

**RASTRASANT TUKADOJI MAHARAJ  
NAGPUR UNIVERSITY  
NAGPUR**

**SYLLABUS**

**FACULTY OF INTERDISCIPLINARY STUDIES**


**BACHELOR OF ARTS  
(MASS COMMUNICATION)**

**With Choice Based Credit System**

**2022 - 2023**

**B.A. (Mass Communication)**

**Course structure with effect from 2022-23 onwards**



# SEMESTER I

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Subjects										
1	I	EC-101	4		4	4	80	20	100	40
2	II	FMC-102	4		4	4	80	20	100	40
3	III	HM-103	4		4	4	80	20	100	40
Elective Subjects (Select any two from Four)										
4	IV	CA-104	4		4	4	80	20	100	40
5	V	VC-105	4		4	4	80	20	100	40
6	VI	WES-106	4		4	4	80	20	100	40
7	VII	FC-107	4		4	4	80	20	100	40
Practical										
8	Practical	P-108		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code EC-101= Effective communication –I, FMC-102 = Fundamentals of Mass Communication, HM-103 = History of Media, CA-104 = Current Affairs, VC-105 = Visual Communication, WES-106 = Writing and Editing Skills, FC-107 = Foundation Course I, P-108 = Practical

# SEMESTER II

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Subjects										
1	I	EC-201	4		4	4	80	20	100	40
2	II	IJ-202	4		4	4	80	20	100	40
3	III	IA-203	4		4	4	80	20	100	40
Elective Subjects (Select any two from Four)										
4	IV	MGC-204	4		4	4	80	20	100	40
5	V	CW-205	4		4	4	80	20	100	40
6	VI	FWWSJ-206	4		4	4	80	20	100	40
7	VII	FC-207	4		4	4	80	20	100	40
Practical										
6	Practical	P-208		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code EC-201= Effective communication –II, IJ-202 = Introduction to Journalism, IA-203 = Introduction to Advertising, MGC-204 = Media, Gender and Culture, CW-205 = Content Writing, FWWSJ-206 = Features and Writing for Social Justice, FC-207 = Foundation Course II, P-208 = Practical

*[Handwritten signatures and marks]*



### SEMESTER III

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)				Credit	Examination Scheme			
			T	P	Total			Max Marks		Total Marks	Min Marks
							External	Internal			
Core Subjects											
1	I	EM-301	4		4	4	80	20	100	40	
2	II	CCPR-302	4		4	4	80	20	100	40	
3	III	MS-303	4		4	4	80	20	100	40	
Elective Subjects (Select any two from Four)											
4	IV	IP-304	4		4	4	80	20	100	40	
5	V	FC-305	4		4	4	80	20	100	40	
6	VI	CM-306	4		4	4	80	20	100	40	
7	VII	WEM-307	4		4	4	80	20	100	40	
Practical											
8	Practical	P-308		12	12	2	100		100	40	
			20	12	32	22	500	100	600	240	

Paper Code EM-301 = Electronic Media, CCPR-302 = Corporate Communication and Public Relation, MS-303 = Media Studies, IP-304, Introduction to Photography, FC-305 = Film Communication-I, CM-306 = Computers and Multimedia, WEM-307 = Writing and Editing for Media, P-308 = Practical

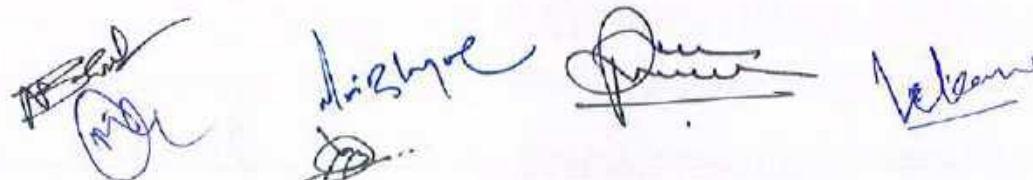
The core courses are compulsory. Student may choose any two from the electives.

### SEMESTER IV

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)				Credit	Examination Scheme			
			T	P	Total			Max Marks		Total Marks	Min Marks
								External	Internal		
Core Subjects											
1	I	EM-401	4		4	4	80	20	100	40	
2	II	MMR-402	4		4	4	80	20	100	40	
3	III	MLE-403	4		4	4	80	20	100	40	
Elective Subjects (Select any two from Four)											
4	III	FC-404	4		4	4	80	20	100	40	
5	IV	CM-405	4		4	4	80	20	100	40	
6	V	EC-406	4		4	4	80	20	100	40	
7	VI	TJ-407	4		4	4	80	20	100	40	
Practical											
8	Practical	P-408		12	12	2	100		100	50	
			20	12	32	22	500	100	600	250	

Paper Code EM-401 = Electronic Media-II, MMR-402 = Mass Media Research, MLE-403 = Media Laws and Ethics, FC-404 = Film Communication-II, CM-405 = Computers and Multimedia-II, EC-406 = Environmental Communication, TJ-407 = Television Journalism, P-407 = Practical.

The core courses are compulsory. Student may choose any two from the electives.



