GALGOTIAS UNIVERSITY

Syllabus of

BA Journalism & Mass Communication

Name of School: School of Liberal Education

Department: Mass Communication

Year: 2019-20

BA Journalism and Mass Communication
Program Structure 2019-20

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
Semester 1									
1	2019-2020	BAJC1008	Communicative Hindi	Elective1	3	0	0	0	3
2	2019-2020	BAJC1009	Functional English	Elective1	3	0	0	0	3
3	2019-2020	BAJC1002	Journalism Basics	Core	3	0	0	0	3
4	2019-2020	BAJC1004	Public Speaking & Street Play	Core	0	0	0	2	2
5	2019-2020	BAJC1005	Understanding India & its culture	Core	2	0	0	0	2
6	2019-2020	BAJC1006	Basic Computer Skills	Core	0	0	2	0	2
7	2019-2020	BAJC1019	Digital Photography	Core	2	0	1	0	3
8	2019-2020	BAJC1020	Digital Photography Lab	Core	0	0	2	0	2
9	2019-2020	BAJC1028	Introduction to Mass Communication*	Core	4	0	0	0	4
Semester 2									
11	2019-2020	BAJC1026	Media Language: English*	Elective2	0	0	2	0	2
12	2019-2020	BAJC1027	Media Language: Hindi*	Elective2	0	0	2	0	2
13	2019-2020	BAJC1011	Media Laws & Ethics	Core	2	0	0	0	2
14	2019-2020	BAJC1013	Basics of Advertising	Core	3	0	0	0	3
15	2019-2020	BAJC1014	Specialized Photography & Editing	Core	0	0	0	2	2
16	2019-2020	BAJC1015	Contemporary Social Issues	Core	2	0	0	0	2
17	2019-2020	BAJC1016	Graphic Designing	Core	0	0	2	0	2
18	2019-2020	BAJC1021	Introduction to Radio	Core	3	0	0	0	3
19	2019-2020	BAJC1022	Radio Lab	Core	3	0	0	0	3
20	2019-2020	BAJC1023	Introduction to Television	Core	2	0	1	0	3
21	2019-2020	BAJC1024	Television Lab	Core	0	0	1	0	1
22	2019-2020	BAJC1025	Print Media Reporting & Editing	Core	2	0	0	0	2
Semester 3									
23	2019-2020	BAJC2001	Development Communication	Core	3	0	0	0	3
24	2019-2020	BAJC2002	Basics of New Media	Core	3	0	0	0	3
25	2019-2020	BAJC2005	Script and Content writing	Core	0	0	2	0	2

26	2019-2020	BAJC2006	Indian Polity	Core	2	0	0	0	2
27	2019-2020	BAJC2015	Light and Camera	Core	2	0	0	0	2
28	2019-2020	BAJC2016	Light and Camera Lab	Core	0	0	1	0	1
29	2019-2020	BAJC2017	Corporate Communication	Core	2	0	0	0	2
30	2019-2020	BAJC2018	Corporate Communication Lab	Core	0	0	1	0	1

Semester 4

31	2019-2020	BAJC2008	Film Studies	Core	3	0	0	0	3
32	2019-2020	BAJC2009	Non Linear Editing	Core	0	0	2	0	2
33	2019-2020	BAJC2011	Economic Issues & Current Affairs	Core	2	0	0	0	2
34	2019-2020	BAJC2012	Radio Jockeying & Production	Core	0	0	0	3	3
35	2019-2020	BAJC2013	Online Story telling	Core	0	0	0	3	3
36	2019-2020	BAJC2019	Communication Research	Core	3	0	0	0	3
37	2019-2020	UHVE1001	Universal Human Values	Core	0	0	2	0	2

Semester 5

38	2019-2020	BAJC3006	TV News Production	Elective3	0	0	0	3	3
39	2019-2020	BAJC3007	Video Production-Fiction	Elective3	0	0	0	3	3
40	2019-2020	BAJC3008	Summer Training Evaluation	Elective4	0	0	0	3	3
41	2019-2020	BAJC3009	Summer Project	Elective4	0	0	0	3	3
42	2019-2020	BAJC3002	Media Industry & Entrepreneurship	Core	3	0	0	0	3
43	2019-2020	BAJC3003	Environmental Studies	Core	3	0	0	0	3
44	2019-2020	BAJC3005	International Affairs & Contemporary Issues	Core	2	0	0	0	2
45	2019-2020	BAJC3017	Specialised Reporting & Mobile Journalism	Core	0	0	0	8	8
46	2019-2020	BAJC3018	Event Management	Core	0	0	0	8	8

Semester 6

47	2019-2020	BAJC3010	Specialisation: Print Media	Elective5	0	0	0	8	8
48	2019-2020	BAJC3011	Specialisation: Television	Elective5	0	0	0	8	8
49	2019-2020	BAJC3012	Specialisation: Radio	Elective5	0	0	0	8	8
50	2019-2020	BAJC3013	Specialisation: New Media	Elective5	0	0	0	8	8
51	2019-2020	BAJC3014	Specialisation: Advertising	Elective5	0	0	0	8	8
52	2019-2020	BAJC3015	Specialisation: Public Relations	Elective5	0	0	0	8	8
53	2019-2020	BAJC3016	Specialisation: Photography	Elective5	0	0	0	8	8

Course Name: Journalism Basics

Course Code: BAJC1002

Course Credit: 3

Department of Mass Communication
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	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

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

	Course Outcome	Program Outcome(BA MJC) Media knowledge PO1	Problem analysis PO2	Design/development of solutions PO3	Conduct investigations of complex problems PO4	Modern Media tools usage PO5	Media and society PO6	Environment and sustainability PO7	Ethics PO8	Individual and team work PO9	Communication PO10	Project management and finance PO11	Life-long learning PO12
CO 1	to define basic concepts of journalism	3			2		3		2		3		
CO 2	to explain issues related to news concepts, processes and production	3			2		3				3		
CO 3	to describe the different mediums of news production	3			2		3		2		3		
CO 4	to evaluate issues related to objectivity and ethics in journalism	3			2		3		2		3		

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

Course Name: Public Speaking & Street Play

Course Code: BAJC1004

Course Credit: 2

Galgotias University
Department of Mass Communication

BAJC1004		L	T	P	J	C
	Public Speaking & Street Play					
		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

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

	Program Outcome(BA MJC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software	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 1004	CO-1	1			1	1					2		3
	CO-2		2	3			3	1	2	2		1	

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

Course Name: Understanding India & its Culture

Course Code: BAJC1005

Course Credit: 2

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Department of Mass Communication

BAJC1005	Understanding India & Its Culture	L	T	P	J	C
		2	0	0	0	2
Pre-requisites/Exposure	Fundamental knowledge of India.					
Co-requisites	Reading The News Papers					

Course Objective:

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

Course Outcome:

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

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.

