford Guide to Writing & Speaking.
3. Cambridge Advanced Learner's Dictionary.

4. Oxford Learner's Word finder Dictionary.
5. Evans, Harold. 1972. Newsman's English, Heinmann Publication.
6. Menon k.S.R.. 1990. Stylebook for Journalists & Writers. Konark Publishers
7. Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.

Reference Books

Course Content

Module I	<p>Vocabulary: Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.</p> <p>Paragraph: Principles of organizing & developing a paragraph, Topic sentence, ArgumentCounter argument, Explanation & illustration, Reiteration, Variation of length, Unity.</p>
Module II	<p>Sentence: Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences: Active & Passive, Simple, Complex, Compound. Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.</p>
Module III	<p>Punctuation: Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets (round, square) and their sequencing, Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis. Types of writing: Essay, Feature, Business Letter, Editorial comment.</p> <p>Critical Reading: Analyzing the choice of vocabulary, the sentence structure, the sentence connectors, the structure of paragraphs and the stylistic features.</p>
Module IV Practical	<p>Spoken language: pronunciation, intonation, inflection, stress, Spelling: basic principles, common errors, Listening skills: Comprehension through listening, listening to various programmes and analysing them for their language and presentation, Translation: basic theories of translation, precautions to be taken, different types of translations. Internal Assessment:</p>

Mode of Evaluation:

MJM C 5008	Course Outcome : 1			2			1		1		3		
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1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Media Language: Hindi

Course Code: MJMC5017

MJMC 5017	Media Language: Hindi	L	T	P	J	C
Version 1.0	2.0	2	0	0	0	2
Pre-requisites//Exposure	कम्प्यूटिविहिन्दी					
Co-requisites	मनोरंजनउद्योग, मीडियाऔरआमजनकीबोलचालकीभाषा					

विषयउद्देश्य :

छात्रोंकोउसहिन्दीभाषासेगहनतासेजोड़नाजोदेशकेमनोरंजनउद्योग,
मीडियाऔरआमजनकीबोलचालकीभाषाहै।
छात्रोंकोप्रयोजनमूलकहिन्दीसेसाक्षात्कारकरवाना।

विषयपरिणाम :

- छात्रहिन्दीकेविज्ञान ,
तकनीकीऔरविधिकोजान(Analyze)पायेगाजिसमेंशब्दसंरचनासेलेकरअर्थनिरूपणऔर
शाब्दिकआचार-व्यवहारसभीकुछशामिलहो (K4)
- विभिन्नमीडियामेंभाषाकेअलग-अलगस्वरूपक्याहोतेहैंऔरउसेकैसेइस्तेमालकियाजाताहै
?
छात्रइसेजान(Evaluate)पायेंगे।हिंदीकेसामाजिकऔरराष्ट्रीयप्रभावकेव्यापकताकोविभिन्न
भाषाऔरबोलियोंकेसमक्षरख(Assess)करसमझाजासकेगा(K5)
- अनुवादकेमहत्त्वऔरउसकेउपयोगिताकोसमझ(Interpret)करछात्रहिंदीकोऔरव्यापक
बनासकेंगे (K3).

संदर्भग्रंथ :

- हिंदीभाषाकीसामाजिकसंरचना : भोलानाथतिवारी
- व्यावहारिकहिंदी : भोलानाथतिवारी
- राजभाषाहिंदी : भोलानाथतिवारी
- अनुवादविज्ञानसिद्धांतएवंप्रविधि : भोलानाथतिवारी
- अनुवादकीव्यावहारिकसमस्यायें : भोलानाथतिवारी
- सम्पूर्णहिन्दीव्याकरणऔररचना : डा. अरविंदकुमार (लूसेंटप्रकाशन)
- हिन्दीमेंपटकथालेखन : जाकिरअलीरजनीश

पाठ्यक्रम

मॉड्यूल 1

- प्रभावीशब्दचयन
- प्रभावीवाक्य-विन्यास
- वाक्य-विन्यासमेंआपत्तुटियांएवंनिराकरण
- हिंदीमेंव्याकरणकीसामान्यत्रुटियां
- अवतरण (पैराग्राफिंग) केसिद्धांतएवंउपयोग

मॉड्यूल 2

- प्रयोजनमूलकभाषाऔरउसकास्वरूप
- समाचारोंकीबदलतीभाषा
- राष्ट्रीयएकतामेंहिंदीसिनेमाकायोगदान
- मीडियाकीभाषाकाविश्लेषण
- विभिन्नमाध्यमोंकीभाषाकातुलनात्मकअध्ययन

मॉड्यूल 3

- अनुवादकाअर्थऔरपरिभाषा
- अनुवादकेप्रकार
- अनुवादकेसामान्यनियम
- अनुवादकेउपकरणएवंसमस्या
- भावतथाप्रभावकेआधारपरअनुवादएवंलेख

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	K4		50		35			60%
CO2	K5		50		35			60%
CO3	K3				30			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
	CAT-1	15

Internal Assessment	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) Conducted by External Examiner	

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

	Program Outcome (BA JMC)												
		1	2	3	4	5	6	7	8	9	10	11	12
BJMC 1017	CO1		2	3			2				2		
	CO2	3	2	2			2	3			1		
	CO3	1			2	1	1	1			1		

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name- Basics of New Media

Course Code- MJMC5009

MJMC5009	Basics of New Media	L	T	P	J	C
Version	3.0	2	0	1	0	3
Pre-requisites/Exposure	Awareness of mass media and Internet applications					
Co-requisites	Computer Lab with internet facility					

Course Objectives

New media will be taught as theory and practical. The concepts of new media will be discussed in the class and assignment will be given for in-depth learning. To make the students efficient in online journalism students will practice various tools and techniques of the growing online media.

Course Outcomes

After completion of the course, student would be able-

1. To interpret concepts of new media (K2)
2. To express the functioning of new media(K2)
3. To apply different skills required for online writing & production (K3)
4. To create new media content for specific audience (S5)

Catalogue Description

Although the conventional mass media continue to play a dominant role, the future appears to proceed toward legitimising the role and function of new media in businesses and our social lives. This course introduces students to the concept, uses, tools, and influence of new media. Most of the content of the course is India-specific. It begins by making distinctions between the conventional mass media and new or digital media and then examines its platforms, laws and its adoption by media, businesses, NGOs, and government.

