GALGOTIAS UNIVERSITY

Syllabus of

MA Journalism & Mass Communication

Name of School: School of Liberal Education

Department: Mass Communication

Year: 2019-20

Program Structure

Department of Mass Communication, School of Liberal Education

MA Journalism and Mass Communication

2019-2020

MA 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	MAMC5008	Language Skills: English	Elective1	0	0	0	4	4
2	2019-2020	MAMC5009	Language Skills: Hindi	Elective1	0	0	0	4	4
3	2019-2020	MAMC5003	Contemporary Socio-Political Issues	Core	2	0	0	0	2
4	2019-2020	MAMC5004	Public speaking and Street play	Core	0	0	0	3	3
5	2019-2020	MAMC5005	Computer Applications	Core	0	0	0	2	2
6	2019-2020	MAMC5006	Photography	Core	0	0	0	4	4
7	2019-2020	MAMC5020	Theories of Mass Communication	Core	3	0	0	0	3
8	2019-2020	MAMC5021	Print Media Reporting	Core	0	0	0	4	4
Semester 2									
9	2019-2020	MAMC5016	Print Media: Sub Editing	Elective2	0	0	0	4	4
10	2019-2020	MAMC5017	Graphic Designing	Elective2	0	0	0	4	4
11	2019-2020	MAMC5018	Corporate Communication	Elective3	0	0	0	4	4
12	2019-2020	MAMC5019	Advertising	Elective3	0	0	0	4	4
13	2019-2020	MAMC5010	Economic Issues in Global world	Core	2	0	0	0	2
14	2019-2020	MAMC5012	Radio Program Production	Core	0	0	0	4	4
15	2019-2020	MAMC5013	Light and Camera	Core	0	0	0	3	3
16	2019-2020	MAMC5014	Non Linear Editing	Core	0	0	0	3	3
17	2019-2020	MAMC5022	Entrepreneurship & Presentation Skills	Core	0	0	0	3	3
18	2019-2020	UHVE1001	Universal Human Value	Core	0	0	2	0	2
Semester 3									
19	2019-2020	MAMC6004	Online Story telling	Elective4	0	0	0	4	4
20	2019-2020	MAMC6005	Content Writing	Elective4	0	0	0	4	4
21	2019-2020	MAMC6006	TV News Production	Elective5	0	0	0	4	4
22	2019-2020	MAMC6007	Film Production	Elective5	0	0	0	4	4
23	2019-2020	MAMC5018	Summer Training Evaluation	Elective6	0	0	0	4	4
24	2019-2020	MAMC5019	Summer Project	Elective6	0	0	0	4	4
25	2019-2020	MAMC6001	Communication Research	Core	0	0	0	4	4

26	2019-2020	MAMC6002	Event Management	Core	0	0	0	4	4
27	2019-2020	MAMC6003	Inter Cultural Communication	Core	2	0	0	0	2
Semester 4									
28	2019-2020	MAMC6008	Specilisation: Print Media	Elective7	0	0	0	8	8
29	2019-2020	MAMC6009	Specilisation: Electronic Media	Elective7	0	0	0	8	8
30	2019-2020	MAMC6010	Specialisation: Convergent Journalism	Elective7	0	0	0	8	8

<p style="text-align:center">**Course Name:** Theories of Mass Communication</p>

<p style="text-align:center">**Course Code: MAMC5020**</p>

<p style="text-align:center">**Course Credit: 3**</p>

Theories of Mass Communication

	Theories of Mass Communication	L	T	P	C
		3	0	0	3
Pre-requisites//Exposure	Basic Understanding of Media				
Co-requisites	Reading and Writing Skills				

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

Course Outcomes:

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

Course Content

Module	Content
Module I	Nature & Functions communication, Development of language as a vehicle of communication Characteristics and typology of audiences. Communication and socialization
Module II	Different types of communication- Verbal and nonverbal communication, Intra-personal, Interpersonal, Group and Mass communication Communication barriers
Module III	Communication Models - SMCR, Shannon and Weaver Lasswell, Osgood, Gerbener, Agenda Setting, Cultivation Theory Uses & Gratification Theory Gate-keeping
Module IV	Communication theories - Social-responsibility theory, Developmental theory, Participatory theory. Public opinion and democracy

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

Reference Books
- Karl E. Rosengren "Communication an introduction" Sage Pulblication 2006
- Mc Quil "Mass communication theory" Sage Publicaiton 5th edition-2005

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

	Program Outcome(MA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
MJMC 5005	CO1	2	1		1		2				2		
	CO2	2	1		1		2				2		

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

Contemporary Socio-Political Issues

MAMC 5003	Contemporary Socio Political Issues		L	T	P	J	C
Pre-requisites//Exposure			2	0	0	0	2
Co-requisites							

Objective:

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

Course Outcome:

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

1. To understand society, social structure and social issues in India (K2)

2. To identify various social problems. (K4)

3. To analyze various political issues and election process in India. (K4)

4. To interpret the role of media in socio-political issues. (K3)

Instructional plan

Module	Content
Module I	• • Understanding Society-Caste, Gender, Religion, Region and Ethnicity • • Concepts of Social changes and Social development
Module II	• • Social Problems and issues related with women, children, and youth • Social Problems related with marginalised communities like Dalit, Adivasi, Minorities, old ages and LSBT communities
Module III	• • Indian and Parliamentary Democracy • • Indian Political System and Structure • • Major national and regional political parties and their socio-political agenda. • Other contemporary political issues like Caste Politics, Caste in Politics, Ideology and Conflict • • Analysis of latest general elections and assembly elections
Module IV	• • Contemporary social issues-terrorism, corruption/nepotism, ethnic violence, conflict, poverty, unemployment, gender inequality, illiteracy and Migration. • • Media Coverage of Socio-political issues • • Media and Marginalisation • • Media Diversity and Media Pluralism • • Role of media in society

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

	Program Outcome(MA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
MAMC 5003	Course Outcome : 1	1					3				2		
	Course Outcome 2:	1					3				2		
	Course Outcome : 3	1					3				2		
	Course Outcome : 4	2					3				3		

1=addressed to small extent

2= addressed significantly

3=major part of course

Course Code: MAMC5004

Course Credit: 3

MAMC5004	Public Speaking & Street Play	L	T	P	J	C
Version	2.0	0	0	0	3	3
Pre-requisites//Exposure	English/Hindi Language reading & writing skills					
Co-requisites	Reading Habits – Newspapers, magazines					

Course Objectives

This is a project based course where students will be helped to develop and hone their skills of oratory and acting through public speech and street plays. The course will help students to communicate socio-political issues to a larger audience. The idea is to help the students explore and express their communication skills by speech and expression.

