



**GALGOTIAS
UNIVERSITY**

Syllabus of
BA Journalism & Mass Communication

Name of School: School of Media and Communication Studies

Department: Mass Communication

Year: 2018-19

**BA Journalism and Mass Communication
Program Structure 2018-19**

Semester 1									
SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
1	2018-2019	BAJC1007	Communicative English	Elective1	3	0	0	0	3
2	2018-2019	BAJC1008	Communicative Hindi	Elective1	2	0	1	0	3
3	2018-2019	BAJC1001	Introduction to Mass Communication*	Core	3	0	0	0	3
4	2018-2019	BAJC1002	Journalism Basics	Core	3	0	0	0	3
5	2018-2019	BAJC1003	Still Photography	Core	2	0	0	0	2
6	2018-2019	BAJC1004	Public Speaking & Street Play	Core	0	0	0	2	2
7	2018-2019	BAJC1005	Understanding India & its culture	Core	2	0	0	0	2
8	2018-2019	BAJC1006	Basic Computer Skills	Core	0	0	2	0	2
Semester 2									
9	2018-2019	BAJC1017	Media Language: English*	Elective2	0	0	2	0	2
10	2018-2019	BAJC1018	Media Language: Hindi*	Elective2	0	0	2	0	2
11	2018-2019	BAJC1009	Introduction to Radio	Core	2	0	0	0	2
12	2018-2019	BAJC1010	Introduction to Television	Core	2	0	0	0	2
13	2018-2019	BAJC1011	Media Laws & Ethics	Core	2	0	0	0	2
14	2018-2019	BAJC1012	Print Media Reporting & Editing	Core	2	0	0	0	2
15	2018-2019	BAJC1013	Basics of Advertising	Core	3	0	0	0	3
16	2018-2019	BAJC1014	Specialized Photography & Editing	Core	0	0	0	2	2
17	2018-2019	BAJC1015	Contemporary Social Issues	Core	2	0	0	0	2
18	2018-2019	BAJC1016	Graphic Designing	Core	0	0	2	0	2
Semester 3									
19	2018-2019	BAJC2001	Development Communication	Core	3	0	0	0	3
20	2018-2019	BAJC2002	Basics of New Media	Core	3	0	0	0	3
21	2018-2019	BAJC2003	Light and Camera	Core	2	0	0	0	2
22	2018-2019	BAJC2004	Corporate Communication	Core	2	0	0	0	2
23	2018-2019	BAJC2005	Script and Content writing	Core	0	0	2	0	2
24	2018-2019	BAJC2006	Indian Polity	Core	2	0	0	0	2
Semester 4									
25	2018-2019	BAJC2007	Communication Research	Core	3	0	0	0	3
26	2018-2019	BAJC2008	Film Studies	Core	3	0	0	0	3
27	2018-2019	BAJC2009	Non Linear Editing	Core	0	0	2	0	2
28	2018-2019	BAJC2010	Human Values	Core	0	0	2	0	2
29	2018-2019	BAJC2011	Economic Issues & Current Affairs	Core	2	0	0	0	2
30	2018-2019	BAJC2012	Radio Jockeying & Production	Core	0	0	0	3	3
31	2018-2019	BAJC2013	Online Story telling	Core	0	0	0	3	3
Semester 5									
32	2018-2019	BAJC3006	TV News Production	Elective3	0	0	0	3	3
33	2018-2019	BAJC3007	Video Production-Fiction	Elective3	0	0	0	3	3
34	2018-2019	BAJC3008	Summer Training Evaluation	Elective4	0	0	0	3	3
35	2018-2019	BAJC3009	Summer Project	Elective4	0	0	0	3	3
36	2018-2019	BAJC3001	Specialised Reporting & Mobile Journalism	Core	0	0	2	0	2
37	2018-2019	BAJC3002	Media Industry & Entrepreneurship	Core	3	0	0	0	3
38	2018-2019	BAJC3003	Environmental Studies	Core	3	0	0	0	3

39	2018-2019	BAJC3004	Event Management	Core	3	0	0	0	3
40	2018-2019	BAJC3005	International Affairs & Contemporary Issues	Core	2	0	0	0	2
Semester 6									
41	2018-2019	BAJC3010	Specialisation: Print Media	Elective5	0	0	0	8	8
42	2018-2019	BAJC3011	Specialisation: Television	Elective5	0	0	0	8	8
43	2018-2019	BAJC3012	Specialisation: Radio	Elective5	0	0	0	8	8
44	2018-2019	BAJC3013	Specialisation: New Media	Elective5	0	0	0	8	8
45	2018-2019	BAJC3014	Specialisation: Advertising	Elective5	0	0	0	8	8
46	2018-2019	BAJC3015	Specialisation: Public Relations	Elective5	0	0	0	8	8
47	2018-2019	BAJC3016	Specialisation: Photography	Elective5	0	0	0	8	8

BA Journalism and Mass Communication

Program Structure 2018-19

Semester 1

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
1	2018-2019	BAJC1007	Communicative English	Elective1	3	0	0	0	3
2	2018-2019	BAJC1008	Communicative Hindi	Elective1	2	0	1	0	3
3	2018-2019	BAJC1001	Introduction to Mass Communication*	Core	3	0	0	0	3
4	2018-2019	BAJC1002	Journalism Basics	Core	3	0	0	0	3
5	2018-2019	BAJC1003	Still Photography	Core	2	0	0	0	2
6	2018-2019	BAJC1004	Public Speaking & Street Play	Core	0	0	0	2	2
7	2018-2019	BAJC1005	Understanding India & its culture	Core	2	0	0	0	2
8	2018-2019	BAJC1006	Basic Computer Skills	Core	0	0	2	0	2

Course Name: Communicative English

Course Code: BAJC1007

Course Credit: 3

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

Program Objective:

- a. Improve skills of the language
- b. Enhance comprehension skills
- c. Construct correct sentences
- d. Learn new words for better and polished communication
- e. Coherent development of ideas

- f. Use English to communicate in day today life and academics g. Prepare an amalgamation of objectivity and subjectivity
- h. Improve reading skills

Programme Outcomes:

The student will be able to

1. Speak English effectively.
2. Write in English

Suggested Readings:

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

Content:**Unit-I**

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

Unit II

Verb patterns,
Idioms and phrases
Common errors in spellings and sentences
Human organs of articulation,
Main problems in pronunciation

Unit III

Basic sentence formation
Syntax - different types of sentence formation
Transformation of sentences
Paragraph writing
Story writing
Dialogue writing
Use and importance of English language in media
Commonly used words in Media

Unit-IV

Writing CV
Letter Writing (Employment related correspondence, correspondence with authorities, Officer Orders)
Greeting and introducing.
Language of speech
Group Discussions,
Listening News/Conversations/Telephonic Conversation

विषय:कम्युनिकेटिव हिन्दी

विषय कोड: BAJC 1008

विषयमान: 3

BAJC 1008	कम्युनिकेटिव हिन्दी	L	T	P	J	
		2	0	1	0	3
Pre-requisites//Exposure						
Co-requisites						

विषयउद्देश्य:

- छात्रों को उस हिन्दी भाषा से गहनता से जोड़ना जो देश के मनोरंजन उद्योग, मिडिया और आम जन की बोल चाल की भाषा है।

छात्रोंकोप्रयोजनमूलकहिन्दीसेसाक्षात्कारकरवाना।विषयपरिणाम:

छात्रहिन्दीकेविज्ञान,तकनीकीऔरविधिकोजानपायेगा।जिसमेंशब्दस

लेकरअर्थनिरूपणऔरशाब्दिकआचार-व्यवहारसभीकुछशामिलहो।

निर्देशितविषयसूची:	<ul style="list-style-type: none">इसमेंछात्रनकेवलहिन्दीशुद्ध-शुद्धपढ़नाऔरलिखनासीखपायेगाबल्किसहीसंदर्भऔरसहीअर्थमेंहिन्दीकाप्रयोगभीकरपायेगा।
विषयक्षेत्र	
मॉड्यूलA	हिन्दीध्वनिकानिरूपणऔरशब्दसंरचना <ul style="list-style-type: none">उच्चारणध्वनियाँउपसर्गप्रत्यय

- समास
- संधि
- परसर्ग

मॉड्यूलII

हिन्दीभाषासंरचना

- संज्ञा
- लिंग
- वचन
- कारक
- चिन्ह
- सर्वनाम
- विशेषण

मॉड्यूलIII

हिन्दीवाक्यसंरचना

- वाक्यकेप्रकार
- उपवाक्य
- कहावतें, आदि

मॉड्यूलIV

हिन्दीलेखन

- आमुखलेख
- पेरोग्राफिंग
- लघुलेख

संदर्भग्रंथ

- सम्पूर्ण हिन्दी व्याकरण और रचना डा. अरविंद कुमार; लूसेंट प्रकाशन
- हिन्दी में पटकथा लेखन; जाकिर अली रजन

Course Name: Introduction to Mass

Communication Course Code: BAJC1001

Course Credit:

3 Semester-I

BAJC1001	Introduction to Mass Communication	L	T	P	C
		3	0	0	3
Pre-requisites//Exposure	Understanding Communication				
Co-requisites	Nil				

Introduction to Communication

Course Objective:

The course is designed and introduced to provide a glimpse of understanding communication from broader perspectives. How it is related to media in society. Being a broader view and understanding of communication, media is defined as a part of umbrella subject of communication. Thus, this subject will provide concepts, theory and practical aspects of communication.