TextBooks

Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)

Additional References:

Van Dijk, J. A. G. M. The Network Society : Social Aspects of New Media”, Sage

Journals:

- Journal of Creative Communications
- Asian Journal of Communication
- Journal on Consumer Research
- International Journal of Communication studies
- Journal of Mass Communication and Journalism
- International Communication Gazette
- Harvard Business Review

Magazines/ Websites/ Newspapers

- Economic Times
- Business Standard
- Business World
- The Hoot (web)
- http://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>

Course Content

Unit 1

What is New Media? Characteristics; Interactivity, hyper-textuality and multimedia
Difference between mass and new media
The 8 traits of the new media landscape
The concept of virtual communities, new public spheres, information age, networked society & digital divide
Internet in India: Connectivity and access; Internet in Hindi

Unit 2

Convergence
New media technologies: blogs, micro-blogging, social networking, Photo and video sharing, pod-casts, virtual reality,
Regulation and policy in India: IT Act 2008
Use of new media by businesses: internet advertising
Business models

Unit 3

Writing for online media
Types of writing and engagement
Types of content, Live Updating
User Interface Design- Basic design principles and elements, Anatomy of a font, role of colour

Basics of production technique; sound, video and graphics

Unit 4

Students are asked to prepare a blog consisting of:

- 5 articles (English or Hindi) in minimum 200 words
- One photo-story of 10 photographs on any specific topic approved by respective faculty
- One video news story on any specific topic approved by respective faculty

Rubrics of Evaluation

1. Idea (25%)
2. Research (25%)
3. Design (25%)
4. Multimedia components (25%)

Mode of Evaluation:

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

COs	Knowledge level	Assessment tools						
		CAT			End Term examination	Internal Exam Practical	External Exam Practical	Target
			2					
CO1	K2		50		30		60%	
CO2	K2		50		30		60%	
CO3	K3				40		60%	
CO4	S5					100	100	60%
Total			100		100	100	100	

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

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

	Program Outcome(MA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Attitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
MJMC5009		1	2	3	4	5	6	7	8	9	10	11	12
	C1	2											
	C2	2							1			1	
	C3					1							
	C4		1	3		1			1		2		

1=addressedtosmallextent

2=addressedsignificantly

3=majorpartofcourse

Course Name- AV Media TV

Course Code- MJMC5010

MJMC5010	AV MEDIA:TV	L	T	P	J	C
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Version	3.0	2	0	1	0	3
Pre-requisites//Exposure	Should have basic understanding of audio visual medium.					
Co-requisites	Computer literacy, usage of TV studio tools & Techniques					

Course Description: This course provides an introduction to broadcast media. Students will learn the basic fundamentals of broadcast production including writing, producing and computer editing.

Course Objectives: To prepare students in the production aspects of Television as required by the present media environment all across globe. This will also educate about the evolving technology in the television industry.

Course Outcomes:

After this course students will be able to

- Define evolution and development of TV (K1)
- Tell about TV news channel newsroom structure (K2)
- Practice and write different formats of TV news. (K3)
- Create news shows that will feature their news stories.(S5)

Text Books

- Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- Television Journalism By Ivor Yorke, Routledge.
- The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
- An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008

Journals

- Journal of Broadcasting and Electronic Media

- Screen, Oxford Academic
- Television and New Media, Sage Journal
- Television of popular film & television, Taylor & Francis online

Web Sources

TV News channels on line (NDTV, AajTak, CNN-IBN , CNBC etc.)

www.indiatelevision.com

www.ddindia.com

www.ddnews.com

www.screenindia.com

Instructional plan:

12 HOURS

UNIT 1:

Module I	<ul style="list-style-type: none"> • 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 • Economics of TV broadcasting • National and International TV news agencies
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Unit II:

10 HOURS

Module II	<p>Modern TV newsroom: Input/output and Assignment Desks etc.</p> <ul style="list-style-type: none"> • Visual sources: Servers, Graphics, Archives, MSR, PCR and OB • The writing process- Thinking audio and video • Writing Anchor Leads, VO, PTC • Writing for Astons, subtitles, scrawls and ticker etc.
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Unit III :

08hours

Module III	<p>Developing TV stories</p> <ul style="list-style-type: none"> • Structuring a TV news report, V/O's, packages & story formats.
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	<ul style="list-style-type: none"> • PTC: Opening, Bridge and closing. • Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow. • Organizing the studio for TV news programmes
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Unit IV

08hours

Module IV	<ul style="list-style-type: none"> • TV writing for different types of visuals • Reporting TV news stories • Different types of PTC • Facing the camera and voice training • Studio anchoring and Use of Teleprompter • Voice over, sound track for features. • Moderating studio news programmes
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Mode of Evaluation:

Step 1:course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools					Target
		Internal test		End semester exam	External Practical Examination		
			CAT2				
CO1	K1		25	25	15	25	60%
CO2	K2		40	25	20	25	60%
CO3	K3		35	25	35	25	60%
CO4	S5			25	30	25	60%
Total		100	100	100	100	100	

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

			Program Outcome(MA 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											

Rubrics

The subject will be evaluated on this rubric.

- a. Pre/production/post production
- b. Script/content
- c. Transition/titles/effects
- d. Creativity
- e. Flow/time

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

MJM C501 0	AV Media: TELEVISIO N	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1	2					2						
	Course Outcome2			2		2					1		
	Course Outcome3			3	2		1		1	2			
	Course Outcome4			2	2	1					2		

1=addressed to small extent

2=addressed significantly

3=major part of course

Course Name-Economic Issues in Global World

Course Code- MJMC 5011

MJMC 5011	Economic Issues in Global World	L	T	P	J	C
		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

Course Objective:

This course is designed to bring the awareness among master students on various economic issues in India and global world. Despite, students also need to know the knowledge on various financial aspects and how to help in report and cover financial news. The course will be helpful to provide inputs on various sectors of Indian and international economy and development.