Course Outcomes

On completion of this course, the students will be able to –
CO1 - to demonstrate their oratory skills for a larger audience
CO2 - to demonstrate contemporary socio-political issues through staging street plays

Catalogue Description

The course aims at helping students explore and hone their communication skills practically. The idea is to provide students environment to develop oratory and acting skills in order through public speaking and street plays. Over all, it aims at helping students understand the power of speech and expression in the area communication for development.

Text Books
Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds
by Carmine Gallo, 2014

A Pocket Guide to Public Speaking, 4th Edition - by Dan O'Hair (Author), Hannah Rubenstein (Author), Rob Stewart (Author)

Theatre of the streets; Sudhanva Deshpande, Jana Natya Manch, 2007

Reference Books

The Quick and Easy Way to Effective Speaking Mass Market Paperback – 1 Mar 1990
By Dale Carnegie

History of Indian theatre by Manohar Laxman Varadpande, 1987

Modern Indian Theatre: A Reader Paperback, by Nandi Bhatia, 2011

Course Content

The course will be initiated in the workshop and special lecture mode of eminent personalities from the fields like that of theatre, street plays, journalism and politics. The students simultaneously will work on their respective projects related to the subject.

Project

The students will be required to conceptualize, write the concept of either public speech or street play. They will opt either of the two given below -

Project 1

Public Speech – A 10 minutes speech will be prepared by the student and delivered as part of practical examination. It will be an individual project where the student will compete with fellow classmates in the same area in two rounds. Internal assessment will be done by the internal faculty panel and external assesment by the external examiner.

The Project will be evaluated on this rubric.
   a. Concept (15)%
   b. Oratory Style (25)%
   c. Body Language (15)%
   d. Expression (15)%
   e. Connect with the audience (15)%
   f. Research (15)%

OR

Project 2

Street Play

This will be a group project as it requires team work. Depending on the strength of the class, the students will be divided in a group to be able to produce their street play. Internal assessment will be done by the internal faculty panel and external assesment by the external examiner.

The Project will be evaluated on this rubric.
   a. Concept (15)%
   b. Script   (25)%
   c. Oratory Sills (15)%
   d. Acting Skills (15)%
   e. Connect with the audience (15)%
   f. Research (15)%

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

	Program Outcome(MA MJC)	Media knowledge	Problem Analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	To demonstrate their oratory skills for a larger audience	2		3			2			3	3		2
CO2	To demonstrate contemporary socio-political issues through staging street plays	2		3			2			3	3		2

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

MAMC5005	Computer Application	L	T	P	J	C
Version	2.0	0	0	2	0	2
Pre-requisites//Exposure						
Co-requisites						

Course Objectives:

The prime objective of the syllabus is to help student acquire the basic skills of MS Office Specifically in MS Office and PowerPoint.

Course Outcomes

Upon the successful completion of the course the students will be able to work easily in MS Office and produce effective presentations in PowerPoint.

Text Books:

Learning Microsoft Office 2010 Paperback – 1 Dec 2015 by Ramesh Bangia

Course Content:

MS Word:
  o **Utility of MS Word documents**
  o **Creation of a word Document**
  o **Enter Text**
  o **Select and copy text**
  o **Save the document**
  o **Correcting proofing error**
  o **Apply styles**
  o **Different view**
  o **Inserting and editing picture**
  o **Page Layout**
  o **Word count**
  o **Bibliography**
  o **Mail Merge**
  o **Creation of table and editing**
  o **Paste special**
  o **Printing documents**
● **Assignment: Flyers, Invitation, Letters, CV, Mail merge, multi-page reports.**

PowerPoint:
  ● **Basics of PowerPoint**
  ● **Starting a presentation**
  ● **Editing & Formatting**
  ● **Themes, Background and Colour Schemes**
  ● **Slideshow**
  ● **Download and use a template**
  ● **Uses of Picture, Chart, Graph & Media Clips**
  ● **Printing**

Assignment: Ppt using templates, creating templates, ppt using animations.

Project 1
Students will be designing a newsletter in MS Word deploying all the features taught.

Project 2

Students will be supposed to produce a five minute short animated clip.

Project 3

Student will be supposed to work on typing (Hindi mangal font & English)

Rubrics

The subject will be evaluated on this rubric.

- Content (10%)
- Formatting and Appearance (30%)
- Graphics/clipart (20%)
- Spelling, Punctuation and Grammar (30%)
- Hyperlink/Action button (10%)

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

MAMC5005	Program Outcome (MA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and teamwork	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome 1	2					2						
	Course Outcome 2			2		2					1		
	Course Outcome 3			3	2		1		1	2			

Course Outcome 4			2	2	1					2		

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

MAMC5006	Photography	L	T	P	J	C
Version	2.0	0	0	0	0	5
Pre-requisites//Exposure						
Co-requisites	DSLR Camera with accessories and related softwares					

CourseObjectives

The course photography has been designed based on project based learning where students will be asked to submit the project. In this project based learning course will spread in three weeks where faculty will provide basic knowledge initially. Students will work on projects assigned by faculty. This course will provide the students a platform to showcase the real time work like industry.

Course Outcomes

On completion of this course,the students will be able to
1. Explain the concept of photography (K2)
2. Interpret to how to work camera (K2)
3. Practice to the basics of digital photography (K3)
4. Createphotograph and produceabasicphotographyportfolio. (S5)

CatalogueDescription

Thiscourse aims to skilled the students in professional photography. The nuances of pbl based 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's Advanced Photography;MichaelLangford,FocalPress
3. DigitalPhotographyMasterclass, TomAng,Penguin

ReferenceBooks

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

CourseContent

- Evolution of Photography
- Pixel&Resolutionof digitalimages
- Formatsofa digital image
- UtilityofPhotograph
- HowCameraWorks
- Types of Cameras
- Lenses&itstype
- ManualControlinSLRs
- Aperture
- Shutter speed
- ISO
- Focus
- WhiteBalance
- Principlesoflight,
- VariousEquipmentoflighting
- Three-point lighting & Four-point lighting
- ImageSensors:CCDandCMOS,
- Metering
- Depth-of-field

- Composition&itsRules,
- Caption Writing
- Photoshop basics and ehtics
- Entrepreneurship in photography

Project 1.