Course outcome:

After this course, the student would be able to

- Understand and describe the basic concept of communication in society.(K2)
- Interpret various aspects of communication and mass communication.(K3)
- Analyse the different communication models and theories related to mass communication.(K4)
- Explain the importance of communication and role of media in society.(K2)

INSTRUCTION PLAN

Module	Content
Module I	<ul style="list-style-type: none">• Understanding HumanCommunication• Functions ofCommunication• Meaning and Elements of MassCommunication• Nature and Process of MassCommunication
Module II	<ul style="list-style-type: none">• Barriers of MassCommunication• Types ofCommunication• Verbal and Non-VerbalCommunication• Intra-Personal, Interpersonal, Group and MassCommunication• Ritualistic,RecreationalandSymbolicformofCommunication

Module III	<ul style="list-style-type: none"> Introduction to different models: <i>SMR, SMCR, Shannon and Weaver, Lasswell, Osgood etc.</i>
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Course Name: Journalism Basics

Course Code: BAJC1002

Course Credit: 3

	Journalism Basics	L	T	P	J	C
Version	3.0	3	0	0	0	3
Pre-requisites//Exposure	English Reading & Writing Skills, Exposure to General Studies					
Co-requisites	Newspapers, Magazines, Internet Resources					

Course Objective: To make students understand the fundamentals of journalism, basics of news concepts and processes

Course Outcomes: The students will be able

CO1 –to define basic of journalism

CO2 – to explain issues related to news concepts, processes and production

CO3 – to describe the different mediums of news production

CO4 - to evaluate issues related to objectivity and ethics in journalism

Catalogue Description: The course is designed to give an understanding of the growth and development of journalism. It also gives an overview to the students of different types of journalism, news concepts and newsroom practices.

Text Books

Introduction to Journalism; Blackwell Publishing, 2006. - George Rodmann.

News writing and reporting for today's media; Bruce D. Itule and Douglas A. Anderson.; McGraw Hill Publication, 2000

News writer's Handbook: An Mass Media in a Changing World; M.L. Stein, Susan Paterno & R. Christopher Burnett. Mcgraw Hill Publication, 2007.

Reference Books

An Introduction to Journalism; Carole Flemming and Emma Hemmingway. Vistaar Publications, 2006

The Newspaper's Handbook; Richard Keeble. Routledge Publication, 2006

Course Content / Syllabus

Unit I

Understanding Journalism: meaning, definition, nature and objective

Origin, Growth and Development of Journalism

Role and Quality of Journalism

Pioneers of Journalism in India and the World

Unit II

News Process: Newsroom Practices, Selection of Facts, Newsworthiness, Newsgathering and Research in News

News Concepts : Construction of news, Organizing a news story, 5W's and 1H, Inverted pyramid, Use of archives, sources of news, use of internet

News Reporting and Editing: Definitions, Different types of Reporting, Writing for News

Unit III

Understanding different mediums of News Production: Basic differences between the print, electronic and online journalism, Citizen Journalism, Yellow Journalism, Penny press, Tabloid press

Unit IV

Role of Journalism in a Democracy

Role of Objectivity in Journalism

Ethics in journalism

Mode of Evaluation:

Course Outcomes (COs) Assessment table:

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

Note:

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

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT	50
	II (Exam to be conducted as per schedule of CAT II of university Academic Calendar) Final Internal30	
	(To be Scheduled during the last week of semester) based on overall output of student Attendance5	
	Total100	
	SEE(Theory)	(This is converted to 50)
External Assessment	Exam to be conducted as per norms and schedule of University Academic Calendar. SEE (Practical) Conducted by External Examiner	50 (Ratio of Theory and Practical marks will be as per LTPC)

Course Name: Still Photography

Course Code: BAJC1003

Course Credit: 3

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

Course Objectives

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

Course Outcomes

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

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

Catalogue Description

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

Text Books

1. Online websites like <https://digital-photography-school.com> could be used extensively.
2. Langford's Basic Photography: The Guide for Serious Photographers, Michael Langford, Anna Fox, Richard Sawdon Smith, Focal Press
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; Anchell, Stephen G.
2. Practical photography; Freeman, John

Course Content

Unit I:

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

Unit II:

8 lecture hours

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

Unit III:

12 lecture hours

Manual Control in SLRs

- Aperture
- Shutter speed
- ISO
- Focus
- White Balance

Principles of light,

Various Equipments of lighting

Three point lighting & Four point lighting

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

Unit IV:

8 lecture hours

Image Sensors: CCD and CMOS,

Metering

Depth-of-field Composition & its Rules, Caption Writing

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

Course Code: BAJC1004

Course Credit: 2

BAJC1004

Public Speaking & Street Play

L T P J C
0 0 0 2 2

Pre-requisites//Exposure

Co-requisites

Course Objectives: The course aims:

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

Course Outcomes:

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

Indicative Content

Topic

Coverage

Module I

Public Speaking:

Confidence Building Exercise, Analyzing Audience, Ethics of public speaking, How to have feedback, Elocution

Module II

Debate: Cyclic Communication, Develop objectivity and balance, Argument & Counter Argument, Consensus Building, Emotional Intelligence

Module III

Street play: Background & Impact, Planning, Dialogue Delivery, Performance

Suggestive Reading:

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

Mode of Evaluation:

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

Course Name: Understanding India & its Culture

Course Code: BAJC1005

Course Credit: 2

BAJC1005	Understanding India & Its Culture						
Pre-requisites/Exposure	Fundamental knowledge of India.						
Co-requisites	Reading the News Papers						

Course Objective:

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

Course Outcome:

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

Outcomes will be as follows

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

Instructional plan:

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

Text Book

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

Srivastava, A.L. Bhartiya Kala, Amazon

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

Reference Book

Basham, A.L., A Wonder That was India, [Sidgwick & Jackson](#)

India, Publication Division, Govt. of India

Acharya, Sriram Sharma, Bhartiya Sanskritike Aadharbhoot Tatva

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

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

		Program Outcome (BA MJC)												
		Media knowledge	1											
		Problem analysis	2											
		Message Designing	3											
		Investigative skills / Research	4											
		Modern Media tools usage	5											
		Media and society	6											
		Environment and sustainability	7											
		Ethics	8											
		Individual and team work	9											
		Communication	10											
		Project management and	11											
		Life-long learning	12											
BAJC 1005	2	CO1		2				3		2		1		
		CO2			2	3				1	2			

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Basic Computer Skills

BAJC1006

Course Credit: 2

BAJC1006	Basic Computer Skills	L	T	P	J	C
		0	0	2	0	2
Pre-requisites//Exposure						
Co-requisites						

Course Objectives: The course aims:

To make students affluent in generating documents in MS Word, MS PowerPoint

- To train students in English and Hindi typing

Course Outcomes:	
<ul style="list-style-type: none">• Students would be able to work smoothly on MS Word and PowerPoint• Students would be comfortable I English and Hindi typing.	
Indicative Content	
Topic	Coverage
Module I	MS Word: Introduction, creating and editing documents, formatting documents, advanced formatting options, Mailmerge.
Module II	PowerPoint: Introduction, creating presentation, presentation views, using text, cliparts, drawing objects, inserting videos and sounds, themes, using presentation masters, setting animations.
Module III	English and Hindi typing exercise.

Suggestive Reading:

- MS Office for Dummies

Mode of Evaluation:		
	Type of Evaluation	Max. marks for which the exam is conducted
	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
	SEE(Theory)	(This is converted to 50)
External Assessment	Exam to be conducted as per norms and schedule of University Academic Calendar. SEE (Practical)	50 (Ratio of Theory and Practical marks will be as per LTPC)
	Conducted by External Examiner	

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

BA Journalism and Mass Communication

Program Structure 2018-19

Semester

9	2018-2019	BAJC1017	Media Language: English*	Elective2	0	0	2	0	2
10	2018-2019	BAJC1018	Media Language: Hindi*	Elective2	0	0	2	0	2
11	2018-2019	BAJC1009	Introduction to Radio	Core	2	0	0	0	2
12	2018-2019	BAJC1010	Introduction to Television	Core	2	0	0	0	2
13	2018-2019	BAJC1011	Media Laws & Ethics	Core	2	0	0	0	2
14	2018-2019	BAJC1012	Print Media Reporting & Editing	Core	2	0	0	0	2
15	2018-2019	BAJC1013	Basics of Advertising	Core	3	0	0	0	3
16	2018-2019	BAJC1014	Specialized Photography & Editing	Core	0	0	0	2	2
17	2018-2019	BAJC1015	Contemporary Social Issues	Core	2	0	0	0	2
18	2018-2019	BAJC1016	Graphic Designing	Core	0	0	2	0	2

Course Name: Media Language: English

Course Code: BAJC1017 BAJC1017

Media Language:English

Course Credit: 2

L	T	P	J	C
2	2	0	0	2

Pre-requisites//Exposure
Co-requisites

Course Objective:

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

Course Outcomes:

The student will be able to

- Speak English effectively.
- Write in English

Suggested Readings:

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

Content:

Unit-I

International English Style

Different types of spoken English - British, American and Indian

Basics of Pronunciation

E-mail Writing

Unit II

Phonemic Transcription Reported

Speech Reading Comprehension

Syntax - different types of sentence formation

Writing CV

Unit III

Basic sentence formation

Transformation of sentences Story

writing

Dialogue writing

Use and importance of English language in media

Commonly used words in Media

Unit-IV

Greeting and introducing. Group

Discussions,

Listening

News/Conversations/Telephonic

Conversation

Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-15	
	1 CAT II (Exam to be conducted as per schedule of	50
	(To be Scheduled during the last week of	Final Internal30
	Attendance5 Tota I	100
	SEE(Theory)	(This is converted to
External Assessment	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	

विषय: मीडियालैंग्वेज: हिन्दी विषय कोड:

BAJC 1018

विषयमान: 2

3.0 L T P J C
2 0 0 0 2

Pre-requisites//Exposure

कमयनिकटिव हिनदी

Co-requisitesमनोरजनउदयोग, मीडिया और आम जन की बोलचाल की भाषा

विषय उद्देश्य:

छात्रों को उस हिन्दी भाषा से गहनता से जोड़ना जो देश के मनोरंजन उद्योग, मीडिया और आम जन की बोलचाल की भाषा है। छात्रों को प्रयोजनमूलक हिन्दी से साक्षात्कार करवाना।

विषयपरिणाम:

1. छात्रहिन्दीकेविज्ञान, तकनीकीऔरविधिकोजान(Analyze)
पायेगाजिसमेंशब्दसंरचनासेलेकरअर्थनिरूपणऔरशाब्दिकआचार-
व्यवहारसभीकुछशामिलहो(K4).
2. इसमेंछात्रनकेवलहिन्दीशुद्ध-
शुद्धपढ़नाऔरलिखनासीखपायेगाबल्किसहीसंदर्भऔरसहीअर्थमेंहिन्दीकाप्रयोग(Construct)
भीकरपायेगातथाविभिन्नमीडियामेंभाषाकेअलग-
अलगस्वरूपक्याहोतेहैंऔरउसेकैसेइस्तेमालकियाजाताहै? छात्रइसेजानपायेंगे(K6).
3. अनुवादकेमहत्त्वऔरउसकेउपयोगिताकोसमझ(Interpret)करछात्रहिन्दीकोऔरव्यापकबनास
केंगे(K3).