Course Outcome: On completion of the course the student should be able to:

- Identify knowledge on the contemporary problems of Indian and Global economy (K1)
- Understand and describe the issues relating to Indian and International economy (K2)
- Practice and cover the story or write news on financial or economic issues (K3)
- Debate and analyze the various economic issues (K4)

Instructional plan:

Module	Content
Module I	<ul style="list-style-type: none">• Understanding Indian and International economy• Capitalism• Mixed Economy and Rural Economy• Pricing Issues-Inflation and Deflation• Inter-state economic disparities in the pattern of development
Module II	<ul style="list-style-type: none">• Migration (internal and external)• MNCs and labour laws in India• Poverty, Unemployment and Corruption
Module III	<ul style="list-style-type: none">• Foreign Direct Investment• Exchange rate related issues• Contemporary Issues in national and International Labour market• International Organisation/Agencies like G-8, SAARC,OECD, ILO, IMF, WB,UNESCAPand BRICS

	<ul style="list-style-type: none"> Practice report writing on financial news
Module IV	<ul style="list-style-type: none"> Contemporary Issues in Taxes: Double taxation avoidance; Goods & services WTO and taxes & its policies. Future Challenges for the Indian and International Economy

Prescribed Text:

- Jalan, B. (1992): The Indian Economy—Problems and Prospects, Viking, New Delhi.
- Kapila, Uma (Ed.) (2007): Indian Economy Since Independence, Academic Foundation, New Delhi.
- Krueger, A.O. (Ed.) (2003) : Economic Policy Reforms and the Indian Economy, Oxford University Press, New Delhi.
- Lucas, E.B. & Papanek, G.F. (Eds.) (1988) : The Indian Economy—Recent Development and Future Prospects, Oxford University Press, New Delhi

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 2		End Term Theory Exam		
CO1	K1	50		25	60	
CO2	K2	50		25	60	
CO3	K3			25	60	
CO4	K4			25	60	
Total		100		100		

Note:

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

	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(MA 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
		1	2	3	4	5	6	7	8	9	10	11	12
MJ M C 50	Course Outcome : 1		2				1				2	3	

11													
	Course Outcome : 2		2				1				2	3	
	Course Outcome : 3		1				1				3	3	
	Course Outcome : 4		3								3	3	

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name- Fundamentals of Advertising & Branding
Course Code- MJMC5012

MJMC5012	Fundamentals of Advertising &	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 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 be able to:

1. Describe the concept, function and role of advertising and brand (K2)
2. Demonstrate the structure and function advertising agency (K2)
3. Analyse the advertising message and design (K4)
4. Produce(Perform) the original idea, copy & design of an advertising and a brand (S4)

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.

			Exam Practical	Exam Practical		(%)	Level
		1	2	3	4		
CO1	K2	50			25	60%	
CO2	K2	50			25	60%	
CO3	K4		50	50	25	60%	
CO4	S4		50	50	25	60%	
Total		100	100	100	100		

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

Program Outcome (MA 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
CO1	2					1		2				
CO2	1			1								
CO3	1		2	1	1							
CO4		2	3		2			1	1	1		

1=addressed to small extent

2=addressed significantly

3=major part of course

MJMC5013	Print Media: Editing & Layout-Designing	L	T	P	C
Version1.02		1	0	4	3
Pre-requisites//Exposure	Basic writing skills and experience of reporting				
Co-requisites	Basic Knowledge of Computers				

Course Name- Print Media: Editing & Layout-Designing
Course Code- MJMC5013

Course Objectives

1. To identify with the basic concepts of editing.
2. To imbibe the skills of writing good intro and head lines
3. To learn layout-designing of newspapers.

Course Outcomes

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

1. Understand the structure of Newsroom
2. Edit the news and other write ups.
3. Conceive the concept of layout
4. Design the newspaper

Catalog Description

Editing deals with essence of writing. It doesn't look for mistakes only. Instead, it clarifies idea behind the write up, its perspective and thoughts and emotions behind it. So it is impossible to be good print media journalist, without imbibing the skills of editing. This paper will teach how to use editing to produce clear, cohesive and impressive write ups. Besides, this paper will deal the various aspects related with editing. . This course will also explain how print media layout designers not only make the layout visually appealing by providing balance and harmonious look, but also show the importance of the story, the text, and the message through their designs.

Text Books

1. Editing: A Hand book for Journalist, T. J. S. George, Indian Institute of Mass Communication.
2. Outline of Editing, M.K. Joseph, Anmol Publishers, Pvt. Ltd.
3. Copy Editing, Judith Butcher.

Reference Books

Newspapers & Magazines

Course Content

Unit I

8 lecture hours

Nature and need for editing. Principles of editing, editorial desk, functions of editorial Desk, Technical Terms

Unit II

8 lecture hours

Writing Intro, paragraphing, Rewriting, Headlines : techniques, styles, purposes, Types of Headlines, Subheads, Crossers and Pointers

Unit III:

8 lecture hours

Difference between Newspaper and Magazine editing, Editorial department set-up, news flow, Functions and qualifications of a sub-editor, chief-sub editor, News Editor and Editor

Unit IV:

8 lecture hours

Principles of Layout in Newspapers, Traditional and Modular layout, Use of graphics, Layout of magazines, Features of Quark Express & In-design

Practical :

- 1.Editing/Rewriting of a News Story
2. Writing different types of Intros for a news
3. Compiling the News, Various headlines for a single news , Translation
4. layout-Designing pages of newspaper

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

		Knowledge of	Knowledge of contemporary social, economic	Ability to edit and write for different media	Ability to conceptualize and produce a radio	Knowledge of marketing and managerial issues	Ability to conduct research and draw insights	Ability to apply theories and models of communication
		1	2	3	4	5	6	7
COURSE CODE	COURSE NAME							
	Print Media: Editing & Layout-Designing							
		1		2, 3,4				

Course Name- Script Writing

Course Code- MJMC5014

MJMC5014	Script Writing	L	T	P	J	C
		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: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. Keeping in view the importance of scripts, **this course focuses on effective techniques of script writing. The techniques will include generating ideas, structure, characterization, dialogues and so on.**

Course Objectives:To make them understand the intricacies of screen writing which will help them to learn about building characters and write meaning full dialogues.