Pedagogy: The course will use the following pedagogical tools –

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

Instructional plan:

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

Text Book

Bhagat, Madhukar Kumar, Indian Heritage : Art & Culture, Access Publications
Srivastava, A.L. Bhartiya Kala, Amazon
Rajaraman V., Vidya, Kalpana, Facets of Indian Culture

Reference Book

Basham, A.L., A Wonder That was India, Sidgwick & Jackson
India, Publication Division, Govt. of India
Acharya, Sriram Sharma, Bhartiya Sanskriti ke Aadharbhoot Tatva

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

CO and PO Mapping

Program Outcome(BA MJC)		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BAJC 1005	CO-1	2					3		2		1		2
	CO-2		2	2					1	2			

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

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:
- **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

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

	Program Outcome(BA MJC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software	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 1006	CO-1	1			1	1					2		3
	CO-2		2	3			3	1	2	2		1	

1=addressed to small extent

2= addressed significantly

3=major part of course

विषय : कम्युनिकेटिव हिन्दी

विषयकोड : **BAJC 1008**

विषयमान : 3

Department of Mass Communication

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

विषयउद्देश्य :

- छात्रों को उस हिन्दीभाषा सेगहनता से जोड़ना जो देश के मनोरंजन उद्द्योग, मिडिया औरआमजन की बोलचाल की भाषा है।

- छात्रों को प्रयोजन मूलक हिन्दी से साक्षात्कार करवाना।

विषय परिणाम :

- छात्र हिन्दी के विज्ञान , तकनीकी और विधि को जान पायेगा।जिसमें शब्दसंरचना से लेकर अर्थ निरूपणऔरशाब्दिक आचार –व्यवहार सभी कुछ शामिल हो।
- इसमें छात्र न केवल हिन्दी शुद्ध –शुद्ध पढ़ना और लिखना सीख पायेगा बल्कि सही संदर्भ और सही अर्थ में हिन्दी का प्रयोग भी कर पायेगा।

निर्देशित विषय सूची:

विषय	क्षेत्र
मॉड्यूल I	हिन्दी ध्वनि का निरूपण और शब्दसंरचना • उच्चारण • ध्वनियाँ • उपसर्ग • प्रत्यय • समास • संधि • परसर्ग
मॉड्यूल II	हिन्दी भाषा संरचना • संज्ञा • लिंग • वचन • कारक • चिन्ह • सर्वनाम • विशेषण
मॉड्यूल III	हिन्दी वाक्य संरचना • वाक्यकेप्रकार • उपवाक्य • कहावतें , आदि
मॉड्यूल IV	हिन्दी लेखन • आमुखलेख • पेराग्राफिंग • लघुलेख

संदर्भ ग्रंथ

• सम्पूर्णहिन्दीव्याकरणऔररचनाडा. अरविंदकुमार ; लूसेंटप्रकाशन
• हिन्दीमेंपटकथालेखन ; जाकिरअलीरजनीश

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

	Program Outcome(BA MJC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software	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 1008	CO-1	1	2	1				2			3		1
	CO-2	1	2	1				2			3		1

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

BAJC1009	Media Language: English	L	T	P	J	C
Version1.02		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

Course 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

Course 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
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.

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 1009	CO1			2			3				3		1
	CO2			3			2				3		2

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

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

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

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BAJC1020	Digital Photography Lab	L	T	P	J	C
Version	3.0	0	0	0	3	3
Pre-requisites//Exposure	Photography					
Co-requisites	DSLR Camera with accessories and related softwares					

CourseObjectives

The course specialised photography and editing is project based learning where students will be asked to submit the projec1. 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

Oncompletionofthiscourse,thestudentswillbeableto

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)

CatalogueDescription

Thiscourseaims 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.

TextBooks

1. Online websites like**https://digital-photography-school.com** could be used extensively.
2. Langford'sAdvanced Photography;MichaelLangford,FocalPress
3. DigitalPhotographyMasterclass, TomAng,Penguin

ReferenceBooks

1. TheDarkroomCookbook;Anchell,StephenG.
2. Practicalphotography;Freeman,John

CourseContent

UnitI:

- 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

UnitIV:

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)%

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 1020	CO1	1		2		2	1			1			
	CO2	1		1		2							
	CO3			3									
	CO4	1				2			1				

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

Course Name: Introduction to Mass Communication

Course Code: BAJC1028

Course Credit: 3

Galgotias University
Department of Mass Communication

BAJC1028	Introduction to Mass Communication	L	T	P	J	C
		3	0	0	0	3
Pre-requisites//Exposure						
Co-requisites						

Course Objective:
- To introduce students to the concept of communication and mass communication.
- To understand the different communication models and theories related to mass communication.
- To explain the importance of communication and role of media in society.

Course outcome:
The Student would be able to
- Learn and understand the basic concept of communication and role of mass communication in society
- Get knowledge on different theories, models and determinants of communication.

INSTRUCTION PLAN

Module	Content
Module I	Understanding Human Communication Functions of Communication Meaning and Elements of Mass Communication Nature and Process of Mass Communication
Module II	Barriers of Mass Communication Types of Communication Verbal and Non-Verbal Communication Intra-Personal, Interpersonal, Group and Mass Communication Ritualistic, Recreational and Symbolic form of Communication
Module III	Introduction to different models: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood etc. Theories of Mass Communication: Authoritarian, Libertarian, Socialistic, Developmental, Participatory Sadharikaran model of communication
Module IV	Role of Mass Media in public opinion Effect of Media on Children Portrayal of Women in Media Portrayal and Representation of Marginalised community in Media

Prescribed Text:
- Dennis McQuail (2010). Mass Communication theory. Sage.
- Keval J. Kumar (2010). Mass communication in India, 4th edition Jaico
- Dennis McQauil and Sven Windhall (1993): Communication models. Longman

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

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

Program Outcome(BA JMC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BAJ C10 28 Communication	1	2	3	4	5	6	7	8	9	10	11	12
CO 1	2					3				3		
CO 2	2					2				3		

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SECOND SEMESTER

Course Name: Media Laws and Ethics

Course Code: BAJC 1011

Course Credit: 2

Semester-II

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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)

CONTENT

Coverage

Module I   Indian Constitution: characteristics, preamble, directive principles
Fundamental rights and Human rights, Fundamental duties and
citizenship