संदर्भग्रंथ:

- हिन्दीभाषाकीसामाजिकसंरचना: भोलानाथतिवारी
- व्यावहारिकहिन्दी: भोलानाथतिवारी
- राजभाषाहिन्दी: भोलानाथतिवारी
- अनुवादविज्ञानसिद्धांतएवंप्रविधि: भोलानाथतिवारी
- अनुवादकीव्यावहारिकसमस्यायें: भोलानाथतिवारी
- सम्पूर्णहिन्दीव्याकरणऔररचना: डा. अरविंदकुमार(लूसेंटप्रकाशन)
- हिन्दीमेंपटकथालेखन: जाकिरअलीरजनीश

पाठ्यकर म

मॉड्यूल1

- परभावीशब्दचयन
- परभावीवाक्य-विनयास
- वाक्य-विनयासमआपतरटियाएवनिराकरण

- वरतनी और वयाकरणकी अनयतरटिया
- अवतरण(परागराफिग) कसिदधातएवउपयोग

मॉडयल2

- परभावीशीरषकलखन
- भाषामदशजशबद
- भाषामविदशजशबद
- हिदीअचलकीकहावत/ महावर
- मीडियाकीभाषाकाविशलषण
- विभिन्नमाध्यमोकीभाषाकातलनातमकअध्ययन

मॉडयल3

- अनवादकाअरथऔरपरिभाषा
- अनवादकपरकार
- अनवादकसामानयनियम
- अनवादकउपकरणएवसमसया
- भावतथापरभावकआधारपरअनवादएवलख

Mode of Evaluation:

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

COs	Knowledge level	Assessment tools					Target
		CAT 2		End Term examination	Internal Exam Practical	External Exam Practical	
CO1	K4	50		35			60%
CO2	K6	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
Internal Assessment	1	CAT-15
	I (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	CAT I 50
	(To be Scheduled during the last week of semester) based on overall output of student	Final Internal 30
		Attendance 5
	Total 100 SEE (Theory)	(This is converted to 50)
External Assessment	Exam to be conducted as per norms and schedule of University Academic Calendar. SEE (Practical) Conducted by External Examiner	50 (Ratio of Theory and Practical marks will be as per LTPC)

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

	Program Outcome (BA JMC)	1 Media knowledge	2 To understand the nature of	3 Message Designing	4 Conduct investigations of problems	5 Modern Media equipment &	6 Communication and society	7 Environment and sustainability	8 Ethics	9 Individual and team work	10 Communication	11 Project management and	12 Life-long learning
BAJC	CO1		2	3			2				2		
1018	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: Introduction to Radio

Course Code: BAJC 1009

Course Credit:3

BAJC 1009	Introduction to Radio	L	T	P	C
Version	3.0	2	0	1	3
Pre-requisites//Exposure	Good voice, presence of mind				
Co-requisites	Equipment for recording & editing				

Course Objectives

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

Course Outcomes

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

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

Catalog Description

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

Text Books

Paul Chantler& Peter Stewart Basic Radio Journalism, Focal Press

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

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

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

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

Reference Books

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

Course Content

Unit I: Understanding Radio

8 lecture hours

Intro to subject

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

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

Practical- Exposure and practice of different radio program

Unit II: Radio Program Production equipment

8 lecture hours

Radio Programme Production basic equipments,

Stages of radio programme production

Sound and its importance

Different types of Microphones

The Process of Recording and Editing Sound

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

Unit III:

8 lecture hours

Radio programme formats: Radio Talk.

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

Practical:- Doing specified radio program

Unit IV:

8 lecture hours

Radio drama

Radio news and structure of radio news

Radio Advertisements and Jingle

Vox- pop & Radio Magazine

Practical- Doing specified radio program

Rubrics

The subject will be evaluated on this rubric.

- a. Idea (30%)
- b. Presentation style 35%)
- c. Production quality (35%)

Mode of Evaluation:

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

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

Note:

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

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

	SEE (With Practical)	100 (This 100 is converted into 50)	
External Assessment			
Theory	50		
Practical	50		
Total	100		

Course Name: INTRODUCTION TO TELEVISION

CourseCode: BAJC1010

CourseCredit:3

Version1.0

Introduction to TELEVISION

3.0

L T P J C

2 0 1 0 3

Pre-requisites//Exposure

Introduction to Communication

Co-requisitesTelevision

Course Objectives

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

Course Outcomes

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

TextBooks

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

ReferenceBooks

1. Mass Communication in India; Keval J. Kumar (Jaico Publishing House)
2. Television ki kahani; shyam Kashyap & Mukesh kumar (Raj kamal Prakashan)

Course Content

UNIT I: Evolution and development of TV

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

UNIT II: Organizational structure of TV news channels

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

UNIT III: Writing to visuals

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

UNIT IV: Production of TV news program

- The production team and the process.

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

Rubrics

The subject will be evaluated on this rubric.

- Ides (20%)
- Writing Skill(20%)
- Story telling (20%)
- Research (20%)
- Composition (20%)

Mode of Evaluation:

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

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

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

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

Course Name: Media Laws and Ethics

Course Code: BAJC 1011

Course Credit: 2

Semester-II

Media Laws and Ethics

BAJC 1011	Media Laws and Media Ethics	L	T	P	J	C	
		2	0	0	0	2	
Pre-requisites//Exposure							
Co-requisites							

Course

Objectives:

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

Course

Outcomes:

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

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

Indicative Content

Topic

Coverage

Module I principles	Indian Constitution: characteristics, preamble, directive Fundamental rights and Human rights, Fundamental duties and citizenship
Module II Press	Power and functions: Executive, cabinet, judiciary, President, union list, concurrent list, Emergency declaration and separation of powers
Module III	Article 19 (1)a, Freedom of Speech, Reasonable

Module IV	Right to Information Act Official Secrets Act
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Press and Registration of Books Act, 1867.

Sedition, Drugs and Magic Remedies (Objectionable) Advertisement Act, Obscenity Act

Suggestive Reading:

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

Mode of Evaluation:

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

COs	Knowledge level	Assessment tools				
		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

Course Name: Print Media Reporting & Editing

Course Code: BAJC1012

Course Credit: 3

BAJC1012	Print Media Reporting & Editing	L	T	P	J	C
Version 1.0		2	0	1	0	3
Pre-requisites//Exposure	Basic Writing Skills					
Co-requisites	Regular Newspaper Reading					

Course Objectives

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

Course Outcomes

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

- a. Identify with the concept of news (K1)
- b. Report the event. (K2)
- c. Communicate a news story to the readers (S4)

Catalogue Description

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

Text Books

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

Reference Books

1. Professional Journalism, M.V. Kamath, Vikas Publication
2. The Elements of Journalism, Bill Kovach & Tom Three Rivers Press

3. Interpretative Reporting, Macdoogal
4. The Complete Journalist, Mens field

Course Content

Unit I:

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

Unit II:

Inverted Pyramid
5Ws and 1H
Attribution
Embargo Follow-up
News Coverage (Basics): Civic Problems, Education, Society, Events
Reporters: Qualities and Responsibilities

Unit III:

Headline writing: Types & Functions
Writing Intro
Writing Body
News Room and Bureau

Practical:

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

The subject will be evaluated on this rubric.

- a. News sense (25%)
- b. Reporting Skill (25%)
- c. Language (25%)
- d. News format (25%)

Course Name: Basics of Advertising

Course Code: BAJC1013

Course Credit: 3

BAJC1013	Basics of Advertising	L	T	P	C
Version1.0		2	2	1	3
Pre-requisites//Exposure					
Co-requisites					

Course Description:

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

Course Objectives:

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

Course Outcome:

The student will able to:

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

Text Books

- 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.

Course Content

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

Rubric:

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

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

Mode of Evaluation:

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

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

Note:

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

	Type of Evaluation	Max. marks for which the exam is conducted
	CAT-15	
Internal Assessment	I CAT	50
	II (Exam to be conducted as per schedule of Final Internal30)	
	(To be Scheduled during the last week of Attendance5)	
	Total100	
External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50
	SEE (Practical) Conducted by External	(Ratio of Theory and Practical marks will be as per LTPC)

Course Name: Specialized Photography & Editing

Course Code: BAJC1014

Course Credit: 3

BAJC1014	Specialised Photography and Editing	L	T	P	J	C
Version	3.0	0	0	0	3	3
Pre-requisites//Exposure	Photography					
Co-requisites	DSLR Camera with accessories and related software's					

Course Objectives

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

Course Outcomes

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

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

Catalogue Description

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

Text Books

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

Reference Books

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

Course Content

Unit I:

Specialised
photography:

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

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

Unit II:

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

Unit III: Photoshop

basics Caption Writing

Printing of photographs

Entrepreneurship in photography

Photography Appreciation

Unit IV:

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

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

Rubrics

The subject will be evaluated on this rubric.