The project shall be assigned to each students which will be carried out in three weeks. Students have to choose any two topic of elective general studies. Keeping the through study of topic in mind, implement as much as possible in your project. This will be indivisual student's project. Student would submit a photo essay consisting 10-20 photographs. The topic of photo essay will be approved by the respective faculty member. Students have to submit the project on A4 size printed on photographic paper as well as soft copy of the same.

Project 2.

Submit 10-20 photographs taken during the course. Write the caption of each indivisual   photo. Editing in any two photographs would be carried out.

Assignments: Students will submit the assignments on opted from elective general studies topics given by faculty member.

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(MA 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
MAMC5006	CO 1	1		2		2	1			1			
	CO 2	1		1		2							
	CO 3			3									
	CO 4	1				2			1				

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

MAMC5021	Print Media : Reporting	L	T	P	C
		2	0	1	3
Pre-requisites//Exposure	Daily Newspaper & Weekly Magazine Reading				
Co-requisites	Sound knowledge of General Studies				

Course Objectives:

On completion of this module, students will be able to

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

Course Outcomes

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

Course Description:

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

Text Books

Prescribed Text:

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

References

1. Professional Journalism, M.V. Kamath, Vikas Publication
2. The Elements of Journalism, Bill Kovach & Tom Three Rivers Press
3. Interpretative Reporting, Macdoogal
4. The Complete Journalist, Mensfield
5. Bharat Mein Jansanchar, Keval J. Kumar, Srivastava, Amitabh,(Translator) ,

Module	Content
Module I	Role of Journalism in a democracy Concept of News News value, Sources of News, 5Ws & 1 H
Module II	Inverted Pyramid Intro and its types, Body of the News Headlines Responsibilities of Editing Staff
Module III	Reporting events related to Education, Culture, Socio-Political issues, Education, Development and lifestyle. Interview skills
Module IV	News Agencies : UNI, PTI, ANI, Reuters, AP AFP, IANS News paper's organisational structure

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

Program Outcome(MA MJC)		Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
MA MC 50 21	Course Outcome : 1	1	2	3	2	1	1		1	1			1
	Course Outcome 2:		1	3		1			1				1

1=addressed to small extent

2= addressed significantly

3=major part of course

MAMC 5008	Language Skills: English	L	T	P	C
First Semester		2	0	1	3
Pre-requisites//Exposure					
Co-requisites					

Course Objectives

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

The objectives of the course are:
- To be aware about different types of writing in English.
- To gain expertise for communicating English.

Course Outcomes

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

Course Description

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

Text Books

1. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.

2. Seely John. The Oxford Guide to Writing & Speaking.

3. Cambridge Advanced Learner's Dictionary.

4. Oxford Learner's Word finder Dictionary.

5. Evans, Harold. 1972. Newsman's English, Heinmann Publication.

6. Menon k.S.R.. 1990. Stylebook for Journalists & Writers. Konark Publishers

7. Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.

Course Content

Module I	**Vocabulary:** Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written. **Paragraph:** Principles of organizing & developing a paragraph, Topic sentence, ArgumentCounter argument, Explanation & illustration, Reiteration, Variation of length, Unity.

Module II	**Sentence:** Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences: Active & Passive, Simple, Complex, Compound. Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.
Module III	**Punctuation:** Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets (round, square) and their sequencing, Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis. Types of writing: Essay, Feature, Business Letter, Editorial comment. Critical Reading: Analyzing the choice of vocabulary, the sentence structure, the sentence connectors, the structure of paragraphs and the stylistic features.
Module IV Practical	Spoken language: pronunciation, intonation, inflection, stress, **Spelling:** basic principles, common errors, Listening skills: Comprehension through listening, listening to various programmes and analysing them for their language and presentation, Translation: basic theories of translation, precautions to be taken, different types of translations. Internal Assessment:

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

	Program Outcome(MA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
MJMC 5008	Course Outcome: 1			2			1		1		3		

1=addressed to small extent

2= addressed significantly

3=major part of course

विषयमान : 4

एम ए एम सी 5009	हिन्दी	L	T	J	C
		0	0	8	4
Pre-requisites//Exposure					
Co-requisites					

विषय उद्देश्य :

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

- छात्रों को प्रयोजनमूलक हिन्दी से साक्षात्कार करवाना।

विषय परिणाम :

1. छात्र हिन्दी के विज्ञान, तकनीकी और विधि को जान (Identify) पायेगा। जिसमें शब्द संरचना से लेकर अर्थ निरूपण और शाब्दिक आचार -व्यवहार सभी कुछ शामिल है (K2).
2. इसमें छात्र न केवल हिन्दी शुद्ध -शुद्ध पढ़ना और लिखना सीख पायेगा बल्कि सही संदर्भ और सही अर्थ में हिन्दी का प्रयोग(Apply) भी कर पायेगा (K3).
3. छात्र अलग-अलग मीडिया माध्यमों में प्रयोग होने वाले भाषा को समझ पायेगा और खुद को उसके अनुरूप तैयार(Perform(skillfully)) कर पायेगा (S3).

निर्देशित विषय सूची:

विषय	क्षेत्र
मोड्यूल I	**ध्वनिरचना** • ध्वनि का निरूपण (उच्चारण ध्वनियों का वर्गीकरण) • हिन्दी शब्द संरचना (उपसर्ग, प्रत्यय, समास , संधि , परसर्ग) • हिन्दीभाषा संरचना (संज्ञा , सर्वनाम , विशेषण , लिंग , वचन , कारक , चिन्ह) • हिन्दी वाक्य संरचना (वाक्य के प्रकार, उपवाक्य, कहावतें)

मोड्यूल II	**हिन्दी भाषा**
	• इतिहास
	• विकास
	(वैदिक , लौकिक , संस्कृत , पालि , प्राकृत , अपभ्रंश)
	• लिपी का विकास और देवनागरी
	• भारत में हिन्दी की सवैधानिक और समाजिक स्थिती
मोड्यूल III	**लेखन**
	• लेखन की अवधारणा
	• लेखन के प्रकार
	• लेखन के तत्व
	• लेखन की विशेषताएं
	• प्रभावशाली लेखन
	प्रिंट एवं इलेक्ट्रानिक मीडिया की हिन्दी
	• जनसंचार माध्यमों **की** भाविक प्रकृति
	• समाचार लेखन
	(अखबार , रेडियो , टीवी , आनलाइन)
	• विज्ञापन लेखन
	(अखबार , रेडियो , टीवी , आनलाइन)
	• सिनेमा लेखन