Course Outcomes

After completing this course students should be able to:

- Conduct Research for Scripts.
- Write scripts for audio and audio visual mediums.
- Develop character Arcs.

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

Reference

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

USEFUL WEBSITES

- www.bbc.co.uk/writersroom/scripts/
- filmtvcareers.about.com/od/basics/p/CP_Screenwriter.htm
- www.britannica.com/EBchecked/topic/530010/script

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

Instructional plan:

Module	Content
Module I	<ol style="list-style-type: none"> 1. Script : Concept and Need 2. Genres: fiction & non-fiction 3. Writing for Audio & Audio-Visual Medium 4. Ideation & Research
Module II	<ol style="list-style-type: none"> 1. Script for Audio Programs : Talk, News 2. Script for Television News : Anchor link, VO, PTC 3. Documentary Script Writing
Module III	<ol style="list-style-type: none"> 1. Three-act structure 2. Characterization and Character arch 3. Stages of screenplaywriting 4. Treatment 5. Scene breakdown 6. Dialogues

Script : Three Scripts will be submitted with required support documents.

Support Documents are as follows :

- Research Work for documentary
- Charater Arcs for fiction

(Soft Copy & Hard Copy)

Rubrics

Ideation : 25%

Research 25%

Content of the Script 50%

Mode of Evaluation:

Step 1:course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools					
		Internal test			End semester Practical	Mini Project	Target
		CAT1	CAT2	Internal Practical			
CO1		50					
CO2		50					
CO3							

Program Outcome(MA 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

Total		100		100	100	100	

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

MJMC 5014	Scriptwriting	1	2	3	4	5	6	7	8	9	10	11	12
	CO1	M			M								
	CO2		S	M									
	CO 3			M									

S= Strong
M= Medium
L=Low

Course Name- Indian Constitution, Media Laws and Ethics
Course Code- MJMC 5015

MJMC 5015	Indian Constitution, Media Laws and Ethics	L	T	P	J	C
		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

Course Objectives:The course is designed to expose students to important and fundamental features of the Indian constitution develop an understanding of the central principles of media law and to critically evaluate the relationship between media and law. This course may provide

students with an understanding of laws which can affect media professionals, media industry and media content

Course Outcomes:

After this course, student will be able to

- Define and identify the knowledge on the constitution and constitutional provisions (K1)
- Describe various legal aspects of media coverage and reporting(K2)
- Explain the moral and ethical aspects of media coverage and reporting(K2)
- Apply techniques of laws and ethics in the field of various form of communication and media (K3)

Module	Content
Module I	<ul style="list-style-type: none"> • Indian Constitution-Introduction • Need for a Free Press in a Democracy - Freedom of Speech and Expression • Main features, Scope and Importance of Article 19 • Supreme Court Cases related to Article 19 • Right to Information Act
Module II	<ul style="list-style-type: none"> • What is Media Ethics? Why Media Ethics? • Media's ethical problems including privacy, right to reply, sting operations, media ownership, paid news • Accountability and Independence of Media – Self Regulation?
Module III	<ul style="list-style-type: none"> • Restrictions on the Press - Official Secrets Act; Judiciary and Contempt of Court; Legislature and its Privileges; IPC and Cr. PC; Censorship and its different forms • Important Laws related to the Media <ul style="list-style-type: none"> ➤ Copyright Act ➤ Books and Newspapers Registration Act ➤ Working Journalists Act ➤ Press Council Act and Role of PCI ➤ Cable TV Network Regulation Act ➤ Cinematography Act ➤ Prasar Bharti Act ➤ Digitization and Conditional Access System (CAS) ➤ Proposed Broadcast Regulatory Authority of India Act ➤ Guidelines for news TV post 26/11 attacks
Module IV	<ul style="list-style-type: none"> • The need for cyber laws • IT Act and Convergence Bill • Internet ethical problems including privacy – cookies, bugs, spamming

	<ul style="list-style-type: none"> • Freedom of Expression v/s Content Regulation • Practice and Practical aspects of media laws and Ethics
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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
- Government of India: White Paper on Misuse of Mass Media (1977), New Delhi, Publication Division.

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	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)
	SEE (Practical) Conducted by External Examiner	

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

	Program Outcome(MA 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
		1	2	3	4	5	6	7	8	9	10	11	12
MJ M C 50 15	Course Outcome : 1	2					3		1		2		
	Course Outcome 2:	2					3		1		2		

	Course Outcome : 3	2					3		3		2		
	Course Outcome : 4	2	3				2		3		2		

1=addressed to small extent

2= addressed significantly

3=major part of course

**MA Journalism and Mass Communication
Program Structure 2017-18**

S N	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
Semester 3									
19	2017-2018	MJMC6009	Summer Training Evaluation	Elective 3	0	0	0	3	3
20	2017-2018	MJMC6010	Summer Project	Elective 3	0	0	0	3	3
21	2017-2018	MJMC6001	Communication Research	Core	2	0	1	0	3
22	2017-2018	MJMC6002	Development Communication	Core	2	0	1	0	3
23	2017-2018	MJMC6003	Human Values	Core	0	0	2	0	2
24	2017-2018	MJMC6004	Inter Cultural Communication	Core	2	0	0	0	2
25	2017-2018	MJMC6005	Layout-Designing	Core	0	0	2	0	2
26	2017-2018	MJMC6006	Public Relation and Corporate Communication	Core	2	0	1	0	3
27	2017-2018	MJMC6007	Radio Production	Core	0	0	0	2	2
28	2017-2018	MJMC6008	Video Production	Core	0	0	0	2	2

Course Name- Summer Training Evaluation
Course Code- MAMC6009

MAMC6009	Summer Training Evaluation	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

Course Objectives

5. Equip the student in basic concepts of project
6. To aware about different types of project
7. To understand how different components of projects are made
8. 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	

MAM C601 1	Summer Project	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1	2				3							1
	Course Outcome2			3		1					2		1

1=addressed to small extent

2= addressed significantly

3=major part of course

Summer Project MAMC6010

MAMC6010	Summer Project	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

Course Objectives

9. Equip the student in basic concepts of project
10. To aware about different types of project
11. To understand how different components of projects are made
12. 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		

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(MA 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
MA MC6 012	Summer Project	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome 1	2				3							1
	Course Outcome 2			3		1					2		1

Course Name: Communication Research

Course Code: MAMC6001

Course Description:

The basic purpose of the course is to introduce students to quantitative and qualitative research methodologies with respect to media research. However, as users and consumers of data, journalists often are misled into accepting what institutions or scientists put out. So, whether you are creator or consumer of research, you ought to learn what research is, what it does, and how data are produced and dissemination.