- a. Creativity (15)%
- b. Story telling by picture (15)%
- c. New story/idea (15)%
- d. Composition (15)%
- e. Light (15)%
- f. Research (15)%

g. Caption (10)%

Mode of Evaluation:

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

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

Note:

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

Course No. : BAJC 1015
Course Title : Contemporary Social Issues

L T P J C
2 0 0 0 2

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

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

Course Outcome: The students will be able

CO1 –to describe basic concepts of Indian society

CO2 – to explain and demonstrate knowledge of contemporary social issues

CO3 – to write and speak about social problems

CO4 – to produce media content in social context

Course Content / Syllabus

Module I

Salient Features of Indian Society

Concept of Varna & Ashram

Corelation between Individual, family, society and nation

Impact of foreign Invasions

Terminologies of Sociology

Concept of social empowerment

Social Change

Module II

Social Structure: Micro Structure and Macro, Interaction Structure

Social Stratification in India

Social Norms

Marxist Ideology

Gandhism

Integral Humanism and Pandit Deen Dayal Upadhyaya

Module III

Social movements in India

Prominent Social reformers

Contemporary Social movements

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

Social Issues in villages

Cast discrimination

Social problems of urbanization

Effects of globalization,

Module IV

Social Issues : discrimination on the basis of cast, creed and gender, communal tension, cleanliness, violence, changing concept of family, overpopulation, illiteracy & superstition,

gender discrimination, conversion, reservation and unemployment, intolerance vs

Vishwabandhutva, Rights of under privileged, Right to equality and Right to Speech,

alcoholism, beggary

Text Books:

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

Reference Books:

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

Mode of Evaluation:

Course Outcomes (COs) Assessment table:

COs	Assessment tools				
	Internal Exam Theory CAT-2		E TE End Term Examination	Target (%)	Attainment Level
CO1	50		25	60	
CO2	50		25	60	
CO3			25	60	
CO4			25	60	
Total	100		100		

Note:

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

Course Name: Graphic Designing

Course Code: BAJC1016

CourseCredit:2

BAJC1016	GraphicDesigning	L	T	P	C
Version1.02		0	0	2	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

Oncompletionofthiscourse,thestudentswillbe able to:

1. Identify the various tools in quark Xpress (K4)
2. Demonstrate typography skills in designing.(K3)
3. Produce desktop publications esp. a newspaper (K6)

Catalogue Description

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

TextBooks

1. Q u a r k X p r e s s f o r D u m m i e s

References:

1. w w w . l y n d a . c o m

CourseContent

UnitI: 8lecturehours

Exploring the interface, projects and layouts: project, layout, guides, undoing and redoing, Boxes, lines and tables: understanding items, contents, handles, Bezier shapes, boxes, lines, items, callouts and tables

UnitII: 12lecturehours

Text and typography: Editing text, Importing and exporting text, Finding and changing text, Checking spelling, Counting words and characters, Applying character attributes, Applying paragraph attributes, Controlling kerning, Controlling hyphenation and justification, Controlling tracking, Working with style sheets, Working with conditional styles, Bullets and numbering, Positioning text in text boxes, Controlling font usage, Converting text to boxes, Using text runaround, Working with text paths, Creating drop caps, Creating rules above and below paragraphs, Using anchored boxes, working with glyphs, changing character language, working with design grids.

UnitIII: 8lecturehours

Pictures: working with picture, clipping path and alpha masks, color opacity and drop shadow

UnitIV: 8lecturehours

Document construction: working with job jackets, and generating output.

BA Journalism and Mass Communication

Program Structure 2018-19

Semester 3

19	2018-2019	BAJC2001	Development Communication	Core	3	0	0	0	3
20	2018-2019	BAJC2002	Basics of New Media	Core	3	0	0	0	3
21	2018-2019	BAJC2003	Light and Camera	Core	2	0	0	0	2
22	2018-2019	BAJC2004	Corporate Communication	Core	2	0	0	0	2
23	2018-2019	BAJC2005	Script and Content writing	Core	0	0	2	0	2
24	2018-2019	BAJC2006	Indian Polity	Core	2	0	0	0	2

Course Name: Development Communication

Course Code: BAJC 2001

Course Credit: 3

BAJC 2001	Development Communication	L	T	P	C
		2	0	1	3
Pre-requisites//Exposure	Newspaper & Weekly magazine Reading				
Co-requisites	Interest in Social and development Studies				

Course Objectives:

This course aims at providing basic inputs regarding Development Communication and evaluating the changes that are taking place because of it. The objectives are:

- To impart the skills related to design development messages
- To empathize the development of the down trodden sections of the society.
- To make learn about develop communication strategy for development to achieve desired goals.

Course Outcomes:

After completion of the course students will be able to....

- Understand the concepts, models and theories of Development communication (K1)
- Identify various social issues and the need of communication for development (K2)
- Assimilate the power of Development Communication.(K3)
- Design the development messages for communication as per the needs of target groups (K4)

Course Description:

This course makes student understand how the power of communication & Media could be used to achieve the goals related to the development.

Course Content

Module	Content
---------------	----------------

Module I	<ul style="list-style-type: none"> • Define Development, Growth and Social Change • Indicators of Development • Development Communication : Definition, scope and concept • Development Support Communication: Definition, meaning and nature • Concept of Health and Environmental Communication
Module II	<ul style="list-style-type: none"> • Development Support Communication- Health and family welfare, Agriculture, and education etc. • Different models of development communication-Mechanistic, Participatory, Organic and Gandhian model • Role and importance of development journalism-national and international perspectives, • Changing trends in development journalism, News gathering techniques etc.
Module III	<ul style="list-style-type: none"> • Meaning and nature of Mass Media & communication

- Role of Mass Media and communication in Development
- Use of Mass Media for development: Traditional and indigenous form of media, Radio, community radio, newspaper, magazine, TV, Film & Documentary etc.

Module IV

- Case studies on Development Communication program
- Framing, writing/scripting, producing development messages for urban, semi urban audience metropolitan diverse audiences
- Designing developmental messages on diverse issues for different target

people using various communication tools and techniques

Text Books

- Vilanilam , J.V., (2009). India and Millennium Development goals, Sage Publication.
- Narula, Uma (1994). Development Communication, Haianand Publications, 1st Edition,
- Mody, Bella. Handbook of International and Intercultural Communication, Second Edition
- Schramm, Wilbur (1964), Mass media and National Development Stanford, Stanford Univ. Press, Twelve Edition.

References

- Mefalopulos, Paolo, Development Communication Source Book –Broadening the boundaries of communication
- Schramm and Lerner, (1967), Communication and change in the developing countries.

Honolulu, East West Center Press, Fifteen Edition

- Lerner, Daniel (1958), *The Passing of Traditional society* Glencoe, Free Press, Seventh Edition
- Menun, Mridula, *Development Communication and Media Debate*, Kanishka Publisher: New Delhi.

Course Name: Basics of New Media

Course Code: BAJC2002

Course Credit:3

BAJC2002	Basics of New Media	L	T	P	C
Version	3.0	2	0	1	3
Pre-requisites//Exposure	Techno savvy				
Co-requisites	Computer lab with internet facility				

Course Objectives

1. Equip the student in basic concepts and tools of new media
2. To learn about the technicalities of cyber media
3. To aware about different tools of new media for message dissemination
4. To understand how different audiences and institutions use new media
5. To discuss cases that highlight the variety of uses new media

Course Outcomes

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

Catalog Description

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

Text Books

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

5. Communication Technology, The New Media In Society:Newyork, free Press.

Reference Books

New Media: Theories and Practices of Digitextuality, Ed. Anna Evert, John Caldwell, Routledge

The Information: A History, A Theory, A Flood, James Gleick, Fourth Estate

SARAI Reader 01: The Public Domain Pub: CSDS

New Information Tecnnology by Tom Forrester (ED).

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

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

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

Syllabus Description

Session No	Module	Topics	Practical	
1 – 5	Module-1	Intro to subject The old media Definition and concept of New Media, Structure, Content, Challenges before Print Media Growth of New Media, Types of New Media The New media: Role & feature The concept of Interactivity, hyper-textuality, virtual communities E-Governance and new media World Wide Web Domains & portals Search engines & browsers Wikipedia	debate over Piracy Culture and Plagiarism Identify trends over internet ITCe-choupal, Digital India	http://aids.gov/using-new-media/tools/
6-15	Module-2	Writing news stories, features and articles on the web, Interviewing on the web, Impact of web journalism on Media Industry, Recent trends, Internet and globalization, Internet and democracy, Role of social media in social revolution, Cyber war	Blog Writing, Writing for Web Media Analysis of Cyber Reporting	

16-26	Module-3	MID-TERM EXAMINATION Smart/Mobile Journalism,	Smart phone	http://www.soravjain.com/50-indian-social-media-and-digital-marketing-agencies-2011
27-35	Module-4	On line edition of newspapers and e-Magazines, online editing and e-publishing, Social, political, legal and ethical issues related to IT and CT.	reporting, New media-based companies Case Studies : Google, flipkart	
		Introduction to HTML, Presentation and layout of web newspapers and magazines, Advertising on the web, Popularizing on new media platform,	<i>Presence on online platform</i> generation and development of a digital story, Working as Citizen journalists: Dynamics of social media network	http://media.about.com/
		1. Create a blog consisting of minimum 5 stories 2. Create the video story using smart-phone		

Rubrics

The subject will be evaluated on this rubric.