परियोजना -१. तीन सप्ताह के समय अवधि में आलेख लेखन, फीचर लेख, समाचार लेखन और सम्पादकीय लेख पद्धति को लिखने का कार्य प्रत्येक छात्र से कराया जायेगा। सभी लेखों की संख्या दो-दो होगी ताकि छात्र भाषायी पारंगतता को संचार के हर स्तर पर हासिल कर सके।

संदर्भग्रंथ

• सम्पूर्ण हिन्दी व्याकरण और रचना- डा. अरविंदकुमार ; लूसेंट प्रकाशन

• हिन्दी में पटकथा लेखन- जाकिर अली रजनीश

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

Program Outcome (MA 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
MAM C5009	CO1		2				1		1	1	2		
	CO2	1	1	1									1
	CO3	3	2	2	1	1	2		1	1	2		2

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

Course Name : Swayam Economic Issues in Global World

Corse Code : MAMC5010

The Course is available on

https://swayam.gov.in/course/3928-contemporary-themes-in-indias-economic-development-economic- survey

Course Name: Entrepreneurship and Presentation Skills

Course Code: MAMC5022

Course Credit: 3

MAMC5022	Entrepreneurship and Presentation Skills	L	T	P	J	C
Version	3.0	2	0	0	2	4
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. Describe the presentation skills
2. Explain the requirement to run a radio & TV station in India. (K2)
3. Explain the requirement to run a new media & Print 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
- How Presentation Works
- Developing a Unique Style
- What Happens To You?
- Practising a Range of Techniques
- Hints and Tips
- Stretching Your Capacity
- Style, Flair and Presence
- Support Materials
- Enlivening Your Presentation
- Confidence and Handling Nerves
- Feeling Wrong

Unit 2
- Overview of Indian Media Industry
- Organization structure of a newspaper (editorial department-advertising department-circulation department-printing)
- Regional newspaper industry in India: Hindi newspaper industry in UP.
- Trends affecting newspapers, Impact of new media on print media
- Overview of New media industry in India Revenue Modal
- Concept of starts-up, media starts-up,   Case Studies.
- Technological advancement in Industry

Unit 3
- Set-up of radio channel
- Promotion of radio program
- TV organization structure
- Channel –News Channel /Non News Channel
- Distribution and TRP measurement
- Television Audience Measurement (TRP)
- Multi-Service Operators(Cable /satellite)

Project

This is project based learning course where students have to select any one area (Print media, Television, Radio and New media production). This is group project & number of student will be approved by respective faculty. Student will create his project on the powerpoint presentation in the following manner.
1. Plan would be prepared on PowerPoint presentation
2. Respective faculty member will check and approve the plan
3. Launching of establishment shall be organised where press conference will be organised.
4. For the selective media, students will distribute the content of media to scheduled number i.e. for new media production, requisite number of web traffic.

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**
MAM C5009	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 Credit: 4

MAMC5012	Radio Program Prodution	L	T	P	J	C
Version	3.0	0	0	0	4	4
Pre-requisites//Exposure	Students should innovative keen interest in audio and good voice quality.					
Co-requisites						

Course Objectives

This course discusses the fundamental and basic techniques of radio Program Production.

The objectives of the course are:

1. To enable the students to learn the nature of varied radio program formats

2. To be able to record the program

3. To familiarize the students with technology and equipment used in Radio Broadcasting.

Course Outcomes

2. To explain the concept of radio(K2)
3. To use different tools & technologies of Radio(K3)
4. To apply Program production skill for radio(K3)
5. To Perform skilfully for radio(S3)

Course Description

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

Text Books

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

Reference Books

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

Course Content   **10 hours**

Unit I:
- Brief Introduction about radio
- Radio as a medium of mass communication
- Characteristics of Radio
- Different broadcasting systems
- Working of a radio station
- Introduction to radio technology
- Radio production techniques
- Key elements of radio writing- Styles and techniques of radio scripting
- Recording and editing.
- RJing technique
- Practical- exposure to different radio program Format
- Radio talks and announcements
- Radio interview
- Radio discussions and role of moderator ,
- Radio advertisements
- Musical Shows
- News and different Elements of news
- Commentary

Project 1.

Students have to produce a project reading news headlines.

Project 2.

Students have to produce any one radio program like Radio Discussion, Radio Advertisement/Jingle or Musical Program during the Project duration.

Rubrics

The subject will be evaluated on this rubric.

 a. Creativity (15)%
 b. Sound quality (15)%
 c. New story/idea (15)%
 d. Composition (15)%
 e. Voice quality (15)%
 f. Research (15)%
 g. Time Management (10)%

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

Program Outcome(MA 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
MAMC5012 Radio Program Production	CO 1	3		1			1				1		
	CO 2	1				3							1
	CO 3			3	1	2				1		1	
	CO 4	1		2		2			1		3	1	

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

CourseCode: MAMC5013

Course Credit: 3

MAMC5013	Light and Camera	L	T	P	J	C
Version1.02		0	0	0	3	4
Pre-requisites//Exposure						
Co-requisites						

CourseObjectives
1. Understandthe operation of video camera.
2. Developskillsrelatedtolighting.
3. Produceshort film using in-camera editing.

CourseOutcomes

Oncompletionofthiscourse,thestudentswillbeableto
1. Operate HD video cameras.
2. Use lights according to the production needs.
3. Apply the concept of film continuty through camcorder.

CatalogueDescription

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

TextBooks

- Alkin Glynn. 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
- Millerson Gerald. Basic TV staging. Focal press

CourseContent
UnitI:

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

UnitII:

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

UnitIII:

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

UnitIV:

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

Project 1.

The project shall be assigned to each student which will be carried out in two weeks. Students have to Create a panel base or interview base indoor TV programme through using the THREE POINT LIGHTING.

Project 2.

The project shall be assigned to each student which will be carried out in one weeks. Students have to produce an outdoor TV programme through using the NATURAL LIGHTING.

Assignments: Students will submit the assignments on different topics related to properties of light and technique & technology of lightinggiven by faculty member.

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

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

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

MAMC5014		Non-Linear Editing	L	T	P	J	C
Version		3.0	0	0	0	3	3
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)

8.