Module II   Power and functions: Executive, cabinet, judiciary, Press President,
union list, concurrent list, Emergency declaration and separation of
powers

Module III   Article 19 (1)a, Freedom of Speech, Reasonable restrictions,
Privileges, Fair comment; Defamation, Contempt of legislature and
court, Censorship and media freedom

Module IV   Right to Information Act Official Secrets Act
Press and Registration of Books Act, 1867.
Sedition, Drugs and Magic Remedies (Objectionable) Advertisement
Act, Obscenity Act Copyright Act, Press Council Act, Ombudsman
Act, cinematography Act Confidentiality of sources of information
Media Ethics and different codes of ethics, recent acts of Media Ethics

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

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

	Program Outcome(BA JMC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BAJC1011	Communication	1	2	3	4	5	6	7	8	9	10	11	12
	CO 1	2					3				2		
	CO 2	2					2				2		
	CO3	3	1				3		3		2		
	CO4	3	3				3		3		2		

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

BAJC1013   **Basics of Advertising**

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
1. Definition & Meaning of Advertising
2. Role and functions of Advertising
3. Nature & Scope of Advertising
4. Growth & Development of Advertising in India
5. Ethical & Regulatory Aspects of Advertising

Module II
1. Advertising Communication System
2. Models of Advertising Communication
   a. AIDA model
   b. DAGMAR model
   c. Maslow's Hierarchy Model
   d. Innovation and adoption Model
3. Advertising Appeals

Module III
1. Classification of Advertising
2. Advertising Copy Writing
3. Elements of Print advertising - Copy, slogan etc.
4. Characteristics, Advantages & Disadvantages of
   a. Broadcast media – Television, Radio
   b. Print Media – Newspaper, Magazines
   c. Other Media – Out-of–home, in-store, transit, yellow pages, Movie theatre, in-flight
   d. Internet

Module IV
1. Advertising agencies – Types & Structure
2. Advertising agencies – Work Profile of Different Departments
3. The advertisers; client –agency-media relationship
4. Ad agency empanelling

Module V
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)

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 1013	CO1	2											
	CO2	1									2	1	
	CO3		1	2		2	1		1			1	
	CO4		2	3	2	1			1	1	1	2	

1=addressed to small extent

2= addressed significantly

3=major part of course

CourseName: Specialised Photography& Editing

CourseCode:BAJC1014

CourseCredit:3

Department of Mass Communication
Galgotias University

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 softwares					

CourseObjectives

The course specialised photography and editing is project based learning where students will be asked to submit the projec1. 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

Oncompletionofthiscourse,thestudentswillbeableto

5. Display the specialised photography (S1)
6. Handle the specialised techniques of lighting and composition (S2)
7. Operate the tools of Editing (S3)
8. Create the story through Photo essay(S5)

CatalogueDescription

Thiscourseaims 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.

TextBooks

1. Online websites like**https://digital-photography-school.com** could be used extensively.
2. Langford'sAdvanced Photography;MichaelLangford,FocalPress
3. DigitalPhotographyMasterclass, TomAng,Penguin

ReferenceBooks

1. TheDarkroomCookbook;Anchell,StephenG.
2. Practicalphotography;Freeman,John

CourseContent

UnitI:

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

UnitIV:

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)%

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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 1014	CO1	1		2		2	1			1			
	CO2	1		1		2							
	CO3			3									
	CO4	1				2			1				

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

BAJC 1015

Contemporary Social Issues

Galgotias University, Greater Noida
Winter Semester 2017-2019

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

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
CO1	2	3	2			3				2		2
CO2	2	3	2			3				2		2
CO3	2	2	2			3				3		3
CO4	2	2	3			3				3		3

(BAJC 1015)

CourseName: Graphic Designing

CourseCode: BAJC1016

CourseCredit:2

GalgotiasUniversity

Department of Mass Communication

BAJC1016	Graphic Designing	L	T	P	C
Version1.02		0	0	2	2
Pre-requisites//Exposure	Basic operations on a PC				
Co-requisites					

CourseObjectives

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)

CatalogueDescription

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. QuarkXpress for Dummies

References:

1. www.lynda.com

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.

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

Program Outcome(BA JMC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
	1	2	3	4	5	6	7	8	9	10	11	12
BAJC1016 CO1	S				S							
BAJC1016 CO2			S		S					M		
BAJC1016 CO3						M			S			

L=Low Correlation
M=Medium Correlation
S=Strong Correlation

Course Title: Introduction to Radio

Subject Code: BAJC1021

LTPC:				

Semester: Semester II

Course Description: The purpose of this course is to enhance the knowledge & skill of students for day-to-day operation of radio.

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 understand the operation of radio production equipment and studio
4. To learn appropriate writing styles for radio
5. To develop a unique style of radio presentation

Course Outcome: The students will be able to produce and present the programs for radio.

Prescribed Text:

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

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

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

Pedagogy:
- Lectures and discussions
- Program production
- Audio exposure/ listening different programs
- Student presentations

Session No.	Module	Content	Practical/ Theory
	Module I	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	
	Module II	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	
	Module III	**Radio programme formats:** Radio Talk. Interview and skills for interviewing, Preparing for Group and panel discussion , Musical programs ,phone-in programes	
	Module IV	Radio drama Radio news and structure of radio news Radio Advertisements and Jingle Vox- pop & Radio Magazine	

Course Name: Radio Lab

Course Code: BAJC1022

Course Credit: 1

Department of Mass Communication
Galgotias University

BAJC 1022	Radio Lab	L	T	P	J	C
		0	0	1	0	1
Pre-requisites//Exposure	Students should have basic understanding of radio.					
Co-requisites	Radio production equipments					
Semester	II					

Course Objectives:-

To explore the opportunity in radio
To understand the meaning and nature of Radio
To become an expert in the field of radio

Course Outcomes

1. To display talent through radio (S1)

2. To handle different tools and techniques required for radio production.(S2)

3. To perform skillfully in the production of different radio programs (S3)

Course Description

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

Text Books

Broadcasting in India, P.C. Chattergee, 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)

Syllabus

Radio Lab Exercise	Introduction of the subject, Radio in today's context/current trends, different presentation styles, exposure of different program formats
	Sound as a medium of communication, use of microphone, console operating, introduction of recording
	Understanding and interpretation of Spoken words , writing styles (*programme specific)*
	Genres of radio programmes, Planning and conduction of different radio programs. Talent show

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 discussion		The students will make at least one program based on any contemporary issue

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

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

	Program Outcome(BA MJC)	Media knowledge	Content Development	Conduct Investigations of Complex Problems	Design/Development of Solutions	Modern Tool Usage	Project Management and Finance	Environment and Sustainability	Ethics	Individual and team work	Communication	Program Specific Outcome(BA MJC)	Media, Culture and Society	Media Entrepreneurship
BAJC 1022 Radio Lab		1	2	3	4	5	6	7	8	9	10		11	12
Course Outcome 1(S1)						2					3			1
Course Outcome 2(S2)						3							1	
Course Outcome 2(S3)							3	1			2			2

Course Name: Introduction to TV
Course Code: BAJC1023

L-2, T-1, P-2, C-4

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

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.
Writing to visuals
• The writing process- Thinking audio and video
• Writing Anchor Leads, VO, PTC
• Writing for Astons, subtitles, scrawls and ticker etc.