- a. Idea (25)%
- b. Story telling (25%)
- c. Multimedia element (25%)
- d. Presentation (25%)

Evaluation:

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

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

Note:

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

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

	<p style="text-align: center;">BAJC2002</p> <p style="text-align: center;">B a s i c s o f N e w M e d i a</p>	<p style="text-align: center;">C o u r s e O u t c o m e 1 (k 1)</p>	<p style="text-align: center;">C o u r s</p>	<p style="text-align: center;">Program Outcome(BA</p>	<p style="text-align: center;">Media</p>	<p style="text-align: center;">3</p>		<p style="text-align: center;">Problem</p>				<p style="text-align: center;">Message</p>				<p style="text-align: center;">Investigative skills / Research</p>				<p style="text-align: center;">Modern Media tools</p>				<p style="text-align: center;">Media and</p>				<p style="text-align: center;">Environment and</p>				<p style="text-align: center;">Ethic</p>				<p style="text-align: center;">Individual and team</p>				<p style="text-align: center;">Communicatio</p>		<p style="text-align: center;">1</p>		<p style="text-align: center;">Project management and</p>				<p style="text-align: center;">Life-long</p>		<p style="text-align: center;">2</p>	<p style="text-align: center;">1</p>
--	---	---	--	--	--	--------------------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	---	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	---	--	--------------------------------------	--	---	--	--	--	--	--	--------------------------------------	--------------------------------------

	e O u t c o m e 2 (K 2)												
	C o u r s e O u t c o m e 3 (K 3)			3							2		
	C o u r s e O u t c o m e 4 (S 3)			2		3					2		

1=addressed to small extent
2= addressed significantly

Course Name: Light and Camera

Course Code: BAJC2003

CourseCredit:3

BAJC2003	Light and Camera	L	T	P	J	C
Version	3.0	1	0	2	0	3
Pre-requisites//Exposure	Still Photography					
Co-requisitesCamcorder						

Course Objectives

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

Course Outcomes

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

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

Catalogue Description

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

TextBooks

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

Course Content

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

- Importance of Lighting
- Lighting control and usage
- Basic lighting technique(Three & Four point lighting)
- Studio lighting (High-Key lighting & Low Key)
- White balance and colour temperature

- Other tools used in lighting
 - Diffusers, Reflectors, Cutters & Gels
- Production Planning

Practical

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

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

Course Name: Corporate Communication

Course Code: BAJC2004

Course Credit: 3

Course

Objectives

The objectives of the course are to:

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

Course

Outcomes

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

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

Catalogue

Description:

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

Text

Books

1. The Public Relations Handbook: Theaker

Referen

ces:

.

http://persmin.gov.in/otraining/UNDPPProject/undp_modules/PublicRelationsNDLM.pdf

.

http://saigon.titocovn.com/sites/default/files/Files/2013/06/w5/PublicRelationsBook_0.pdf

Course

Content

Unit-I [Public Relations]

12 Hours

1. Definition of Public Relations - Its need, nature and scope
2. Types of Publics, Functions of PR
3. How PR is different from advertising, publicity and propaganda

4. Corporate Communication, Difference between Corporate communication & PR
5. Ethics of PR - IPRA code - PRSI

Unit-II [PR Tools & Techniques]

19 Hours

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

Unit – III [PR Practices]

15 Hours

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

Unit-IV [Corporate Communication]

12 Hours

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

Course Name: Script & Content Writing
Course Code: BAJC2005

Course Credit: 2

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

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

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

**Course
Outcomes**

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

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

**Text
Books**

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

**Additional
Reference**

- The Screenwriter's Bible By David Trottier
- The Art of Screenwriting: An A to Z Guide to Writing a Successful Screenplay By William Packard
- Writing the Character-Centered Screenplay By Andrew Horton

- <http://www.bbc.co.uk/writersroom/scripts/>
- http://filmtvcareers.about.com/od/basics/p/CP_Screenwriter.htm
- <http://www.britannica.com/EBchecked/topic/530010/script>
- How to Write Great Website Content in 2017 by Dr. Williams Andy

USEFUL WEBSITES

www.wordplayer.com
www.mypdfscripts.com
www.imsdb.com
www.avclub.com
www.filmcrithulk.wordpress.com
www.imdb.com
www.script-orama.com
www.JohnAugust.com
www.filmmakermagazine.com
www.deadline.com
www.film-site.org
www.thewrap.com

Course Content

Unit I Script Writing Introduction

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

Unit II Screenplay Structure

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

Unit III Script-writing as a Creative Enterprise

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

BAJ														
C20														
05	CO2		2	3					2					
									2					
			2	3										

Course Name: Indian Polity

Course Code: BAJC2006

Course Credit: 2

BAJC2006
3.0

Indian Polity

L T P J C
2 0 0 0 2

Version

Pre-requisites//ExposureEnglishReading&WritingSkills,ExposuretoGeneralStudies
Co-requisitesNewspapers, Magazines, Internet Resources

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

Course Outcomes: The students will be able

CO1 –to define basic concepts of Indian politics

CO2 – to demonstrate knowledge of past political issues & personalities

CO3 – to develop an understanding of political events

CO4 – to analyze contemporary political issues

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

Text Books

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

3. Political Theory – RC Agarawal

Reference Books

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

Course Content / Syllabus

Unit I

Democracy: Concept and its Power

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

Political Ideologies: Right, Left & Centre, Extremism

National and prominent regional political parties

Unit II

Profile of Prominent Political Leaders

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

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

Unit III

Kranti & Fall of Janta Party

Operation Blue Star, Indira's Assassination

Computers Advent in India

Boforse Case,

Mandal Commission,

Economic Crisis & Liberalisation,

Ayodhya Movement, Kargil War, Anna Movement,

Corruption as Agenda, Modi Government.

Unit IV

Contemporary Political Issues:

Corruption

Communalism

Naxalism

Inflation

Mussle Power in Politics

Mode of Evaluation:

Course Outcomes (COs) Assessment table:

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

Note:

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

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-115 (Quiz & presentation)	
	CAT II (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal30 (To be Scheduled during the last week of semester based on overall output of student)	
	Attendances5	
	Total100	(This is converted to 50)
External Assessment	Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
	SEE (Practical) Conducted by External Examiner	

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

		Program Outcome(BA MJJC)											
		Media knowledge	Problem analysis	Design/development of	Conduct investigations of complex problems		Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and	Life-long learning
Course Outcome		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	to define basic concepts of Indian politics		1				3				1		
CO2	to demonstrate knowledge of past political issues & personalities		1				3				1		
CO3	to develop an understanding of political events		1				3				1		
CO4	to analyze contemporary political issues		1				3	1			1		

BA Journalism and Mass Communication

Program Structure 2018-19

Semester 4

25	2018-2019	BAJC2007	Communication Research	Core	3	0	0	0	3
26	2018-2019	BAJC2008	Film Studies	Core	3	0	0	0	3
27	2018-2019	BAJC2009	Non Linear Editing	Core	0	0	2	0	2
28	2018-2019	BAJC2010	Human Values	Core	0	0	2	0	2
29	2018-2019	BAJC2011	Economic Issues & Current Affairs	Core	2	0	0	0	2
30	2018-2019	BAJC2012	Radio Jockeying & Production	Core	0	0	0	3	3
31	2018-2019	BAJC2013	Online Story telling	Core	0	0	0	3	3

Course Name: Communication Research

Course Code: BAJC2007

Course Credit: 3

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

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

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

- Understand the various types of research methods, tools and techniques (K2)
- Apply various practical applications of research methods in the field of mass communication (K3)
- Develop a research proposal in the field of media and communication (K4)
- Design and execute a research project using the methods (K6)

Prescribed Text:

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

Pedagogy:

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

Session wise instructional plan

Module	Content
Module I	<ul style="list-style-type: none">• Research : Definition, need and types• Research approaches; Quantitative/Qualitative, Applied/Basic, Deductive/Inductive• Types of sources material; Elements of Synopsis and its importance in designing the research study• Basic approaches and terminologies used in research: SITE, NRS, IRS, TRPs
Module II	<ul style="list-style-type: none">• Stages of the research process• Preparing a research plan, qualitative and quantitative research designs• Data collection; primary& secondary• Research Approaches, Exploratory & Descriptive
Module III	<ul style="list-style-type: none">• Research in various fields: print, electronic, advertising, public relations, Internet• Methods of research: observation, case studies, census, random sample survey, content analysis Data collection tools
Module IV	<ul style="list-style-type: none">• Sources of data, Data coding, tabulation, graphs and tables.• Statistical methods: mean, median, mode, standard deviation, chi-square test• Interpretation of data, research report writing• Writing the research report, significance of bibliography, index Appendices, footnotes

Rubrics

The subject will be evaluated on this rubric.

- a. Creativity (15)%
- b. Identification of research problem (15)%
- c. New research idea (30)%
- d. Media and Society (20)%
- e. Research (20)%

Evaluation Pattern

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

External Assessment	Exam to be conducted as per norms and schedule of University Academic Calendar. SEE (Practical) Conducted by External Examiner	50 (Ratio of Theory and Practical marks will be as per LTPC)
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Rubrics

The subject will be evaluated on this rubric.

- a. Creativity (15)%
- b. Identification of research problem (15)%
- c. New research idea (30)%
- d. Media and Society (20)%
- e. Research (20)%

Evaluation Pattern

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

SEE(Theory)

Evaluation Pattern

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

Course Code:
BAJC2008
Course Name: Film
Studies

Course
Credit: 3

BAJC2008	Film Studies	L	T	P	J	C
Version	3.0	3	0	0	0	3
Pre-requisites//ExposureEnglishReading&WritingSkills						
Co-requisitesNewspapers, Magazines, Internet Resources						

Course Objective: The course is designed with an aim to help students develop theoretical understanding of the growth of films globally with special emphasis on the Film trends India. Based on this knowledge base, the aim also is to help students develop skills to critically appreciate films, nationally as well as internally.

Course Outcomes: The students will be able

CO1 –to describe the theoretical and historical methods in studying cinema

CO2 – to describe the relationship between films, culture and society

CO3 – to develop analytical skills to appreciate films

Catalogue Description: The course is designed to help students develop an understanding of films as a medium, its relations with society and culture; also to develop analytical skills to be able to critically analyze the medium.