Course Objectives:

Equip the student in basic concepts and tools of research methodology in order for her to successfully complete her summer internship in a media or marketing research organisation

Expose the student to the components of quantitative and qualitative research methodologies

Run the student through the different stages of drafting a research proposal and conducting research to meet real client needs

Draft final report for the client

Course Pre-requisite

Ability to understand and follow logical sequence of thought, analytical mind and lots of patience to learn

Course Outcomes:

The student would be able to decide which research methodology to use to address researchable questions. She also will be able to make sense of the methodology section in a dissertation or research article

Prescribed Text:

1. Mass Media Research: Wimmer, R.D., and J. R. Dominick, 9th ed. Wadsworth.
2. Theory & Method, Mel Churton, Macmillan Press

Additional Reference:

Journal of Creative Communications

Asian Journal of Communication

Journal on Consumer Research

International Journal of Communication studies

Pedagogy:

The course will use the following pedagogical tools –

- Lectures and discussions
- Case discussion
- Practical exercises with equipments
- Assignments/quizzes

Session Wise Instructional Plan

Session No	Module	Content
1-8	Module I Introduction	Need of Communication Research Types of research.: Quantitative, Qualitative & Critical Types of variables Sampling Levels of measurement
9-18	Module 2 Steps of Research	Selection of Problem Review of Literature Hypothesis & Research Questions Research Design Data Collection Analysis & Presentation
19-27	Module II Methodology	Observation Case Study Survey content analysis
28-36	Module IV Methodology	Textual Analysis Focus Group Studies In-depth interviews Longitudinal Studies

Development Communication- MAMC 6002

LTPC-1 1 0 2

Course Description:

This course make student understand about the various development theories and implementation with role of media.

Course Outcome:

Students will learn about the how media is playing major role in Development.

Instructional plan:

Module	Content
Module I	Development Communication : Definition, and understanding, Indicators of Development, 'Passing of a Traditional Society' as interpreted by Daniel Lerner
Module II	Theories of Development Communication: Understanding of various theories of Development Communication in brief, The Marxist and The Gandhian Theory of Development Communication, Barriers to Communication, Case Studies.
Module III	Development Support Communication: Definition, meaning and nature, Development Support Communication for health and family welfare, Marginalized sectors: issues, Challenges and ways to overcome.
Module IV	Mass Media for Development : Meaning and nature of Mass Media, Framing, writing/scripting, producing development messages for urban and semi urban audience., Framing, writing/scripting, producing development messages for rural audience., Case studies on Development Communication programme., Role of Mass Media in Development

Prescribed Text:

- Development Communication by Uma Narula, Haianand Publications, 1st Edition, (1994)
- Development Communication and Media Debate by Mridula Menon, Kanishka Publisher:New

Course Name- Human Values

Course Code-MJMC6003

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.

**Intercultural Communication
MJMC 6004**

MJMC 6004	Intercultural Communication	L	T	P	C
		3	0	0	3
Pre-requisites//Exposure					
Co-requisites					

Intercultural Communication

Course Objective:The course is designed to introduce students to understand the concept and ideas relating to culture, cultural communication and intercultural communication.

Course outcome:

The student would be able to

- Understand the importance of culture in India and across the world (K2)
- Learn and understand the basic concept of intercultural communication in society (K2)
- Explain the different ideas related to intercultural communication (K2)
- Practice and debate of various aspects of culture and intercultural communication. (K4)

INSTRUCTION PLAN:

Module	Content
Module I	<ul style="list-style-type: none"> • Concept of Culture, Culture as a social institution and value systems, • Understanding of culture from various perspectives, • Inter-cultural communication: concept and process • Philosophical and functional dimensions of Intercultural communication
Module II	<ul style="list-style-type: none"> • Western and varied eastern concepts (Hindu, Islamic, Buddhist, others), • Concept of clashes of civilization & its criticism, • Communication and Culture • Practical: To present the similarities and uniqueness of two cultures
Module III	<ul style="list-style-type: none"> • Cultural Industries and Cultural Products • Role of Folk Media, Print Media, Electronic Media, New Media, Music, Film etc in intercultural communication, , • Barriers in inter-cultural communication, • Practical : To analyze the role of any other one medium in Inter Cultural Communication
Module IV	<ul style="list-style-type: none"> • Culture as symbols in verbal and non-verbal communication, • Advertising, popular shows, Film as cultural studies and representation of women in these cultures • Practical : Group discussion

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

COs	Knowledge level	Assessment tools				
		Internal Exam Theory		External Exam Theort	Target (%)	Attainment Level
		CAT 2		ETE		

CO1	K2	50		25	60	
CO2	K2	50		25	60	
CO3	K2			25	60	
CO4	K4			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 research project given to the 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)	

Program Outcome(MA 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

	Conducted by External Examiner	
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MA JMC	Communica tion	1	2	3	4	5	6	7	8	9	10	11	12
	CO 1	2					3				3		
	CO 2	2					2				3		
	CO 3	2	1				2				3		
	CO 4	3	2				3				3		

1=addressed to small extent

2=addressed significantly

3=major part of course

Course Name- Layout Designing
Course Code- MAMC6005

MJMC6005	Layout-Designing	L	T	P	J	C
Version	3.0	0	0	2	0	2
Pre-requisites//Exposure	Basic operations on a PC					
Co-requisites						

Course Objectives

The objectives of the course are to:

1. Make the students understand the basics of DTP

2. Enable the students to design any desktop publications esp. newspaper

CourseOutcomes

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

1. Demonstrate typographic Skills (K3)
2. Display knowledge of designing basics to DTP.(S1)
3. Create layouts(S5)
4. Utilize their knowledge of printing in DTP.(K3)

CatalogueDescription

The course aims to accustom the students to the basics of layout and designing, thereby enabling them to design newspapers, magazines, and e books. The students will be working extensively on typography.