Program Outcome(MA MJC)		Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
MAMC 5014	C1	2											
	C2	2							1			1	
	C3					1							

L=Low Correlation

M= Medium Correlation

S=Strong Correlation

Course Name- Universal 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.

MAMC5016	Print Media: Sub editing	L	T	P	J	C
Version	2.0	0	0	0	4	4
Pre-requisites//Exposure						
Co-requisites						

Course Objectives:

The prime objective of the course is developing an understanding of news editing with the fundamental values always affixed with it.

Course Outcomes:

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

1. To identify with the basic concepts of editing.
2. To sharpen the skills of news editing for print media.
3. To gain basic knowledge of editorial hierarchy of news paper.
4. To develop the news stories in required format

Text Books:

- Rogers, G.(1993). Editing for Print, Mocdonald Book.

- Prasad, S.(1993). Editors on Editing/HY, National Book Trust

. • Hodgson, F. W.(1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press

. • Click & Baird(1994). Magazine Editing &Production, WCB Brown & Benchmark.

- Hicks& Homes,(2001). Sub-editing for Journalists, Routledge.

Course Content:

Introduction :
Editing: concept, process and significance
Editorial values
Editorial Structure and hierarchy
Responsibilities and functions of a news editor
Editing Process:
News Selection, Rewriting, Headlines, Intro, Grammar, Stylebook and Style Sheet

Project 1 :Read" Everyone loves a good Drought " P Sainath and present any five stories.

Project 2: Edit the reported news stories of the studied beats from your local area .

Rubrics

The subject will be evaluated on this rubric.

- Opening and intro (20%)
- Clarity and organization (20%)
- Convention (10%)
- Content (20%)
- Visual Aids (10%)

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

MAMC5016	Program Outcome (MA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1	2					2						
	Course Outcome2			2		2					1		
	Course Outcome3			3	2		1		1	2			
	Course Outcome4			2	2	1					2		

MAMC5017	Graphic Designing	L	T	P	J	C
Version1.02		0	0	0	4	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 Illustrator (K4)
2. Demonstrate typography skills in designing.(K3)
3. Produce desktop publications esp. a newspaper (S3)
4. Design basic document in Illustrator. (S5)

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. Illustrator

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

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

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

MAMC5017	Program Outcome(MA MJC)	PO1. Critical Thinking	PO2. Effective Communication	PO3. Social Interaction	PO4. Effective Citizenship	PO5. Ethics	PO6. Environment and Sustainability	PO7. Self-directed and Life-long Learning	PSO1: Media Knowledge	PSO2: Problem Analysis and finding its solutions	PSO3. Modern Media tools usage
	Graphic Design & Editing										
	Course Outcome1(K4)		1					1	2		3
	Course Outcome2(K3)		1						2		3
	Course Outcome3(K6)		3						2		2
	Course Outcome3(S5)		3							2	

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

MAMC5018	Corporate Communication	L	T	P	J	C
Version	3.0	0	0	0	4	4
Pre-requisites//Exposure	Preliminary knowledge of marketing, media knowledge					
Co-requisites	Multimedia lab, Projectors					

Course Objectives

The objectives of the course are to:

1. Provide a basic understanding of Public Relations and its relevance

2. Provide a preliminary idea of Corporate Communication

Course Outcomes

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

1. Define Public Relations and identify it from other promotional tools.(K1)

2. Demonstrate the usage of PR tools.(K3)

3. Recognize the dominant Digital Media Strategies(K2)

4. Identify and use the tools of Corporate Communication(K4)

Catalogue Description:

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

Text Books

1. The Public Relations Handbook: Theaker

References:

- http://persmin.gov.in/otraining/UNDPProject/undp_modules/PublicRelationsNDLM.p df

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

Course Content

Unit-I [Public Relations]   **12 Hours**

PR: concept, definition, history and evolution

Theories and Models of PR

Understanding public opinion, publicity, propaganda, and spin

PR process

Practical Sessions: Presentation and case studies

Unit-II [PR Tools & Techniques]   **19 Hours**

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

Practical Session: Conduction of Press conference, PR writings Practice

Unit – III [Digital PR]   **15 Hours**

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

Practical Sessions: Studying the social media practices of allocated organizations

Unit-IV [Corporate Communication]   **12 Hours**

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

Practical Sessions: Stakeholder mapping and usage of tools of CC

Project 1: Produce Public Relations material with the help of all PR tools.

Project 2: Design and produce a digital PR campaign.

Project 3: Conduct a communication audit of any organization.

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

Program Outcome(MA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2					2		3		2		
CO2			2							2		
CO3	3		2	2	1	2				3		
CO4			2			2						

1=addressed to small extent

2= addressed significantly

3=major part of course

MAMC5019		Fundamentals of Advertising		L	T	P	J	C
Version1.02				0	0	0	4	4
Pre-requisites//Exposure								
Co-requisites								

Course Description:

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

Course Objectives:

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

Course Outcome:

The student will able to:

1. Describe the concept, function and role of advertising and brand (K2)

2. Demonstrate the structure and function advertising agency (K2)

3. Analyse the advertising message and design (K4)

4. Produce(Perform) the original   idea, copy & design of an advertising and a brand
   (S4)

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	• Advertising - Nature, scope & classification. • Types of advertising, Advertising mix • Concept of brand, Types of brand • Role of advertising • Ethics & Laws of advertising.
Module II	• Structure, functions and role of advertising agency • Advertising budget • Advertising Research
Module III	• Advertising copy: Idea generation, visualisation & copy writing • Types of copy • Advertising Appeals • Layout and Design • Production techniques for print & electronic media
Module IV	• Brand: Concept, Strategy and types • Brand building exercise • Brand Personality and Positioning • Brand Life Cycle • Brand Identity • Branding for Commodities
Module V	• They have to submit a case study of any one brand.

Project 1: Organize the functioning of an advertising agency with proper organizational structure.

Project 2: Student will prepare an original work of print and electronic media advertisement with the guidance of concerned teacher.

Project 3: Produce an Ad campaign on any suitable theme.