TV Reporting
• Developing TV stories
• Structuring a TV news report, V/O's, packages & story formats.
• PTC: Opening, Bridge and closing.

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

TV news (Practical)
• TV writing for different types of visuals
• Structuring TV news reports
• Reporting TV news stories
• Different types of PTC
• Interactive OB exercises
• Facing the camera and voice training
• Studio anchoring and Use of Teleprompter
• Voice over, sound track for features.
• Moderating studio news programmes

BAJC 1024	TV lab	L	T	P	J	C
Version	3.0	0	0	0	3	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

9. Write for TV news (S4)

10. Handle and create television news production techniques (S2)

11. Display ideas of programming (S1)

12. Create the TV news segments or programs (S5)

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%)

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
CO1	1		3		1			1	1	2		
CO2	1		2		3				2	2		
CO3	1		2						1	1		
CO4	1		3		3				3	3		

(BAJC 1024)

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

Course Name: Print Media Reporting & Editing

Course Code: BAJC1025

Course Credit: 3

Department of Mass Communication

Galgotias University

BAJC1025	**Print Media Reporting & Editing**	L	T	J	C
Version	3.0	0	0	3	3
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 Tecnnology 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	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BAJC 1025	C1					1							
	C2			2		1							
	C3			3									

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

Course Name: Media Language: English

Course Code: BAJC1026
Course Credit: 2

Galgotias University

Department of Mass Communication

BAJC1026	**Media Language: English**	L	T	P	J	C
Version1.02		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

Course Objective:

i. Improve skills of the language
j. Enhance comprehension skills
k. Construct correct sentences
l. Learn new words for better and polished communication
m. Coherent development of ideas
n. Use English to communicate in day today life and academics
o. Prepare an amalgamation of objectivity and subjectivity
p. Improve reading skills

Course Outcomes:

The student will be able to

3. Speak English effectively.

4. Write in English

Suggested Readings:

7. Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.

8. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.

9. Prasad, P. Communication Skills, S.K. Kataria & Sons.

10. Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.

11. Roach Peter. English Phonetics and Phonology.

12. 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.

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 1026	CO1			2			3				3		1
	CO2			3			2				3		2

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

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BAJMC1027	मीडिया लैंग्वेज : हिन्दी	L	T	P	J	C
Version1.0		0	0	2		2
Pre-requisites//Exposure						
Co-requisites	हिंदी की सामान्य समझ के साथ ही साथ समसामयिक मुद्दे की जानकारी					

विषय उद्देश्य (Objective) : इस विषय का उद्देश्य छात्रों को मीडिया और हिंदी के अंतरसंबंधों से परिचित कराना जिससे छात्रों में हिंदी के व्यावहारिक व तकनीकी पक्षों की बेहतर समझ विकसित हो सके:

- छात्रों को मीडिया एवं मनोरंजन उद्द्योग में प्रयोग होने वाली हिंदी से व्यावहारिक बनाना तथा इसके तकनीकी इस्तेमाल से परिचित करना।

- हिंदी के प्रयोग को निजी और प्रोफेशनल जीवन में आसान बनाना।

- हिंदी के व्यावहारिक व तकनीकी पक्षों से परिचित कराना।

विषय परिणाम (CO) :

1. हिंदी के व्यावहारिक ज्ञान को समझना (K2)

2. मीडिया की भाषा के महत्व और उसकी उपयोगिता को बेहतर तरीके से प्रयोग में ला पाएंगे। (K3)

3. छात्र हिंदी के वैज्ञानिक विधि को विश्लेषित कर पाएगा। जिसमें शब्द संरचना से लेकर अर्थ निरूपण शाब्दिक व्यवहार भी शामिल होगा (K4)

संदर्भग्रंथ :

- हिंदी भाषा की सामाजिक संरचना : भोलानाथ तिवारी

- व्यावहारिक हिंदी :भोलानाथ तिवारी

- राजभाषा हिंदी : भोलानाथ तिवारी

- अनुवाद विज्ञान सिद्धांत एवं प्रविधि :भोलानाथ तिवारी

- अनुवाद की व्यावहारिक समस्यायें : भोलानाथ तिवारी

- सम्पूर्ण हिन्दी व्याकरण और रचना : डा. अरविंद कुमार (लूसेंटप्रकाशन)

- हिन्दी में पटकथा लेखन : जाकिर अली रजनीश

पाठ्यक्रम

मॉड्यूल 1 भाषा एवं व्याकरण

- **अभ्यास** – भाषा और व्याकरण से संबन्धित अभ्यास । हरेक छात्र को समसामयिक मुद्रों से संबन्धित लेखन करना होगा था उस लेखन के जरिये उसके क्रय का मूल्यांकन होगा।

मॉड्यूल 2 मीडिया लेखन

- आलेख लेखन
- शीर्षक लेखन
- भाषा में देशज शब्द
- भाषा में विदेशज शब्द
- **अभ्यास:** आलेख लेखन, कहानी लेखन/ वाचन

मॉड्यूल 3 हिन्दी भाषा और मीडिया

मीडिया भाषा : प्रकृति एवं विशेषताएँ

अभ्यास: प्रत्येक छात्र को एक पुस्तक/लेख की समीक्षा करनी होगी। उस समीक्षा के जरिये मूल्यांकन किया जाएगा।

Rubrics

इस विषय में किए गए कार्यों का मूल्यांकन निम्नलिखित विंदुओं प होगा।:.