Reference Books

- How to read a Film, James Monaco
- Film Art: An Introduction, David Bordwell, Kristin Thompson
- Cinema Studies: The Key Concepts, Susan Hayward
- Movies and Methods V1; Nichols, Bill
- Movies and Methods V2; Nichols, Bill
- The Cinematic Society, Norman K. Denzin
- The Image trap, M.S.S. Pandian
- The Camera Age, Michael J. Arlen
- Bharat Muni , Natayashastra

- Gurudutt, Nasreen Munni Kabir
- 100 Years of Cinema, Prabodh Maitra

Course Content / Syllabus

Unit I

Historiography of Cinema: Global and Indian
 The Language of Cinema
 Nature of Cinema- Concepts of Space and Time
 Audience and Cinema
 Understanding Narrative in Cinema
 Mis- en-Scene and its elements

Unit II

The birth of Indian Cinema- Silent era
 Talkies, Golden Age of the 1950s
 New Wave Indian Cinema
 Popular Indian Cinema : Historical, Religious and National
 Reading the Text of the Film: Themes, Content and Analysis

Unit III

Films, Culture and Society Film
 Genres and Sub Genres Documentaries
 and Experimental films Gender and
 Sexuality in Cinema
 Concept of the Avant Garde and the Underground Critical debates on Indian ‘Art Cinema’

Mode of Evaluation:

Course Outcomes (COs) Assessment table:

COs	Knowledge Levels	Internal Exam Theory CAT-2	Assessment tools ETE End Term Examination	Target (%)	Attainment Level
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CO1	K1	50	30	60
CO2	K2	50	30	60
CO3	K4		40	60
Total		100	100	
Note:	The weight age of internal and external will be 50% each			
	Type of Evaluation			Max. marks for which the exam is conducted
	CAT-115			
Internal Assessment	(Quiz & presentation) CAT II			50
	(Exam to be conducted as per schedule of CAT II of university Academic Calendar) Final Internal30			

	(To be Scheduled during the last week of semester)			
	based on overall output of student	Attendance5		
		Total100		
		SEE(Theory)		(This is converted to 50)
External Assessment	Exam to be conducted as per norms and schedule of University Academic Calendar.			50
		SEE (Practical)		(Ratio of Theory and Practical marks will be as per L
		Conducted by External Examiner		

Course Name: Non-Linear Editing

Course Code: BAJC2009

Course Credit: 2

Course Objectives

The objective of the course is to:

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

Course Outcome

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

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

Text Books

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

References

- Different sequences of feature films for practice

Exercise	Description	Assignment
Exercise 1	History & Concept of Editing	Students will submit assignments on history & concept of editing.
Exercise 2	Introduction to editing software interface	Students will practice on tape capture/transfer and organizing the footage on timeline.

Exercise 3	Audio editing and music	Students will practice on audio balancing, music and sound effects
Exercise 4	Title and graphics	Student will practice on title and graphics.
Exercise 5	Operation and media Management	Students will practice the exercise on rendering, color correction, titling and exporting on the timeline.
Project	Final Project	Students will submit a short film with using professional techniques of non-linear editing.
Rubrics of Evaluation:		

1. Visual grammar (25%)
2. Flow (15%)
3. Pace or Mood (15%)
4. Audio-video mixing (15%)
5. Transitions (10%)
6. Effects & Filters (10%)
7. Graphics & Caption (10%)

Mode of Evaluation:

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

COs	Knowledge level	Assessment tools		Target (%)	Attainment Level
		Internal Exam Practical	External Exam Practical		
CO1	S1	1 30	1 30	60	
CO2	S2	30	30	60	
CO3	S3	40	40	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 (BAJMC)											
		1 Media knowledge	2 To understand the nature of	3 Message Designing	4 Conduct investigations of problems	5 Modern Media equipment & Software	6 usage	7	8 Ethics	9 Individual and team work	10 Communication	11 Project management and	12 Life-long learning
BAJC2009	CO1	1		1		2							
	CO2	1		1		2							
	CO3			2		2		1					

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

Course Name- Human Values(WORKSHOP)

Course Code-BAJC2010

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

CO1

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

CO2

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

CO3

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

CO4

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

CO5

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

CO6

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

Course Name: Economic Issues and Current Affairs

Course Code: BAJC2011

Course Credit: 2

BAJC 2011	Economic Issues and Current Affairs	L	T	P	J	C
		2	0	0	0	2

Pre-requisites//Exposure

Co-requisites

Economic Issues and Current Affairs

Course Objective:

In this course the students will study the various sectors of Indian economy and its issues with regard to development

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

- Understand the various concepts of Indian and International Economics (K2)
- Analyse various contemporary issues relating to Indian and International Economy (K4)

Instructional plan:

Module	Content
Module I	<ul style="list-style-type: none">• Understanding Indian Economy-GDP, GNP, Per Capita Income, Elasticity of Demand and Supply, Market etc.• Inflation and Deflation• Contemporary Issues in Public sector: Disinvestment, Administered Price Mechanism• Deregulation of fuel prices & Factors increasing or decreasing fuel prices
Module II	<ul style="list-style-type: none">• Contemporary Issues in Trade sector• Foreign Direct Investment• Foreign Exchange rate related issues• International Trade and its financial implication in India

- Module III
- Contemporary Issues in Labour market: Migration (internal and external)
 - Supply and Demand
 - MNCs and labour laws in India.
 - Unemployment and its impact on Indian Economy
- Module IV
- Contemporary Issues in Taxes: Goods & Services Tax
 - WTO and taxes & subsidies
 - Inter-state economic disparities in the pattern of development
 - Future Challenges for the Indian 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		External	Target	Attainment
		Theory		Exam Theory	(%)	Level
		CAT 2		ETE		
CO1	K2	50		25	60	
CO2	K2	50		25	60	
CO3	K5			25	60	
CO4	K5			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

		Program Outcome(BA MJC)											
		Media knowledge	Problem analysis	Designing and Development of solutions	Conduct investigations of problems	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and	Life-long learning
BAJ	Cont. Eco	1	2	3	Total 4	5	6	7	100 8	9	10	11	12

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

Course Name: Radio Jockeying & Production

Course Code: BAJC2012

Course Credit: 3

Course Title: Radio Jockeying & Production (Practical)

Subject Code: BAJC2012

LTPIC:

0	0	0	3	3
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Semester: Semester IV

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

Course Objectives:

1. To be familiar with different styles of voice modulation
2. To understand the basics of radio Production
3. To become a radio production person
4. To develop a unique style of presentation

Course Outcome:-

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

Prescribed Text:

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

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

Watkinson, John. **The Art of Digital Audio.** Newton, MA: Focal Press 1994. Nisbett, Alex. **The Use of Microphones,** 3rd ed. Newton, MA: Focal Press 1989. **Additional**

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

Pedagogy:

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

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

Rubrics

The subject will be evaluated on this rubric.

- a. Presentation style (40)%
- b. Story telling (20%)
- c. Production quality (40%)

Course Name: Online Story Telling

Course Code: BAJC2013

Course Credit: 3

BAJC2013	Onlinestorytelling	L	T	P	C
Version	3.0	0	0	3	3
Pre-requisites//Exposure	Basics of new media				
Co-requisites	Computer with internet connection				

Course Objectives

Course Outcomes

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

1. Grasp the skills of online story telling.(S2)
2. Create digital stories using skills like photography, writing, graphics video and sound.(S5)
3. Exercise the technique & tools of making the online content popular (K3)

Catalogue Description

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

Text Books

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

Reference Books

1. BBC World services digital learning

Course Content

Exercise	Description	Assignment/Project
Analysing the online stories	Students will analyse various design and content of online media	Students will submit assignment of analysis
Blog creation	Practice on blog creation with supportive elements	Create his/her blog
Writing for online platform	Write content for online media keeping the guideline in mind	Submit and upload 5 stories of online media
Using multimedia	Practice on various multimedia elements	Submit and upload on blog one audio and one photo essay.
Story telling through smart-phone	Practice on web film with the help of smart-phone	Submit and upload a short film for web. This task will be carried out as group project of 4-5 students.
Use of social media to promote the content/page	Practice on the techniques to make the content/page popular	Student will submit an assignment of strategy to make the content popular.

Mode of Evaluation:

Course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools					
		Internal test			End semester Practical	Mini Project	Target
				Internal Practical			
CO1	S2			20	20		
CO2	S5			40	40		
CO3	K3			40	40		
Total				100	100		

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

	Program Outcome(BA JMC)	Program Outcomes												
		1	2	3	4	5	6	7	8	9	10	11	12	
	Media knowledge													
	Conduct investigations of problems													
	Modern Media equipment &													
	Communication and society													
	Environment and sustainability													
	Ethics													
	Individual and team work													
	Communication													
	Project management and													
	Life-long learning													
BAJC 2013	CO1			2										
	CO2			2		2		1						
	CO3			2		2								

BA Journalism and Mass Communication

Program Structure 2018-19

Semester 5

2018-2019	BAJC3006	TV News Production	Elective3	0	0	0	3	3
2018-2019	BAJC3007	Video Production-Fiction	Elective3	0	0	0	3	3
2018-2019	BAJC3008	Summer Training Evaluation	Elective4	0	0	0	3	3
2018-2019	BAJC3009	Summer Project	Elective4	0	0	0	3	3
2018-2019	BAJC3001	Specialised Reporting & Mobile Journalism	Core	0	0	2	0	2
2018-2019	BAJC3002	Media Industry & Entrepreneurship	Core	3	0	0	0	3
2018-2019	BAJC3003	Environmental Studies	Core	3	0	0	0	3
2018-2019	BAJC3004	Event Management	Core	3	0	0	0	3
2018-2019	BAJC3005	International Affairs & Contemporary Issues	Core	2	0	0	0	2

Course Name: TV News Production

Course Code: BAJC3006

Course Credit: 3

BAJC 3006	TV News Production	L	T	P	J	C
Version	3.0	0	0	3	0	3
Pre-requisites//Exposure	Basics of Camera, English/Hindi Language Reading & Writing					
Co-requisites	Video Camera, Studio Lights, related softwares, Teleprompter					

Course Objectives

The objective is to help students develop practical understanding of TV News Production. The idea is to help students identify and develop skills related to writing, reporting and producing for television news industry.

Course Outcomes

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

1. Write for TV news (S4)
2. Handle and create television news production techniques (S2)
3. Display ideas of programming (S1)
4. Create the TV news segments or programs (S 5)

Catalogue Description

This a project based learning course where students will be asked to submit a project at the end of the semester. The projects will be related to TV news production like news packages, news documentaries, live discussions, run down productions and anchoring. This course

will provide the students a platform to showcase their practical understanding of a TV newsroom.