Rubric.

a. Idea generation and visualisation (10)%

b. Skills of copy writing (10)% c. Techniques of appeals (10)% d. Creativity (10)%

e. Layout and design (20)%

f. Production Techniques (20)%

g. Evaluation and analysis of advertising and brand (20)

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

Program Outcome (MA MJC)	Media knowledge	Problem analysis	Messages Designeing	Investigstive skills / Research Aptitud n	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Cnmmudication	Project management and finance	Life-long learning
CO1	2					1		2				
CO2	1			1								
CO3	1		2	1	1							
CO4		2	3		2			1	1	1		

1=addressed to small extent

2= addressed significantly

3=major part of course

Communication Research

MJMC 6001		Communication Research	L	T	P	J	C
			2 0	0	1 0	0	3 5
Pre-requisites//Exposure		Learning methods of communication Research					
Co-requisites		Reliable internet access for tracking online journals					

Course Description: The course is designed to provide an overview of the media and communication research, research methodology and techniques of conducting media research. The course can also help the students to conduct media research. Also the course aims to provide concepts, methods, and tools by which research is designed, conducted, interpreted, and critically evaluated. Despite, the course is designed to develop the basic skills in communication research

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

- Understand the various types of research methods and tools, including their benefits and shortcomings (K2)
- Identify the research areas and problems in the field of media and communication (K2)
- Develop the practical applications of research methods in the field of mass communication (K6)
- Prepare and produce a research project using the methods and techniques learned (S5, 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)

Instructional Plan

Module	Topic	Content
Module I	Introduction	**Fundamentals of Communication Research:** ● Concept & Need of Communication Research, ● Types of research.: Quantitative, Qualitative & Critical

		● Variables: Concept , Types , Procedure & use, Levels of measurement
Module II	Research Design	**Communication Research Problems:** ● Identification of Research Problem ● Research Questions and Objectives ● Research Hypothesis and Null Hypothesis ● Review of Literature (Theory and Practice) ● Sampling Technique- Probability and Non-Probability
Module III	Research Design and Methods	**Research Design and Methods:** ● Understanding Field of Study, Selection of Sample Size, Sample and Universe ● Preparing Research tools- Questionnaire, Interview Schedule, Observation, FGD ● Data Collection, Data Coding, Data Entry, Data Cleaning, Data tabulation ● SPSS & its use in Research (practical) ● Observation, Case Study, Survey methods
Module IV	Technique of Analysis and Practical	**Research Analysis and Report Writing:** ● Content analysis ● Textual Analysis ● Discourse Analysis ● Longitudinal Studies ● Statistical Analysis ● Report Writing

Projects:

Project 1: Prepare a Questionnaire\ Schedule for any media research issue`

Project 2: Conduct a research work on any media/ social issues with a suitable methodology.

Rubrics:

● **Idea generation/ Problem Identification**
● **Data Collection and Analysis**
● **Qualitative and Quantitative Approach**
● **Findings**

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

	Program Outcome(M A MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
MJMC 5001	Course Outcome : 1	1	2		3		2					2	
	Course Outcome: 2	1	2		3		2					2	
	Course Outcome : 3	1	2		3		2					2	
	Course Outcome : 4		3		3		3					3	

1=addressed to small extent

2= addressed significantly

3=major part of course

MAMC6002		EVENT MANAGEMENT		L	T	P	J	C
				0	0	0	3	3
Pre-requisites//Exposure		Student should have knowledge about different types of Events.						
Co-requisites		Participation and presentation						

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

References

- The Art of Successful Event Management, APH Publishing Corporation, Leelamma Devasia & V.V. Devasia
- Start your own event planning business 3/E: Your step by step guide to success, Perseus Books Group, Cheryl Kimball, Entrepreneur Press.

COURSE CONTENT

- Principles of Event Management – Understand project management, resources, activities, risk management, delegation, project selection, role of the event manager.
- Understanding the facts – Conducting market research, establishing viability, capacities, costs and facilities, plans, time scales, contracts.
- Preparing a proposal – Clarity , SWOT analysis, estimating attendance, media coverage, advertising, budget , special considerations, success
- Crisis management plan – Crisis planning, prevention, provision, action phase, handling negative publicity, structuring the plan

- Seeking sponsors – Different types of sponsorship, definition, objectives, target market, budget, strategic development, implementation, evaluation.
- Marketing tools – Types of advertising, merchandising, give away, competitions, promotions, website and text messaging
- Media tools – Media invitations, photo calls, press releases, TV opportunities, radio interviews.
- Promotional tools – Flyers, Posters, Invitations, Website, newsletters, ezines, blogs, and tweets.
- Evaluation- Budget, cost of event, return on investment, media coverage, attendance, feedback.

PROJECT 1.

Plan & Conduct a Special Event

This assignment involves the planning and carrying out of a special event during the semester. The assignment undertaken as a group of 5 person project. Students should prepare a brief proposal stating the type of event planned, purpose of the event, target audience, facilities/equipment needed, estimated costs and sources of income and time schedule for major tasks and activities.

PROJECT 2

Assist with a Special Event

This assignment involves active involvement and participation in some aspect of an event that is being conducted by an agency or organization.

PROJECT 3

Special Event Case Study

This assignment involves an in depth investigation of a major special event and a written report of the results of that investigation. The case study report should include a brief overview description of the organization and the event being studied, purpose of the event, description of the target audience, organizational and staffing arrangements, promotion and advertising, financial arrangements (expenses and sources of income),description of event's environment (location, areas, facilities, etc.).

RUBRICS

- Theme/ Preparation/ research
- Floor plan layout
- Depth of Project/ critical thinking

- Knowledge/ content
- Presentation/delivery
- Creativity (visual aids and handouts)
- Organization/ flow/time

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

Program Outcome(MA MJC)		Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
MA MC6 005	EVENT MANAGEMENT	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1	3		3	2		2				2		
	Course Outcome2									3			
	Course Outcome3		2						2				
	Course Outcome4			3							3		

Course Name: Inter Cultural Communication

Course Code: MAMC 6003

Course Credit: 2

Semester-I

MAMC6003	Inter Cultural Communication	L	T	P	J	C
		1	0	2	0	2
Pre-requisites//Exposure		Learning methods of communication Research				
Co-requisites		Reliable internet access for tracking online journals				

Course Description: The course is designed to provide an overview of the media and communication research, research methodology and techniques of conducting media research. The course can also help the students to conduct media research. Also the course aims to provide concepts, methods, and tools by which research is designed, conducted, interpreted, and critically evaluated. Despite, the course is designed to develop the basic skills in communication research **Course Outcome:** At the end of the course the students will able to:

- Understand the various types of research methods and tools, including their benefits and shortcomings (K2)

- Identify the research areas and problems in the field of media and communication (K2)