- o. Creativity (25)%
- p. Storytelling and writing (20)%
- q. New story/idea (15)%
- r. Book Review (25)%
- s. Research (15)%

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

MediaLlanguage : Hindi BAJC10227	Program Outcome (BA MJC)	Media knowledge	Content Development	Conduct Investigations of Complex	Design/Development of Solutions	Modern Tool Usage	Project Management and Finance	Environment and Sustainability	Ethics	Individual and team work	Communication	Program SpecificOutcome (BA MJC)	Media, Culture and Society	Media Entrepreneurship
		1	2	3	4	5	6	7	8	9	10		1	2
UNIT 1	CO1	M	L	S			M		S	M			L	
UNIT 2	CO2		L		M	M					S			M
UNIT 3	CO3		L		M	M								M
UNIT 4	CO4	M	L	M			M		S	M	L		L	

S=addressed to small extent
M= addressed significantly
L=major part of course

GALGOTIAS UNIVERSITY

THIRD SEMESTER

Course Code: BAJC 2001

Course Credit: 3

Galgotias University

Department of Mass Communication

GALGOTIAS UNIVERSITY

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

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	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	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	☐ 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. Honululu, East West Center Press, Fifteen Edition

Rubrics

The subject will be evaluated on this

rubric. a.   Creativity (15)%
   b.   Identification of Issues (30)%
   c.   Designing (40)%
   d.   Media and Society (10)%
   e.   Research (5)%

Pedagogy:

The course will use the following pedagogical tools –

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

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

BAJC2001		**Program Outcome (BA MJC)**	Media knowledge	Content Development	Conduct Investigations of Complex Problems	Design/Development of Solutions	Modern Tool Usage	Project Management and Finance	Environment and Sustainability	Ethics	Individual and team work	Communication	**Program SpecificOutcome (BA MJC)**	Media, Culture and Society	Media Entrepreneurship
			1	2	3	4	5	6	7	8	9	10		1	2
UNIT 1	CO1			1				2		1					
UNIT 2	CO2		2									2			
UNIT 3	CO3			3		3		3	2		1	3			
UNIT 4	CO4		2		3			3	2		3	3			

1=addressed to small extent

2= addressed significantly

3=major part of course

GALGOTIAS UNIVERSITY

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, Routlege
The Information: A History, A Theory, A Flood, James Gleick, Fourth Estate
SARAI Reader o1: The Public Domain Pub: CSDS
New Information Tecnnology by Tom Forrester (ED).

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	

MID-TERM EXAMINATION

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

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%)

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

BAJC2002	Program Outcome (BA MJC)	Media knowledge	Content Development	Conduct Investigations of Complex Problems	Design/Development of Solutions	Modern Tool Usage	Project Management and Finance	Environment and Sustainability	Ethics	Individual and team work	Communication	Program SpecificOutcome (BA MJC)	Media, Culture and Society	Media Entrepreneurship
		1	2	3	4	5	6	7	8	9	10		1	2
UNIT 1	CO1		1				2		1					
UNIT 2	CO2	2									2			
UNIT 3	CO3		3		3		3	2		1	3			
UNIT 4	CO4	2		3			3	2		3	3			

GALGOTIAS UNIVERSITY

Course Name: Script & Content Writing
Course Code: BAJC2005
Course Credit: 2

Department of Mass Communication
Galgotias University

GALGOTIAS UNIVERSITY

BAJC2005	Script & Content Writing	L	T	P	J	C
Version	3.0	0	0	2	0	2
Pre-requisites//Exposure		The students are expected to have basic writing skills, which is vital to media writing.
Co-requisites		Media Literacy

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

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

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

Course Outcomes
On Completion of this course, students will be able to:
- Construct the structure of the script (S1).
- Write scripts for audio and audio visual mediums. (S4)
- Writing content for new media. (S4)

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

Additional Reference
- The Screenwriter's Bible By David Trottier

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

USEFUL WEBSITES
www.wordplayer.com
www.mypdfscripts.com
www.imsdb.com
www.avclub.com
www.filmcrithulk.wordpress.com
www.imdb.com
www.script-o-rama.com
www.JohnAugust.com
www.filmmakermagazine.com
www.deadline.com
www.filmsite.org
www.thewrap.com

Course Content

Unit I Script Writing Introduction

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

Unit II Screenplay Structure

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

Unit III Script-writing as a Creative Enterprise

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

Unit IV Content Writing

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

Rubrics
Ideation : 25%
Research 25%
Content 50%

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

	Program Outcome(BA MJC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BAJC2005		1	2	3	4	5	6	7	8	9	10	11	12
BAJC2005	CO1	2	3	2									
BAJC2005	CO2		2	3					2				
			2	3					2				

Course Name: Indian Polity

Course Code: BAJC2006

Course Credit: 2

Department of Mass Communication
Galgotias University

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

Course Outcomes: The students will be able

CO1 –to define basic concepts of Indian politics

CO2 – to demonstrate knowledge of past political issues & personalities

CO3 – to develop an understanding of political events

CO4 – to analyze contemporary political issues

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

Text Books

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

Reference Books

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

Course Content / Syllabus

Unit I

Democracy: Concept and its Power

Indian Constitution: Preamble, Fundamental Rights & its Duties, Directive Principles,

Federal System, Important Articles

Political Ideologies: Right, Left & Centre, Extremism

National and prominent regional political parties

Unit II

Profile of Prominent Political Leaders

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

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

Unit III

Kranti & Fall of Janta Party

Operation Blue Star, Indira's Assassination

Computers Advent in India

Boforse Case,

Mandal Commission,

Economic Crisis & Liberalisation,

Ayodhya Movement,Kargil War, Anna Movement,

Corruption as Agenda, Modi Government.

Unit IV

Contemporary Political Issues:

Corruption

 Communalism

 Naxalism

 Inflation

 Mussle Power in Politics

 Regionalism

Political Updates

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

1	Program Outcome(BA MJC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BAJC2006		1	2	3	4	5	6	7	8	9	10	11	12
BAJC2006	CO1	1					3				1		
BAJC2006	CO2	1					3				1		
		1					3				1		
		1					3	1			1		

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

Light and Camera- BAJC 2015

Course Objective:

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.

Course Outcome: Students will be able to handle the camera.

Students will be able to use different types of light effectively.