Text Books

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

Reference Books

1. TV Journalism – Novodita Pande, Aph Publishing Corporation
2. Broadcast Journalism: Basic Principles by S.C. Bhatt; Haranand Publications Pvt Ltd.

Course Content

Unit I

TV News Writing:

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

Unit II

Production of News Bulletin:

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

Unit III:

News Programme Production

The students will be exposed to –

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

Unit IV:

Students have to work on finalizing and producing their TV news production project. The project will be approved by the course faculty in-charge. Students have to propose the project and produce it.

Rubrics

The subject will be evaluated on this rubric.

- a. Concept (25%)
- b. Storytelling (25%)
- c. Camera Techniques (25%)
- d. Quality of News Production (25%)

Mode of Evaluation:

COs	Knowledge level	Assessment tools		Target (%)	Attainment Level
		Internal Exam Practical	External Exam Practical		
CO1	S4				
25	25				
60					
CO2	S2				
25	25				
60					
CO3	S1				
25	25				
60					
CO4	S5				
25	25				
60					
	Total				
	100				
	100				

Note:

The weightage of internal and external will be 50% each

Course Name: Video Production-Fiction

Course Code: BAJC3007

Course Credit: 3

BAJC3007	Video Production- Fiction	L	T	P	J	C	
Version	2.0	0	0	0	3	3	
Pre-requisites//Exposure							
Co-requisites/desire to learn about and practice visual storytelling art and team							

Course Objectives

To course aims to extend students’ video production skills including writing, producing, directing, shooting and digital editing, this allow students to explore and refine their conceptual and aesthetic styles, as well as their practical and technical skills

Course Outcomes

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

1. demonstrate an understanding of cinematic language and filmmaking technique by completing and presenting the following processes: pre-production, production, and post-production (k2)
2. Practice an understanding of crew hierarchy and duty by taking on the roles of Director/Editor, Director of Photography, Sound Mixer/Boom Operator, and Production Designer (and/or) Assistant Director. (K3)
3. handle the basics of operating video field equipment (camera, audio, lighting). (S2)
4. Create and produce a short film.(S5)

Catalogue Description

This course introduces the student to the art of video production. Through in-class demonstrations, lectures, readings and hands-on projects, this class offers students the opportunity to begin learning, or advance, skills and techniques of video field production and post-production. Students work on their own projects (individually and in groups) – producing, directing, shooting and editing three diverse projects.

Text Books

- Framing Film- Cinema and the Visual Arts, EDITED BY STEVEN ALLEN AND LAURA HUBNER.
- Film Art: An Introduction, David Bordwell and Kristin Thompson
- Sound for Film and Television By Tomlinson Holman

Reference Books

- Mascelli, Joseph V., The Five C's of cinematography,
- Motion Picture Filming Techniques, 1st Silman-James Press Edition, 1998
- Film Art: An Introduction. Boston: McGraw-Hill, c2004. Monaco, James.
- How to Read a Film. New York, NY: Oxford University Press, 2000.

COURSE CONTENT

Unit I

[Stages of Video Production]

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

Unit II [Fiction: Genres and Types of Script]

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

Unit III [Various Aspects of production]

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

Unit IV [Production]

PROJECT 1

SHORT MONTAGE SEQUENCE (1 minute)

This is a shooting and visualization exercise consisting of 15-25 shots assembled using CUTS ONLY, creating an aesthetically pleasing, thematic or story-oriented sequence. You may use SOUND ELEMENTS such as sound effects, ambient sound, or voice over, but NO LIP SYNC DIALOGUE, and NO MUSIC. Produced, directed and shot individually.

PROJECT 2

Creative Scene.

Students will create their own interpretation of a standard, open-ended script

PROJECT 3

Produce a short fiction film as your major semester project in any genre of your choice. This project will also be graded on creativity and technical skills – lighting, shooting, audio and editing (including revision). Work in teams of 3 or 4 on narratives.

Rubrics

The subject will be evaluated on this rubric.

Creation of Script / Treatment - 20%

Completed Short film - 50%

Festival Research and Submission - 10%

Attendance / Collaboration - 20%

Creativity and technical skills

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	K2	25	25	60
CO2	K3	25	25	60
CO3	S2	25	25	60
CO4	S5	25	25	60
Total		100	100	

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

Course Outcome	Program Outcome (BA JMC)											
	1 Media knowledge	2 To understand the nature of	3 Message Designing	4 Conduct investigations of problems	5 Modern Media equipment & Software	6 usage	7 Environment and sustainability	8 Ethics	9 Individual and team work	10 Communication	11 Project management and	12 Life-long learning
BAJC3007	CO1	2				3						
	CO2							2	3		1	
	CO3					2						
	CO4			3						3		
		1=addressed to small extent										
		2= addressed significantly										
		3=major part of course										

Course Name: Summer Training Evaluation

Course Code: BAJC3008

Course Credit: 3

Version2.0		L	T	P	J	C
Pre-requisites//Exposure	Media and Communication Industry Exposure	0	0	0	3	3
Co-requisitesInternship						

Course Objectives

To evaluate the work done and knowledge acquired during the summer internship undertaken by the student in the media and communications field.

Course Outcomes

On completion of this course, the students will be able to–
CO1- to demonstrate the skills acquired in the industry
CO2- to demonstrate the work done during summer internship in the industry

Catalogue Description

The course aims at helping students explore and hone their communication skills practically in the industry. The students undertake internships in the industry during summer and demonstrate their skills acquired during that period to the internal and external faculty.

Course Content/Syllabus

Students are required to undertake nearly 2 month internship in the field of media and communication.

The Internship will be evaluated on this rubric.

- a. Internship Report for Internal Practical (50)%
- b. Viva for external practical (50)%

**Course Name: Specialized: Summer
Project**

**Course Code:
BAJC3009**

Course Credit:3

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

Course Objectives

1. Equip the student in basic concepts of project
2. To aware about different types of project
3. To understand how different components of projects are made
4. To discuss the project

Course Outcomes

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

Catalog Description

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

Text Books/ Online resource:

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

Mode of Evaluation:

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

Course Name: Specialized Reporting & Mobile Journalism

Course Code: BJMC

Course Credit: 2

BAJC3001	Specialized Reporting & Mobile Journalism	L	T	P	C
Version1.02		2	0	0	2
Pre-requisites//Exposure	Knowledge of mobile and communication technology				
Co-requisites					

Course

Objectives

1. Equip the student in basic concepts mobile.
2. To aware about different tools of mobile
3. To understand how different audiences and institutions use mobile phone
4. To discuss cases that highlight the variety of uses mobile journalism.

Course

Outcomes

1. To operate effectively as a mobile journalist.(P3)
2. To organize mobile generated content.(P3)

Catalog

Description

Although the conventional mass media continue to play a dominant role, the future appears to proceed toward legitimizing 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.

Text Books/ Online resource:

1. MobileActive.org
2. Siapera, Eugenia; *Understanding New Media*; Sage Publication
3. Cyber Bani:Being a Human in the New Media Environment, Gaston Roberge, Gujarat Sahitya Prakash
4. The Language of New Media, Lev Manovich
5. Communication Technology, The New Media In Society:Newyork, free Press.

Reference

Books

Mark Briggs, Entrepreneurial Journalism
(2012) Mark Briggs, Journalism Next

Course Content

Unit I: Understanding mobile journalism

Introduction to the subject
What is mobile Journalism
Advantage of mobile
journalism Skill required
for mobile journalism Case
Study: Al Jazeera
Use of different mobile Apps

Unit II: Using

Mobile Photo
shooting & Editing
Video and audio
recording
Check list for getting it started
Before Going live
Live streaming

Unit III: Application of Mobile

Online presence
Strategy for making mobile content popular
Mobile reporting
Mobile video & Mobile PTC
City Reporting :
Coverage of various beats

Project1: Select a news website, a business or company website and a social networking website to follow throughout the semester. Prepare a 2-3 minute video or 15-20 slides PowerPoint, Keynote or presentation that relates data and information from your previous readings to at least one of the websites you have selected to follow

Mode of Evaluation:

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

Course Name: Media industry and Entrepreneurship

Course Code: BAJC3002

Course Credit: 3

BAJC3002 Media industry and Entrepreneurship LTPC
Version3.0 3003

Pre-requisites//Exposure The student should be exposed to different media like newspapers, television, radio, films, etc.

Co-requisites Equipments of PowerPoint Presentation

Course Objectives

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

Course Outcomes

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

1. Interpret the setup, finance & requirement of a print media industry in India. (K2)
2. Determine the setup and finance of TV industry in India. (K2)
3. Explain the requirement to run a radio station in India. (K2)
4. Explain the requirement to run a new media entrepreneurship in India. (K2)

Catalogue Description

This is an elementary course which aims at introducing students to various media industries in different mediums. The course set the foundation for understanding the media structure at large, which would further develops in coming semesters.