- Develop the practical applications of research methods in the field of mass communication (K6)

- Prepare and produce a research project using the methods and techniques learned (S5, 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**)**

Instructional Plan :

Module	Topic	Content
Module I	Introduction	**Fundamentals of Communication Research:** ● Concept & Need of Communication Research, ● Types of research.: Quantitative, Qualitative & Critical ● Variables: Concept , Types , Procedure & use, Levels of measurement
Module II	Research Design	**Communication Research Problems:** ● Identification of Research Problem ● Research Questions and Objectives ● Research Hypothesis and Null Hypothesis ● Review of Literature (Theory and Practice) ● Sampling Technique- Probability and Non-Probability
Module III	Research Design and Methods	**Research Design and Methods:** ● Understanding Field of Study, Selection of Sample Size, Sample and Universe ● Preparing Research tools- Questionnaire, Interview Schedule, Observation, FGD ● Data Collection, Data Coding, Data Entry, Data Cleaning, Data tabulation ● SPSS & its use in Research (practical) ● Observation, Case Study, Survey methods
Module IV	Technique of Analysis and Practical	**Research Analysis and Report Writing:** ● Content analysis ● Textual Analysis ● Discourse Analysis ● Longitudinal Studies ● Statistical Analysis ● Report Writing

Projects:

Project 1: Prepare a Questionnaire\ Schedule for any media research issue`

Project 2: Conduct a research work on any media/ social issues with a suitable methodology.

Rubrics:

- **Idea generation/ Problem Identification**
- **Data Collection and Analysis**
- **Qualitative and Quantitative Approach**
- **Findings**

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

Program Outcome (M A MJC)	Me o knowledge	Prdblem analysis	Me gative Designing	Investigation skills / Research Aptitude	Modern media usage	Medical society	Environment and sustainability	Ethdia o	Individual and team work	Communication	Project management and finance	Life-long learning
	1	2	3	4	5	6	7	8	9	10	11	12
Course Outcome Course	1	2		3		2					2	
Outcome: 2	1	2		3		2					2	
Course Outcome: 3	1	2		3		2					2	
Course Outcome: 4		3		3		3					3	

MAMC6004	Online story telling	L	T	P	C
Version1.02		0	0	4	2
Pre-requisites//Exposure	Basics of new media				
Co-requisites					

Course Objectives

1. The objective of the course to make the students adept in digital storytelling.
2. To make the students skilled in online story telling

Course Outcomes

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

1. Understand the process and skills of online story telling.
2. Produce digital stories using skills like photography, writing, graphics video and sound.

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

- Introduction to Digital Storytelling
- Structuring story
- Film making for web
- Distributing video online

Unit I:

Student has to work on a blog consisting of following content.

a. One video story using smart-phone/DSLR
b. Two news stories based on audience commentary.
c. 5 feature/news stories with the help of photo.
d. One photo essay

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

<table>
<tr><td colspan="3" align="center">Mapping between Cos
and Pos</td></tr>
<tr><td>Sl. No.</td><td>Course Outcomes (COs)</td><td>Mapped Program</td></tr>
<tr><td>1</td><td>Understand the process and skills of online story telling.</td><td>1</td></tr>
<tr><td>2</td><td>Produce digital stories</td><td>3, 4, 6</td></tr>
</table>

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

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

MAMC6005	Content Writing	L	T	P	J	C
		0	0	2	0	2
Pre-requisites//Exposure	The students are expected to have basic writing skills, which is vital to media writing.					
Co-requisites	Media Literacy					

Course Description: The structure of any audio or audio visual program depends on the script. "When there is a a good script, everyone circles"states Mexican director Alejandro Gonzalez Inarritu. Keeping in view the importance of scripts, **this course focuses on effective techniques of script writing. The techniques will include generating ideas, structure, characterization, dialogues and so on.**

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

Course Outcomes

After completing this course students should be able to:
- Conduct Research for Scripts.
- Write scripts for audio and audio visual mediums.
- Develop character Arcs.

Text Books
- How to Write a Documentary Script, Trisha Das, PSBT publications
- Script : Writing for Radio & Television, Sage Publications
- Sharda Kaushik, Script to screen
- Technique of Screenplay Writing- Eugane Vale, Souvenir Press Ltd, 1980
- Millard Robert- Writing for Television and Rad

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

USEFUL WEBSITES

- **www.bbc.co.uk/writersroom/scripts/**
- **filmtvcareers.about.com/od/basics/p/CP_Screenwriter.htm**
- **www.britannica.com/EBchecked/topic/530010/script**
  www.wordplayer.com
  www.mypdfscripts.com
  www.imsdb.com
  www.avclub.com
  www.filmcrithulk.wordpress.com
  www.imdb.com
  www.script-o-rama.com
  www.JohnAugust.com
  www.filmmakermagazine.com
  www.deadline.com
  www.filmsite.org
  www.thewrap.com

Course Content

Instructional plan:

Module	Content
Module I	1. Script : Concept and Need 2. Genres: fiction & non-fiction 3. Writing for Audio & Audio-Visual Medium 4. Ideation & Research
Module II	1. Script for Audio Programs : Talk, News 2. Script for Television News : Anchor link, VO, PTC 3. Documentary Script Writing
Module III	1. Three-act structure 2. Characterization and Character arch 3. Stages of screenplay writing 4. Treatment 5. Scene breakdown 6. Dialogues

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

Support Documents are as follows :

- Research Work for documentary
- Charater Arcs for fiction

(Soft Copy & Hard Copy)

Rubrics
Ideation : 25%
Research 25%
Content of the Script 50%

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

Program Outcome(MA MJC)		Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
MAM C6005	Content writing	1	2	3	4	5	6	7	8	9	10	11	12
	CO1	M			M								
	CO2		S	M									
	CO 3			M									

S= Strong
M= Medium
L=Low

MAMC6006	TV News Production	L	T	P	J	C
Version	2.0	0	0	0	4	4
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

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

3. Write for TV news (S4)
4. Handle and create television news production techniques (S2)
5. Display ideas of programming (S1)
6. Create the TV news segments or programs (S5)

This is 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

- Basic skills of writing TV news script
- Writing script according to visuals
- Headlines: Selection, Writing with a punch
- Snippet or speed news writing
- Writing tickers
- Breaking News
- Prime Time News
- Selection of news for the bulletin
- Editing of news stories
- Use of graphics and animation
- Voice over, Packaging
- Rundown, Anchoring
- Panel discussions
- News based programmes
- News Documentaries

Project

TV News production is about team work. Students can choose one of the projects given below –

1. TV News Bulletin (20 mins)
2. Special Program (20 mins)
3. News Documentary (15 mins)

The class will be divided into different groups based on the interests of the students. The teams/groups will be divided into four main sections –

- Content and Concept (Producers) – Research and Script Writing
- Camera – Studio and Field Shoots
- Production Assistance - Transcriptions, Logging etc
- Video Editing – Final video editing

Rubrics

The duration of the project shall be four weeks. The project will be only approved by the course faculty in-charge after the student groups receive an approval on the project proposed.