Module	Content
Module I	Types of video Camera Parts of Camera Focal length and Angle of view Lenses Aperture, Sutter Speed, Gain Depth of Field Image sensor (CCD, 3CCD, CMOS)
Module II	Composition (Rule of thirds) Different types of shots and Camera angles Camera movement Exposure Aesthetics in visual composition Supporting equipments of Camera (MOUNTS)
Module III	Frame rate and shooting formats(PAL, SECAM, NTSC) Interlace and Progressive scan HD and SD formats Magnetic tapes(low band, hi band, beta cam, DV cam, DVC pro) Memory cards (SD, Flash) Anticipating editing Role of cameraman
Module IV	Importance of Lighting Property of Light Lighting control and usage Basic lighting technique(Three point lighting) Studio lighting White balance and colour temperature Other tools used in lighting - Diffusers, Reflectors, Cutters & Gels Production Planning

Prescribed Text:

- Alkin Glynn. TV Sound Operations 1975
- Alkin Glynn. Sound Techniques for Video and TV Media Manual series, Focal Press, Boston- London, 1984
- Cheshire David. The Video Manual, Mitchell Beazley Artists House, 1982
- Millerson Gerald. Video Camera Techniques, Focal press

CourseName: Light and Camera Lab

CourseCode: BAJC2016

CourseCredit:3

Galgotias University

Department of Mass Communication

BAJC2016	**Light and Camera lab**	L	T	P	J	C
Version	3.0	0	0	2	0	3
Pre-requisites//Exposure	Still Photography					
Co-requisites	Camcorder					

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

UnitI:

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

Unit II:

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

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

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

Program Outcome(BA MJC)		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BAJ C2016	CO1	3					1						
BAJ C2016	CO2		2	3	2	3		1	2	2	3		
BAJ C2016	CO3	2				2			1	1			

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

Course Name: Corporate Communication

Course Code: BAJC2017

Department of Mass Communication

Unit-I [Public Relations]

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]

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]

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]

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:-Corporate Communication LAB
Course Code:- BAJC2018

Unit-I [Corporate Communication]

6. Definition of Public Relations - Its need, nature and scope
7. Types of Publics, Functions of PR
8. How PR is different from advertising, publicity and propaganda
9. Corporate Communication, Difference between Corporate communication & PR
10. Ethics of PR - IPRA code - PRSI

Unit-II [CC Tools & Techniques]

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

Unit – III [CC Practices]

7. Role of PR in Educational and Research Institutions
8. Role of PR in Rural Sector
9. Role of PR in Defence
10. Role of PR in Political and Election Campaigns
11. PR for Individuals
12. PR campaign - programme planning, evaluation

Unit-IV [Corporate Communication]

7. Definition of Corporate Communication
8. Corporate communication - Basic tools, strategies and planning and core functions
9. Corporate communications in industry, dealing with internal and external public
10. Media relations – Media conferences and releases, media queries, rejoinders, media expectations
11. Corporate communication in Reputation management
12. Crisis Communication

Fourth Semester

Course Name: Film Studies
Course Code: BAJC2008
Course Credit: 3

Department of Mass Communication
Galgotias University

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BAJC2008	Film Studies	L	T	P	J	C
Version	3.0	3	0	0	0	3
Pre-requisites//Exposure	English Reading & Writing Skills					
Co-requisites	Newspapers, 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'

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

	Course Outcome	Media knowledge PO1	Problem analysis PO2	Design/development of solutions PO3	Conduct investigations of complex problems PO4	Modern Media tools usage PO5	Media and society PO6	Environment and sustainability PO7	Ethics PO8	Individual and team work PO9	Communication PO10	Project management and finance PO11	Life-long learning PO12
CO1	To describe the theoretical and historical methods in studying cinema	3	2			1	3				2		
CO2	To describe the relationship between films, culture and society	3	2			1	3				2		
CO3	To develop analytical skills to appreciate films	3	2				3				2		

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

BAJC2009	Non-Linear Editing	L	T	P	C
Version	3.0	0	0	2	2
Pre-requisites//Exposure	Should have basic knowledge of computers and audio video program production techniques				
Co-requisites	Computers having 8gb ram 2gb graphics card i7 processor with related video editing software				

Course Objectives

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

Course Outcome

After completion of the course, student would be able to-
- Display basic operations of NLE (S1)
- Handle timeline editing, project set-up, media management and editing techniques. (S2)
- Operate rendering, exporting and process for final mastering/delivery of projects (S3)

Text Books

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

References

- Different sequences of feature films for practice

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

Rubrics of Evaluation:

1. 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%)

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

Program Outcome (BAJMC)		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problem	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
BAJC2 009	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: Contemporary Economic Issues
Course Code: BAJC2011

Department of Mass Communication

Course Objective:
In this course the students will study the various sectors of Indian economy which are having some issues with regard to development

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

- Understand the issues in various sectors of Indian Economy

Instructional plan:

Module	Content
Module I	Contemporary Issues in Public sector: Disinvestment, Administered Price Mechanism: Deregulation of fuel prices, Pricing Issues. Inter-state disparities in the pattern of development
Module II	Contemporary Issues in Trade sector: Balance of payments: Current and capital Account convertibility, Foreign Direct Investment, Exchange rate related issues.
Module III	Contemporary Issues in Labour market: Migration (internal and external), MNCs and labour laws in India.
Module IV	Contemporary Issues in Taxes: Double taxation avoidance; Goods& services WTO and taxes & subsidies. 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.

Course Name: Radio Jockeying & Production

Course Code: BAJC2012

Course Credit: 3

Department of Mass Communication
Galgotias University

Course Title: Radio Jockeying & Production (Practical)

Subject Code: BAJC2012

LTPJC:

0	0	0	3	3

Semester: Semester IV

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

Course Objectives:

6. To be familiar with different styles of voice modulation

7. To understand the basics of radio Production
8. To become a radio production person
9. 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 Diamond Pocket Books

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

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

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

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.

    t.   Presentation style (40)%

    u.   Story telling (20%)

    v.   Production quality (40%)

	Program Outcome(BA JMC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BAJC2012	**Radio Jockeying & Production**												
	Course Outcome1 (S1)	3									1		2
	Course Outcome2 (S2)			2		3					2		1
	Course Outcome3 (S3)			3							2		

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

BAJC2013	Online story telling	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
13. Grasp the skills of online story telling.(S2)
14. Create digital stories using skills like photography, writing, graphics video and sound.(S5)
15. 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 Word 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)	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
BAJC2013	CO1			2									
	CO2			2		2		1					
	CO3			2		2				2			

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

Course Name: Communication Research

Course Code: BAJC 2019

Course Credit: 3

Semester-IV

Galgotias University
Department of Mass Communication

Communication Research

BAJC 2019	Communication Research	L	T	P	J	C
		2	0	1	0	3
Pre-requisites//Exposure		Understanding Research				
Co-requisites		Internet, Online Research articles, SPSS software				

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

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

Course Outcome: At the end of the course the students will 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)

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Session wise instructional plan

Module	Content
Module I	• 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	• Stages of the research process • Preparing a research plan, qualitative and quantitative research designs • Data collection; primary& secondary • Research Approaches, Exploratory & Descriptive
Module III	• 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	• 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.

    w. Creativity (15)%

    x. Identification of research problem (15)%

    y. New research idea (30)%

    z. Media and Society (20)%

    aa. Research (20)%

BAJC 2019	Program Outcome(BA MJC)	Media knowledge	Problem analysis	Designing and Development Solutions	Conduct investigations of problems	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
	Communication Research	1	2	3	4	5	6	7	8	9	10	11	12
	CO1	1					2	1				2	
	CO2	1	2		3		2					2	
	CO3	2	2		3		2			1		3	
	CO4	2	3		3		3			1	2		

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Name- Human Values
Course Code-UHVE1001

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 Credit: 3

Department of Mass Communication

Galgotias University

BAJC3002	**Media industry and Entrepreneurship**	L	T	P	C
Version	**3.0**	3	0	0	3
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

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
BAJC3002	CO1	1				1						2	
	CO2	1				1						2	
	CO3	1				1						2	
	CO4	1				1						2	

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

Course Name: Environmental Studies
Course: BAJC3003

Galgotias University

Department of Mass Communication

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

Course Outcome:
Students will get in-depth knowledge about environment studies.