Text Books

Prescribed

Text:

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

Course Content

Unit 1

Print

Overview of Indian Media Industry

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

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

Regional newspaper industry in India: Hindi newspaper industry in UP. Trends affecting newspapers, Impact of new media on print media

FDI in Media

Unit 2

Television

TV organization structure

Channel –News Channel /Non News Channel

Distribution and TRP measurement

TV Programming Genres

Television Audience Measurement

(TRP) Multi-Service Operators(Cable

/satellite) **Unit 3**

Radio Channels

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

Synergy) Set-up of radio channel

Promotion of radio program

Revenue modal

Unit 4

New media Production,

Overview of New media industry in India Revenue Modal

Promotion and Distribution

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

Studies. Indian new media consumer

Technological advancement in Industry

Mode of Evaluation:

Step 1: Course outcomes (COs) assessment table:

COs	Knowledge level/Skills	Assessment tools			
		CAT 1	End Term Exam	Target (%)	Attainment Level
CO1 50 60	K2 20				
CO2 50 60	K2 20				
CO3 30	K2 60				
CO4 30	K2 60				
Total 100					

Course Name: Environmental Studies

Course Code: BAJC3003

Course Credit: 3

BAJC 3003	Environmental Studies	L	T	P	C
		3	0	0	3
Pre-requisites//Exposure					
Co-requisites					

Course Objectives:

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

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

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

Instructional plan

Module	Content
Module I Environmental Studies :	Understanding Environment and Resources: <ul style="list-style-type: none">• Definition,• Scope and importance• The Natural Resources: Forest, Water, Mineral, Energy, Food and Land resources etc
Module II Environmental Pollution & Media:	<ul style="list-style-type: none">• Problems related to the conservation of natural resources• Role of media in conservation Environmental Pollution, Social Issues and Problems: <ul style="list-style-type: none">• Air Pollution• Water Pollution• Soil Pollution• Marine Pollution• Noise Pollution

- Thermal
Pollution
- Nuclear
Hazards
- Role of
an individual
and media in
prevention of
pollutions

Module III Environment Management:	<p>Environmental Impact and Policies:</p> <ul style="list-style-type: none"> • Environmental Assessment and Environment Audit • Environment Protection Act • The Water Prevention and Control of Pollution Act • Air Prevention and Control of Pollution Act
Module IV Disaster Management:	<ul style="list-style-type: none"> • Wildlife Protection Act • Forest Conservation Act <p>Disaster Management and Policies:</p> <ul style="list-style-type: none"> • Understanding Disaster: Natural and Human • Disasters like Floods, Earthquake, Cyclones, Landslides & Avalanche • Policies to counter Natural disaster and Human Disaster • Role of Media in Disaster Management and Mitigation

Prescribed Text:

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

Course Name: Event Management
Course Code: BAJC 3004

Course Credit: 3

BAJC3004	EVENT MANAGEMENT	L	T	P	J	C
Version	3.0	2	0	1	0	3

Pre-requisites//Exposure Student should have knowledge about different types of Events.

Co-requisites Visit and analyze the events happening in society

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

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

Course Outcomes

After completing this course students will be able to:

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

Text Books

- Kaushalendra Saran Singh , Event Management : Principle and Methods
 - D .G Conway , The Event Manager’s Bible
 - Swarup K Goyal , Event Management
 - S.R Singh , , Event Management
 - Ganga Sagar Singh ,Devesh Kishore , Event Management: A blooming Industry and Eventful career”
 - Tanaz Basrur ,”The art of Successful Event Management”
 - S.S Gaur , “Event Managing and Marketing”
 - Event Management By Lynn Van Der Wagen & Brenda R Carlos
- Course Content 12 hours

Unit I:

- Module I
- Introduction to Event management: Size & Types of Events
 - Concept & Designing.
 - Event Research & Planning
 - Aim of event, Develop a mission, Establish Objectives
 - Preparing event proposal, Use of planning tools
 - Role & Responsibilities of Event Manager
 - Event communication & Presentation skills

Unit II: 10 hours

- Module II
- Event Marketing, Advertising & PR
 - Nature & Process of marketing
 - Marketing mix
 - Sponsorship and its importance
 - Image, Branding, Advertising Publicity and Public relations
 - Basic Event Accounting

Unit III

10 hours

- Module III
- Event Production & Logistics
 - Event Laws & Licenses
 - Event Safety & Security
 - Evaluation: Event Coverage in Media, Pre & Post Event analysis

- Module IV
- Event Management companies in India

Case study of Major Events like IPL ,Award Functions ,Film Festivals ,Trade Fairs , Marriages and Anniversary

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

Course Name: International Affairs and Contemporary Issues

Course Code: BAJC3005

Course Credit: 2

BAJC 3005

**International Affairs and Contemporary
Issues**

L T P J C

Pre-requisites//Exposure			2	0	0	0	2
Co-requisites							

Course Objectives:

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

Course Outcome: The students will be able to

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

Session wise instructional plan

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

BA Journalism and Mass Communication

Program Structure 2018-19

Semester 6

41	2018-2019	BAJC3010	Specialisation: Print Media	Elective5	0	0	0	8	8
42	2018-2019	BAJC3011	Specialisation: Television	Elective5	0	0	0	8	8
43	2018-2019	BAJC3012	Specialisation: Radio	Elective5	0	0	0	8	8
44	2018-2019	BAJC3013	Specialisation: New Media	Elective5	0	0	0	8	8
45	2018-2019	BAJC3014	Specialisation: Advertising	Elective5	0	0	0	8	8
46	2018-2019	BAJC3015	Specialisation: Public Relations	Elective5	0	0	0	8	8
47	2018-2019	BAJC3016	Specialisation: Photography	Elective5	0	0	0	8	8

Course Name: Specialization: Print Media

Course Code:BAJC3010

CourseCredit:8

BAJC3010	Specialization- Print Media	L	T	J	C
Version	3.0	0	0	8	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-

3. Grasp the tools and technology of online journalism (S2)
4. Write content for online media (S4)
5. 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 Technology 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 - 4	Exercise of photo story	Students will submit one photo essay with 2 to 3 sentence description

Rubrics of Evaluation

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

Course Name: Specialization –Television

Course Code: BAJC3011

Course Credit: 8

Specialization: Electronic Media

L T P J C

0 0 0 8 8

Version2.0

Pre-requisites//Exposure

Co-requisites

English/Hindi Language reading & writing skills, basic general knowledge

DSLR Camera with accessories, Computers/Laptops & related Video Editing Softwares

Course Objectives

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

Course Outcomes

On completion of this course, the students will be able to– CO1–

Displayideaandconceptoftelevisionproduction CO2-

Createelectronicmediacontent

Catalogue Description

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

Text Books

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

Reference Books

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

Course Content

I Television 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 Television project.

II Television Production – Fiction and Non-Fiction

- Production Process of Television 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. a. Creativity

(15)%

b. Story telling – speech (15)%

c. Story/idea (15)%

d. Script (15)%

e. Production Technique (15)%

f. Research (15)%

g. 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		

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

Program Outcome(BA MJC)		Media knowledge	To understand the nature of Problem	Message Designing	Conduct in investigations of problems	Modern Media equipment & Software usage	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	Displayideaand conceptof television production			S			S		M		S	M	M
CO2	Createelectronic mediacontent			S	M	S	M	M					

Course Name: Specialisation Radio

Course Code: BAJC3012

Course Credit: 8

Course Description

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

Text Books

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

Robert McLeish, Radio Production, Focal Press

Broadcast Journalism, Boyd Andrew, Focal PressLondon.

News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi. This is ALL India Radio, U.L Baruah, and Publications Division.

Reference Books

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

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

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

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

Project Description

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

Course Name: Specialization: New Media

Course Code: BAJC3013

Course Credit: 8

BAJC3013	Specialization- New Media	L	T	J	C
Version	3.0	0	0	8	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-

1. Grasp the tools and technology of online journalism (S2)
2. Write content for online media (S4)
3. 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, Routlege

New Information Technnology by Tom Forrester (ED).

Course Content

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 - 4	Exercise of photo story	Students will submit one photo essay with 2 to 3 sentence description

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		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
BAJ3013													
	C1					1							
	C2			2		1							
	C3												

1=addressed to small extent

2=address
ed
significantly

3=major
part of
course

Name: Specialization- Advertising

Course Code: BAJC3014

Course Credit: 8

BAJC3014	Specialisation: Advertising	L	T	J	C
Version 2008		0	0	2	2
Pre-requisites//ExposureBasicadvertising					
Co-requisites					

Course Objectives

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

Course Outcomes

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

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

Catalogue Description

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

Text Books

Online material and case studies

Online visual references

Course Content

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

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

Course Name: Specialization- Public Relations

Course Code: BAJC3015

Course Credit: 8

BAJC3015	Specialisation: Public Relations	L	T	J	C
Version1.02		0	0	8	8
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

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

Course Outcomes

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

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

Catalogue Description

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

Text Books

- Online material and case studies
- Online visual references

Course Content

Unit I:

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

Unit II:

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

Unit III:

Students will conduct and present a pilot study/ research on the area of advertising with the approval

and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

UnitIV:

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

Rubric:

The subject will be evaluated on this rubric.

- a. Idea generation and visualisation (10)%
- b. Appeals and copy writing (10)%
- c. Layout and design (20)%
- d. Creativity (10)%
- e. Production Techniques(20)%
- f. Media planning evaluation (20)%
- g. Research Evaluation (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
		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.

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
BAJC3 015	CO1	1		2		2			1		2		
	CO2	1	1			2				2		3	
	CO3	1	2		3	1	1	1	2			2	
	CO4	1	2	3	2	1			1	1	2	2	

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name: Specialization: Photography

CourseCode:BAJC3016

CourseCredit:8

BAJC3016	Specialisation: Photography	L	T	P	J	C
Version	3.0	0	0	0	8	8
Pre-requisites//Exposure	Photography					
Co-requisites	DSLR with various lenses and other equipments					

Course Objectives

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

Course Outcomes

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

5. Operate advanced techniques of specialised photography (S3)
6. Exercise the techniques of lighting and composition (S3)
7. Produce photo essay. (K6)

Catalogue Description

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

Text Books

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

Reference Books

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

Course Content

Unit I:

Specialised photography;

- Portrait
- Travel & Landscape
- Photojournalism
- Sports Photography

- Wild Life & Nature photography
- Product Photography
- Fashion Photography

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

Unit II:

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

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

Rubrics

The subject will be evaluated on this rubric.

- h. Creativity (15)%
- i. Story telling by picture (15)%
- j. New story/idea (15)%
- k. Composition (15)%
- l. Light (15)%
- m. Research (15)%
- n. Caption (10)

Mode of Evaluation:

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

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1		30	30	60	
CO2		30	30	60	
CO3		40	40	60	
Total		100	100		

Note:

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

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

		Program Outcome(BA JMC)											
		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software 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
BAJC 3016	CO1			2		2	1			1			
	CO2	1				2							
	CO3			3						1	1		

1=addressed to small extent

2= addressed significantly

3=major part of course.