TextBooks

1. Print Layout Designing: NCERT

References:

1. www.lynda.com

CourseContent

UnitI: 8lecturehours

Typeface families– kinds – principles of good typography;
Space – measurement – point system.

Type composition

UnitII: 12lecturehours

Elements of design and graphics, visualization, convergence and divergence –
conceptualization – functions and significance – fundamentals of creativity in art,
Tools of art – illustrations – graphs.

UnitIII: 8lecturehours

Principles of Layout in Newspapers, Traditional and Modular layout, graphics, use of DTP,
Layout of magazines, designing and printing of cover pages;

UnitIV: 8lecturehours

Printing methods-Introduction of historical background,
Types of papers, Colour Printing; preparation of bromides.
Process of Printing.

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	K3	25	25	60	
CO2	S1	25	25	60	
CO3	S5	25	25	60	
CO4	K3	25	25	60	
Total		100	100		

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

Mapping between Cos and Pos		
Sl.No.	Course Outcomes (COs)	Mapped Programm
1	Demonstrate typographic Skills (K3)	1,10
2	Apply knowledge of designing basics to DTP.(S1)	2,3,5,6,10
3	Develop layouts (S5)	3,5,10,11
4	Utilize their knowledge of printing in DTP.(K3)	5

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

Life-long learning	12				
Project management and finance	11			3	
Communication	10	2	2	3	
Individual and team work	9				
Ethics	8				
Environment and sustainability	7				
Media and society	6		2		
Modern Media tools usage	5		2	2	2
Investigative skills / Research Aptitude	4				
Message Designing	3	2	2	2	
Problem analysis	2		2		
Media knowledge	1				
Program Outcome(MA MJC)		CO-1	CO-2	CO-3	CO-4
		MJMC 6005			

1=addressed to small extent

2= addressed significantly

3=major part of course

PR and Corporate Communication
MJMC 6006

MJMC 6006	PR and Corporate Communication	L	T	P	J	C
Version	3.0	2	0	1	0	3
Pre-requisites//Exposure	Preliminary knowledge of marketing, media knowledge					
Co-requisites	Multimedia lab, Projectors					

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.(K1)
2. Demonstrate the usage of PR tools.(K3)
3. Recognize the dominant Digital Media Strategies(K2)
4. Identify and use the tools of Corporate Communication(K4)

Catalogue Description:

The course aims to impart basic understanding of history and evolution of Public Relations. The course also imparts PR skills to the students. At the same time it aims to bring to light the ethics of the profession.

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

PR: concept, definition, history and evolution

Theories and Models of PR

Understanding public opinion, publicity, propaganda, and spin

PR process

Practical Sessions: Presentation and case studies

Unit-II [PR Tools & Techniques]

19 Hours

Tools of PR: conference, release, rejoinder, newsletter, printed literature, opinion papers etc.

Practical Session: Conduction of Press conference, PR writings Practice

Unit – III [Digital PR]

15 Hours

Digital PR: PR and new media, online media relations, use of social media platform, online PR strategy

Practical Sessions: Studying the social media practices of allocated organizations

Unit-IV [Corporate Communication]

12 Hours

Corporate communication concepts and emergence, types of organizational communication, stakeholder analysis, tools of CC, Application of Corporate Communication

Practical Sessions: Stakeholder mapping and usage of tools of CC

Mode of Evaluation:

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

COs	Knowledge level	Assessment tools				
		Internal Exam	External Exam Practical	Internal Exam Practical	Target (%)	Attainment Level
		CAT				
CO1	K1	10	25	25	60	
CO2	K3	30	25	25	60	
CO3	K2	30	25	25	60	
CO4	K4	30	25	25	60	

Total	100	100	100		
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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.	1,6,8,10
2	Demonstrate the usage of PR tools.	3,10
3	Recognize the dominant Digital Media Strategies	1,3,4,5,6,10
4	Identify and use the tools of Corporate Communication	3,6

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

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

MJMC 6006	CO1	2					2		3		2		
MJMC 6006	CO2			2							2		
MJMC 6006	CO3	3		2	2	1	2				3		
MJMC 6006	CO4			2			2						

1=addressed to small extent

2= addressed significantly

3=major part of course

Radio Production

MJMC 6007

MJMC 6007	Radio Production	L	T	P	J	C
		0	0	0	2	2
Pre-requisites//Exposure	Students should have background of basics of radio					
Co-requisites	Radio production equipments					

Course Objectives:-

To understand the basics of radio Production

To understand the meaning and nature of Radio program

To acquaint the students with the studio setup and to familiarise them with main

To help the students realize the changing idiom of radio broadcasting

Listening and analyses of radio programmes

Submission of audio clips for evaluation

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)

Course Content

Unit I:

Module I	Introduction to course
	Introduction to Radio production technique,

	Equipment required for radio production,	
	Types and uses of microphones,	
	headphones and talk backs	
	Music management,	
	radio jockeying,	
	Voice modulation/diction, Pronunciation,	
	Use of silence	
	The Radio programme: planning,	
	producing, presenting the program	

Unit II:

Module II	
	digital, analogue recording,
	multi-track recording,
	Introduction to Editing software
	Console handling,
	Writing for the ear:-Spoken word,

	Link Announcement & Continuity Presentation
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Unit III

Module III	Program Production-Radio Talk
	Interview,
	Discussion
	News
	Radio Feature & Documentary
	Radio Magazine,.
	Musical Programmes,
	Commentary,
	Vox Pop,
	Phone In,
	Radio Commercials etc
	Radio Commercials etc
	Revision

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

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

	Program Outcome(MA 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
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MJM C 6007	Radio Production	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1(S 1)	1									3		1
	Course Outcome2(S 2)					3							1
	Course Outcome2(S 3)			3	1						2		

1=addressed to small extent

2= addressed significantly

3=major part of course

**Video Production
MJMC 6008**

MJMC6008	Video Production	L	T	P	J	C
Version	3.0	0	0	0	2	2
Pre-requisites//Exposure	Basic artistic and aesthetic sense.					
Co-requisites	Video camera with accessories and related softwares / well equipped studios					

Course Description:

This course is designed to help you learn to use video as an effective form of communication. Students in the class will produce audio/visual projects, taking each project from preproduction, through shooting, to post-production and editing.