Instructional plan

Module	Content
Module I	Environmental Studies : Definition, scope and importance, The Natural Resources: Forest, Water, Mineral, Energy, Food and Land Resources, Problems related to the conservation of natural resources and the role of media.
Module II	Environmental Disasters & Media Reportage : Definition, meaning, Environmental Pollution: Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution Nuclear Hazards
Module III	Environment Management : Environmental Impact Assessment and Environment Audit, Social Issues and Environment, Acts and Laws for Environment Protection; Environment Protection Act, The Water (Prevention and Control of Pollution) Act, Air (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Role of an individual and media in prevention of pollution
Module IV	Disaster Management : Policies to counter natural disaster, NDRF,DREF, Role of Media in Disaster Management, Floods, Earthquake, Cyclones, Landslides & Avalanche.

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: International Affairs and Contemporary Issues

Course Code: BAJC3005

Course Credit: 2

Semester-V

Galgotias University

Department of Mass Communication

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

Co-requisites

Course Objectives:

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

Course Outcome: The students will be able to

☐ Learn about various aspects of international communication and its importance in respect of contemporary changing world (K1).

☐ Understand various aspects of international issues, communication and relation (K2)

☐ Contribute and practise in strengthening the intentional relation through news and reporting (K3)

Session wise instructional plan

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

Prescribed Text:

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

Course Name: TV News Production

Course Code: BAJC3006

Course Credit: 3

Department of Mass Communication
Galgotias University

BAJC 3006	TV News Production	L	T	P	J	C
Version	3.0	0	0	0	3	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

16. Write for TV news (S4)

17. Handle and create television news production techniques (S2)

18. Display ideas of programming (S1)

19. Create the TV news segments or programs (S5)

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

Reference Books

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

Course Content

Unit I
TV News Writing:
6. Basic skills of writing TV news script
7. Writing script according to visuals
8. Headlines: Selection, Writing with a punch
9. Snippet or speed news writing
10. Writing tickers

Unit II
Production of News Bulletin:

8. Breaking News
9. Prime Time News
10. Selection of news for the bulletin
11. Editing of news stories
12. Use of graphics and animation
13. Voice over, Packaging
14. Rundown, Anchoring

Unit III:
News Programme Production

The students will be exposed to –
8. Panel discussions
9. News based programmes
10. Audience based programmes
11. Interview based programmes
12. Special sports programmes
13. Special entertainment programmes
14. 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.
e. Concept (25%)
f. Storytelling (25%)
g. Camera Techniques (25%)
h. Quality of News Production (25%)

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 006	CO1	1		3		1			1	1	2		
	CO2	1		2		3				2	2		
	CO3	1		2						1	1		
	CO4	1		3		3				3	3		

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

Course Name: Video Production-Fiction

Course Code: BAJC3007

Course Credit: 3

Department of Mass Communication
Galgotias University

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

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
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

BAJC3008	Summer Training Evaluation	L	T	P	J
					C
Version 3	2.0	0	0	0	3
Pre-requisites//Exposure Co-requisites	Media and Communication Industry Exposure Internship				

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

Galgotias University

Department of Mass Communication

BAJC3009	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 Knowledge base, 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

RELATIONSHIP BETWEEN CO AND PO

	Program Outcome(BA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BAJC 3009	Summer Project	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1	2				3							1
	Course Outcome2			3		1					2		1

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

Course Code: BAJC3018

Course Credit: 3

Galgotias University
Department of Mass Communication

BAJC3018	EVENT MANAGEMENT	L	T	P	J	C
		2	0	1	0	3
Pre-requisites//Exposure		Student should have knowledge about different types of Events.				
Co-requisites						

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 should be able to:
- Develop the knowledge and competencies required to promote, implement and conduct special events.
- Practice collaboratively and responsibly in teams and will have the ability to achieve outcomes.
- Develop the knowledge required to assess the quality and success of special events.
- Plan any event and make its projection and planning with the help of instructor.

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
	
	Event Management as a tool of public relation , Marketing Mix ,Relationship between Public Relation and Event Management , Risk Management
	what is Event Management , Types of Events, Role and function of Events in Brand building

Unit II: 10 hours

Module II	• Event Marketing, Advertising & PR
	    ➢ Nature & Process of marketing
	    ➢ Marketing mix
	    ➢ Sponsorship
	    ➢ Image, Branding, Advertising Publicity and Public relations
	• Basic Event Accounting
	• Event Safety & Security
	
	• Planning of the Event : Defining Goals & Objective, Event Promotion, Preparing a Planning Schedule Event Sponsorship – Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship ,law and license, scheduling of event
	• Who is Event Manager ,
	Role & Responsibilities of Event Manager in Different Events

Unit III   10 hours

Module III	- Event Production & Logistics - Event Laws & Licenses - Sponsorship and its importance - Evaluation: Event Coverage in Media, Pre & Post Event analysis - Implementation: Selecting Dates & Time, Selecting Destination, Assigning Responsibility and Communicating, Crisis Management, , Checklists - Evaluation : Event Coverage in Media , Post Event analysis., Profit Generation, Cost Audit

Unit IV   08hours

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)

Program Outcome(BA MJC)		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BAJ C30 18	CO1	M		S			M		M				
	CO2									S		S	M
	Co 3	M	S		M								
	C0 4			S		M	S				S		

BAJC3017	**Specialised Reporting & Mobile**	L	T	P	J	C
Version	3.0	0	0	0	4	2
Pre-requisites//Exposure	Photography					
Co-requisites	DSLR with various lenses and other equipments					

CourseObjectives

The course isproject-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

Oncompletionofthiscourse,thestudentswillbeableto

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

CatalogueDescription

Thiscourseaims to skilled the students in professional photography.Student willapplyadvanced techniques of photography. The course will include hands-on demonstrations with the DSLR.