Rubrics

The project 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(MA 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**
MAMC6006	CO1	2		3		2			2	3	2		
	CO2	2		3		3	2		2	3	2		
	CO3	3		3					2		2		
	CO4			3		3			3	3	3		

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

MAMC6007	Film Production	L	T	P	J	C
Version	2.0	0	0	0	5	5
Pre-requisites//Exposure						
Co-requisites	desire to learn about and practice visual storytelling art					

Course Objectives

This course aims to give a chance to learn and discuss the process of short filmmaking & documentary and apply it to their on projects as practice. Students will have a chance to experience main steps of short film production and have a better understanding of producing a film on an intellectual, social and economical level.

Course Outcomes

On completion of this course, the students will be able to
1. Explain the concept of short filmmaking & documentary (K2)
2. Interpret to how to work on video camera (K2)
3. Practice to the basics of lighting, editing (K3)
4. Create and produce a short film & Documentary. (S5)

Catalogue Description

This course exposes students to two projects, where they will have the opportunity to produce video projects ranging from a narrative short film and documentary. The course will include hands-on demonstrations with different techniques of storytelling.

TextBooks

- 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
• Cinematography, Image Capture, Lighting and Mood • Editing
• Pre-Production
• Grip and Electric
• Sound Department
• Post Production
• Directing
• Historical Foundation of Cinema
• The Story & Scriptwriting
• 3 Act Structure
• Documentary Filmmaking
• Digital Workflows
• The Narrative Short
• How to promote and share a short film, film festivals and social channels in internet.
• Introduction to Short Film (summary of what this course will cover) Screening of successful short films around the world.

• Project 1.
A twelve to fifteen minute, HD colour documentary film. Students work in units of five, with each student taking on at least one of the major roles - Producer, Director, DoP/Operator, Sound Recordist and Editor. Re-recording/mixing of soundtracks is carried out at professional sound studios.

Project 2.
A five to 10 minute short film: Using cinematography and mise- en –scene in film (deciding the lighting aspects of camera, camera movements, settings, actors, costume, hair and make-up, acting, dialogues)

Rubrics

The subject will be evaluated on this rubric.

Creation of Script / Treatment - 20%

Completed Short film & documentary- 50%

Festival Research and Submission - 10%

Attendance / Collarboration - 20%

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

Program Outcome(MA 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
MAMC6007	CO1	2		3			2				2		
	CO2					3							
	CO3					3					2		
	CO4			2								3	

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

Course Code: MAMC5018

Course Credit: 3

MAMC5018	Summer Project	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

Course Objectives

- Equip the student in basic concepts of project

- To aware about different types of project
- To understand how different components of projects are made
- To discuss the project

Course Outcomes

- To operate effectively as a researcher.(P3)
- 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 the Course Outcomes (COs) and Program Outcomes (POs)

	Program Outcome(MA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
MA MC 5018	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

MAMC5019	Summer Project	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

Course Objectives

- Equip the student in basic concepts of project

- To aware about different types of project
- To understand how different components of projects are made
- To discuss the project

Course Outcomes

- To operate effectively as a researcher.(P3)
- 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 the Course Outcomes (COs) and Program Outcomes (POs)

	Program Outcome(MA MJC)	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
MA MC5 019	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

MAMC6008	Specialization: Print Media	L	T	P	J	C
Version	2.0	0	0	0	5	5
Pre-requisites//Exposure	English/Hindi Language reading & writing skills, basic general 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 / radio production
CO2 - Create electronic media content

Catalogue Description

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

Text Books
3. Techniques of TV Production: Gerald Millerson, Focal Press, 1990.
4. 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 OR Radio Pre-Production Production – Fiction and Non-Fiction
- Developing a Concept or Idea
- Deciding a Genre
- Research and Planning for Project
- Budgeting

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

II Television/Radio Production – Fiction and Non-Fiction
- Production Process of Electronic Media Content
- Post- Production Process

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

The subject will be evaluated on this rubric.
  g. Creativity (15)%
  h. Story telling – speech (15)%
  i. Story/idea (15)%
  j. Script (15)%
  k. Production Technique (15)%
  l. Research (15)%
  m. Story Slug or Title (10) %

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

Program Outcome(MA MJC)	Media knowledge	Problem Analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	display idea and concept of television / radio production	2		3			2		1		3		
CO2	create electronic media content	2		3		2			2	2	3		

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

MAMC6009	Specialization- Electronic Media	L	T	P	C
Version	3.0	0	0	0	6
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-
- Grasp the tools and technology of online journalism (S2)
- Write content for online media (S4)
- 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
MAMC 6009	C1					1							
	C2			2		1							
	C3			3									

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

MAMC6010	Specialisation: Convergent Journalism	L	T	P	C
		3	0	0	3
Pre-requisites//Exposure	Basic Understanding of Media				
Co-requisites	Reading and Writing Skills				

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

Course Outcomes:

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

Course Content

Refer the attachment available on
https://stomhrdproddoc01.blob.core.windows.net/wcsourcepre/4915_636603632728619246_syllabus.pdf

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

Reference Books
- Karl E. Rosengren "Communication an introduction" Sage Pulblication 2006
- Mc Quil "Mass communication theory" Sage Publicaiton 5th edition-2005

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MAM C6010	CO1	2	1		1		2				2		
	CO2	2	1		1		2				2		

1=addressed to small extent
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Mode of Evaluation for THEORY PAPER

Course Outcomes (COs) Assessment table:

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

Note:

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

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment		
	CAT II (Exam to be conducted as per schedule of CAT	50
	Final Internal (To be Scheduled during the last week of	30
	Attendance	5
	Total	**100** **(This is converted to 50)**

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

Mode of Evaluation for PRACTICAL PAPER:

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