Course Objectives: This course allows the student to explore and refine their conceptual and aesthetic styles, as well as their practical and technical skills.

Course Outcomes: After this course student will be able to

- Practice the three important phases of video production. (K3)
- Write and produce for different formats of video production. (S4)
- Perform different parts of filmmaking process and simultaneously can handle motion picture camera. (S3)
- Create a copy of a production they worked on as one of the primary team members. (S5)

Text Books

- Fundamentals of Television Production; Donald, Ralph & Spann, T
- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K

Reference

- Video production handbook, Jim Owens and Gerald Millerson
- <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>

Websites

- www.celtx.com
- www.imsdb.com
- www.wordplayer.com
- www.mypdfscripts.com

Video Production

Instructional plan:

12 HOURS

UNIT 1:

10 HOURS

Module I	<ul style="list-style-type: none"> • Pre Production: Budgeting, location hunting and scripting • Production: Single camera and multi camera techniques • Post production: Editing, dubbing, voiceover, music and sound mixing
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Unit II:

12 HOURS

Module II	<p>Video programme production formats</p> <ul style="list-style-type: none"> • Panel discussions • News based programmes • Audience based programmes • Interview based programmes • Special sports programmes • Special business programmes • Game shows etc.
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Unit III :

08hours

Module III	<ul style="list-style-type: none"> • 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
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Unit IV

08hours

Module IV	<ul style="list-style-type: none"> • The students can produce in group any of the following work. <ul style="list-style-type: none"> • 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.
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Rubrics

The subject will be evaluated on this rubric.

- h. Creativity (15)%
- i. Story telling (15)%
- j. New story/idea (15)%
- k. Frame Composition (20)%
- l. Light (15)%
- m. Research (20)%

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	K3	25	25	60	
CO2	S4	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(MA 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
MJM C600 8	Video Production	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1	2			2	2				2		1	
	Course Outcome2			2			2				2		
	Course Outcome3					2						2	
	Course Outcome4			3	2					2	2		

MA Journalism and Mass Communication

Program Structure 2017-18

S N	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
Semester 4									
29	2017- 2018	MJMC601 2	Specialisation: Print Media	Elective 4	0	0	0	8	8
30	2017- 2018	MJMC601 3	Specialisation: Electronic Media	Elective 4	0	0	0	8	8
31	2017- 2018	MJMC601 4	Specialisation: New Media	Elective 4	0	0	0	8	8
32	2017- 2018	MJMC601 5	Specialisation: Advertising & PR	Elective 4	0	0	0	8	8
33	2017- 2018	MJMC601 1	Personality Development & Profile Management	Core	0	0	2	0	2

MJMC6012	Specialization: Print Media	L	T	P	J	C
Version	2.0	0	0	0	5	5
Pre-requisites//Exposure	English/Hindi Language reading & writing skills, basic general					
Co-requisites	DSLR Camera with accessories, Computers/Laptops & related Video Editing Softwares					

Specialization: Print Media
MJMC6012

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 / radio 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 or radio 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

CourseContent

ITelevision OR Radio Pre-Production Production – Fiction and Non-Fiction

- Developing a Concept or Idea
- Deciding a Genre
- Research and Planning for Project
- Budgeting

To start with the student will be required to choose a genre of electronic media production like – news, feature, promotional videos, serials, shows, documentaries. Following which the student will ideate, research, conceptualize, plan and budget his/her electronic media project.

II Television/Radio Production – Fiction and Non-Fiction

- Production Process of Electronic Media Content
- Post- Production Process

The student will be required to script; shoot and edit (produce) his/her project. The duration of the project will be minimum 20 minutes and maximum 30 minutes. The topic and genre of the project must be approved by the course incharge. At the end of the semester a soft copy of the production project will be submitted to the faculty. Care has to be taken that the work is original and is not plagiarized.

The subject will be evaluated on this rubric.

- n. Creativity (15)%
- o. Story telling – speech (15)%
- p. Story/idea (15)%
- q. Script (15)%
- r. Production Technique (15)%
- s. Research (15)%
- t. Story Slug or Title (10) %

ModeofEvaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	S1, K3	50	50	70	
CO2	S5, K6	50	50	70	
Total		100	100		

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

		Program Outcome(MA 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
MJM C601 2	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	display idea and concept of television / radio production	2		3			2		1		3		

CO2	create electronic media content	2		3		2			2	2	3		
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1=addressed to small extent

2= addressed significantly

3=major part of course

Specialization: Electronic Media
MJMC 6013

MJMC 6013	Specialisation: Electronic Media	L	T	P	J	C
Version3.0		0	0	0	8	8
Pre-requisites//Exposure	Knowledge of the Indian TV industry and awareness about TV					
Co-requisites	Video Camera, Studio Lights, related softwares, Teleprompter					

Course Objectives

This course is practical subject where students will be prepared to specialize in production projects related to Television. This course 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 / radio production

CO2 - create electronic media content

Catalogue Description

This course aims to skill the students in electronic media production. It will give the students hands on exposure to the TV/radio production process in order to produce television content.