TextBooks

1. Online websites like https://digital-photography-school.com could be used extensively.
2. Langford'sAdvanced Photography;MichaelLangford,FocalPress

ReferenceBooks

1. TheDarkroomCookbook;Anchell,StephenG.
2. Practicalphotography;Freeman,John

CourseContent

UnitI:

Specialised photography;

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

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

Unit II:

- Importance of Lighting
- Lighting control and usage
- Composition tips
- Different rules of composition.

PROJECT-2: Students will be exposed practically with technique of composition and lighting. Students have to capture 10-20 photographs for showing the importance of shadow in the image.

Unit III:

PROJECT-3: 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.

- bb. Creativity (15)%
- cc. Story telling by picture (15)%
- dd. New story/idea (15)%
- ee. Composition (15)%
- ff. Light (15)%
- gg. Research (15)%
- hh. Caption (10)

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

Specialization: Photography BJMC3017		Program Outcome (BA MJC)	Media knowledge	Content Development	Conduct Investigations of Complex Problems	Design/Development of Solutions	Modern Tool Usage	Project Management and Finance	Environment and Sustainability	Ethics	Individual and team work	Communication	Program SpecificOutcome (BA MJC)	Media, Culture and Society	Media Entrepreneurship
			1	2	3	4	5	6	7	8	9	10		1	2
UNIT I	CO1		S	M		L	M			S		M		M	S
UNIT II	CO2			L		L	M				S	S		M	S
UNIT III	CO3		S	L	M	L	M	M		S	S	M		L	M

S=addressed to small extent
M= addressed significantly
L=major part of course

Course Name: Specialization: Print Media

Course Code: BAJC3010

Course Credit: 8

Department of Mass Communication

Galgotias University

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

Text Books

4. D'Souza, Y K.; *Electronic Media and the Internet;* Gyan Book Depot Publications

5. Siapera, Eugenia; *Understanding New Media*; Sage Publication

6. 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 Tecnnology 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
5. Idea (25%)
6. Scannability (25%)
7. Use of multimedia (25%)
8. Research (25%)

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

Program Outcome(MAJMC)		Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BAJC3 013	C1					1							
	C2			2		1							
	C3			3									

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

Department of Mass Communication
Galgotias University

BAJC3011	**Specialization: television**	L	T	P	J	C
Version	2.0	0	0	0	8	8
Pre-requisites//Exposure	English/Hindi Language reading & writing skills, basic general knowledge					
Co-requisites	DSLR Camera with accessories, Computers/Laptops & related Video Editing Softwares					

Course Objectives

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

Course Outcomes

On completion of this course, the students will be able to –
CO1 – Display idea and concept of television production
CO2 - Create electronic media content

Catalogue Description

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

Text Books

5. Techniques of TV Production: Gerald Millerson, Focal Press, 1990.
6. 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.

ii. Creativity (15)%
jj. Story telling – speech (15)%
kk. Story/idea (15)%
ll. Script (15)%
mm.   Production Technique (15)%
nn. Research (15)%
oo. Story Slug or Title (10) %

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

	Program Outcome(BA MJC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct in vestigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Display idea and concept of television production			S			S		M		S	M	M
CO2	Create electronic media content			S			S		M		S	M	M

S – Strong
M- Medium
L – Low

Department of Mass Communication
Galgotias University

BAJC 3012	Specialisation Radio	L	T	P	J	C
		0	0	0	8	8
Pre-requisites//Exposure	Students should have background of basics of radio					
Co-requisites	Radio production equipments					

Course Objectives:-

To explore the opportunity in radio

To understand the meaning and nature of Radio

To become an expert in the field of radio

Course Outcomes

1. To display talent through radio (S1)

2. To handle different tools and techniques required for radio production.(S2)

3. To perform skillfully in the production of different radio programs (S3)

Course Description

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

Text Books

Broadcasting in India, P.C. Chattergee, 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

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

	Program Outcome(BA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BAJC 3012	Specialisation Radio	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome 1(S1)	1									3		1
	Course Outcome 2(S2)					3							1
	Course Outcome 2(S3)			3	1						2		

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

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

Text Books

7. D'Souza, Y K.; *Electronic Media and the Internet;* Gyan Book Depot Publications

8. Siapera, Eugenia; *Understanding New Media*; Sage Publication

9. 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 Tecnnology 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
9. Idea (25%)
10. Scannability (25%)
11. Use of multimedia (25%)
12. Research (25%)

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

Program Outcome(MAJMC)		Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BAJC3 013	C1					1							
	C2			2		1							
	C3			3									

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

Course Name: Specialisation: Advertising

Course Code: BAJC3014

Course Credit: 8

Galgotias University

Department of Mass Communication

BAJC3014	Specialisation: Advertising	L	T	J	C
Version1.02		0	0	8	8
Pre-requisites//Exposure	Basic advertising				
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

20. Prepare advertisements for various media

21. Prepare a media plan for an newly launched product/services

22. Conduct a research work in the area of advertising

23. 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.

Rubric:

The subject will be evaluated on this rubric.

pp. Idea generation and visualisation (10)%

qq. Appeals and copy writing (10)%

rr. Layout and design (20)%

ss. Creativity (10)%

tt. Production Techniques (20)%

uu. Media planning evaluation (20)%

vv. Research Evaluation (20)

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
BAJ C301 4	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: Specialisation: Public Relations

Course Code: BAJC3015

Course Credit: 8

Galgotias University

Department of Mass Communication

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

24. Prepare advertisements for various media

25. Prepare a media plan for an newly launched product/services

26. Conduct a research work in the area of advertising

27. 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.

Rubric:
The subject will be evaluated on this rubric.

ww.   Idea generation and visualisation (10)%

xx. Appeals and copy writing (10)%

yy. Layout and design (20)%

zz. Creativity (10)%

aaa.   Production Techniques (20)%

bbb.   Media planning evaluation (20)%

ccc.   Research Evaluation (20)

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**
BAJ C301 5	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: Specialisation: Photography

Course Code: BAJC3016

Course Credit: 8

Department of Mass Communication

Galgotias University

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

28. Operate advanced techniques of specialised photography (S3)

29. Exercise the techniques of lighting and composition (S3)

30. 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; Anchell, 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.

- ddd. Creativity (15)%
- eee. Story telling by picture (15)%
- fff. New story/idea (15)%
- ggg. Composition (15)%
- hhh. Light (15)%
- iii. Research (15)%
- jjj. Caption (10)

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

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