TextBooks

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

ReferenceBooks

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

CourseContent

UnitI:

Television/RadioPre-Production Production – Fiction and Non-Fiction

- Developing a Concept or Idea
- Deciding a Genre
- Research and Planning for Project
- Budgeting

At this stage, the student will be required to choose a genre of electronic media production like – news, feature, promotional videos, serials, shows, documentaries. Following which the student will ideate, research, conceptualize, plan and budget his/her electronic media project.

Unit II:

Television/Radio Production – Fiction and Non-Fiction

- Production Process of Electronic Media Content
- Post- Production Process

The student will be required to script, shoot and edit (produce) his/her project. The duration of the project will be minimum 20 minutes and maximum 30 minutes. The topic and genre of the project must be approved by the course incharge. At the end of the semester a soft copy of the production project will be submitted to the faculty. Care has to be taken that the work is original and is not plagiarized.

The subject will be evaluated on this rubric.

- u. Creativity (15)%
- v. Story telling – speech (15)%
- w. Story/idea (15)%
- x. Script (15)%
- y. Production Technique (15)%
- z. Research (15)%
- aa. Story Slug or Title (10) %

Mode of Evaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	S1, K3	50	50	70	
CO2	S5, K6	50	50	70	
Total		100	100		

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

	Program Outcome(MA 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
	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	display idea and concept of television / radio production	2		3			2		1		3		
CO2	create electronic media content	2		3		2			2	2	3		

1=addressed to small extent

2= addressed significantly

3=major part of course

Specialization- New Media

MAMC6014

MAMC6014	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-

5. Grasp the tools and technology of online journalism (S2)
6. Write content for online media (S4)
7. Create content for online media (S5)

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. 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).

CourseContent

Module	Topics	Project
Exercise-1	Online Presence through blog/ You tub channel and networking sites	Create your own blog consisting your profile, photo and links of some networking sites
Exercise-2	Exercise of writing for digital media	Students will submit 5 articles (English or Hindi) in minimum 200 words
Exercise-3	Exercise of Video story	Students will produce one video story
Exercise -	Exercise of photo story	Students will submit one photo essay with 2 to 3

4		sentence description
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Rubrics of Evaluation

1. Idea (25%)
2. Scannability (25%)
3. Use of multimedia (25%)
4. Research (25%)

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

	Program Outcome(MAJMC)	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
MJMC 5009	C1					1							
	C2			2		1							
	C3			3									

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

Specialization: Advertising & PR

MJMC6015

MJMC6015	Specialization: Advertising & PR	L	T	P	C
Version1.02		0	0	0	8
Pre-requisites//Exposure	Basic advertising & Public Relation				
Co-requisites					

Course Objectives

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

Course Outcomes

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

3. Prepare an idea and copy for advertising
4. Apply the layout and design in production techniques of advertising
5. Apply the various PR tools
6. Exercise the PR 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 study and analyse an 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:

Student's 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 III:

Students will study and analyze the various examples of the usage of PR tools with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

UnitIV:

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

Rubric:

The subject will be evaluated on this rubric.

- bb. Idea generation and visualisation (10)%
- cc. Skills of copy writing (10)%
- dd. Techniques of appeals (10)%
- ee. Creativity (10)%
- ff. Layout and design (20)%
- gg. Production Techniques (20)%
- hh. Evaluation and analysis (20)

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

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

Note:

The waitage 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	

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

Program Outcome (MA 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
CO1	1	1	2	1		1		1	1	2		
CO2	1				3			1		2		
CO3		1	2	1	2	1				1		
CO4	1	1	2	1	2			1		2		

1=addressed to small extent

2=addressed significantly

Course Title: Personality Development & Profile Management
Course Code: MJMC6011

Course description

How do you dress up to meet an important person for an interview? How should you appear on television? How should you conduct yourself professionally in an organization? You may have good understanding of what your job expects of you, but still you may not be successful if you do not have certain professional skills considered crucial to launch you into a career. Most of these skills are related to affective domain and psychomotor. Along with cognitive skills, these skills are equally important to groom you into a well-rounded media/communication professional. The personality development course is designed to provide these skills.

Objectives:

The course seeks to achieve the following objectives:

- to develop skills that are essential for a management professional to launch into a career;
- to develop skills that are essential to project himself;
- to develop skills that are essential to work with others;

Course Pre-requisite:

Course Outcomes:

Prescribed Text:

Additional References:

Pedagogy:

Demonstrations, Video-Presentations, Practicals, Workshops and brief lectures are used to develop the communication/media professional skills. Students are expected to learn and internalize the skills in a participative way.

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SESSION WISE INSTRUCTIONAL PLAN:

Session no	Module	Content	Core reading	Additional references
	Starting Out Right (<i>Skills to launch into a career</i>)	<p>The Preliminaries:</p> <ul style="list-style-type: none"> Resume Application Letter Telephone Introductions <p>The Interview:</p> <ul style="list-style-type: none"> Preparation Appearance Attitude Initiative Courtesy <p>The Right Company for You:</p> <ul style="list-style-type: none"> Knowledge of the Company Corporate Image Finances Company Employment Policies <p>The Other Side of the Desk:</p> <ul style="list-style-type: none"> Preparing for the Interview Interviewing Techniques <p>Areas for Questioning:</p> <ul style="list-style-type: none"> Unlawful Questions After the Interview 		
	Module: 2: Self Projection (Skills to Project oneself)	<p>The Look of Success:</p> <ul style="list-style-type: none"> <i>Skin Care</i> <i>Hair Care</i> <i>Body Care</i> <i>Grooming for Attire and Personal Hygiene</i> <i>Facial</i> Personal and Professional <i>Poise</i> <i>Exercise</i> <i>Posture</i> <i>Nutrition</i> 		

		<p><i>Weight Control</i> <i>Health Foods</i> Dress Code:</p> <p><i>Corporate Attire Defined</i> <i>Casual Attire Defined</i></p>		
	<p>Module: 3: Working with others: (Skills to process with others)</p>	<p><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>Restaurant Etiquette</i> <i>Expressions of Courtesy</i> <i>Concern for others</i> <i>Assertion Needs</i> <i>Sexual Harassment on the Job</i> <i>Professional Ethics</i></p>		