### SEMESTER V

S. N	Paper	Subject Code	Teaching Scheme (Hrs/Wk)				Credit	Examination Scheme			
			T	P	Total			Max Marks		Total Marks	Min Marks
								External	Internal		
Core Subjects											
1	I	R-501	4		4	4	80	20	100	40	
2	II	CW-502	4		4	4	80	20	100	40	
3	III	MJNM-503	4		4	4	80	20	100	40	
Elective Subjects (Select any two from Four)											
4	IV	BFJ-504	4		4	4	80	20	100	40	
5	V	BB-505	4		4	4	80	20	100	40	
6	VI	SMM-506	4		4	4	80	20	100	40	
7	VII	FNFC-507	4		4	4	80	20	100	40	
Practical											
8	Practical	P-508		12	12	2	100		100	40	
			20	12	32	22	500	100	600	240	

Paper Code R-501=Reporting, CW-502= Copy Writing, MJNM-503 = Mobile Journalism and New Media, BFJ-504 = Business and Financial Journalism, BB-505 = Brand Building, SMM-506 = Social Media Marketing, FNFC-507 = Fake News and Fact Checking, P-507 = Practical

The core courses are compulsory. Student may choose any two from the electives.

### SEMESTER VI

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)				Credit	Examination Scheme			
			T	P	Total			Max Marks		Total Marks	Min Marks
								External	Internal		
Core Subjects											
1	I	DM-601	4		4	4	80	20	100	40	
2	II	AD-602	4		4	4	80	20	100	40	
3	III	PTJ-603	4		4	4	80	20	100	40	
Elective Subjects (Select <b>any two</b> from Four)											
4	IV	CR-604	4		4	4	80	20	100	40	
5	V	BM-605	4		4	4	80	20	100	40	
6	VI	RMA-606	4		4	4	80	20	100	40	
7	VII	DAFM-607	4		4	4	80	20	100	40	
Practical											
8	Practical	P-608		12	12	2	100		100	40	
			20	12	32	22	500	100	600	240	

Paper Code DM-601 = Digital media, AD-602 = Advertising Design, PTJ-603 = Photo and Travel Journalism, CR-604 = Crime Reporting, BM-605 = Brand Management, RMA-606 = Rural Marketing and Advertising, DAFM-607, Documentary and Ad Film Making, P-608 = Practical.

The core courses are compulsory. Student may choose any two from the electives.

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### Absorption Scheme for BA Mass Communication 2022-23 onwards

The students of the course immediately preceding the course under this direction shall be given a chance to appear for three more consecutive examinations according to old syllabus and regulations under Direction 06 of 2015. However, students who had taken admission in the session 2022-23 shall be governed by a new syllabus and course structure provided that : The candidate passed in First Year BAMC in yearly pattern would be eligible for Third Semester. The candidate passed in Second Year BAMC in yearly pattern would be eligible for Fifth Semester.

### Multiple Exit Scheme for BA Mass Communication

If student leaves the course after passing all subjects of Semester I examination he/she shall be awarded **Certificate in Mass Communication (CMC)** whereas on leaving the course after passing all subjects of Semester I and Semester II examination he/she shall be awarded **Advance Certificate in Journalism and Mass Communication (ACJMC)**. If the student leaves the course after passing all subjects of Semester I, Semester II and Semester III examination he/she shall be awarded **Diploma in Media Studies (DMS)**, whereas on leaving the course after passing all subjects of Semester I, Semester II, Semester III and Semester IV examination he/she shall be awarded **Advance Diploma in Mass Communication (ADMC)**. If the student leaves the course after passing all subjects of Semester I, Semester II, semester III, Semester IV and Semester V examination he/she shall be awarded **Advance Diploma in Journalism and Mass Communication (ADJMC)**.

### GradingSystem:

The marks secured by a student from maximum 100 will be converted into a letter grade. The grade points are the numerical equivalent of letter grade assigned to a student in the 07 points scale as given below in Table 01,

Table 01

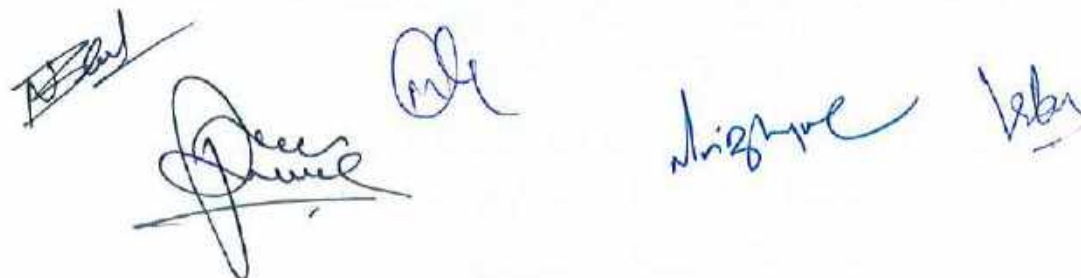
Range of Marks obtained out of 100 or Equivalent Fraction	Letter Grade	Grade Point	Description
90-100	A+	10	Outstanding
70-89	A	9	Excellent
60-69	B+	8	Very Good
50-59	B	7	Good
45-49	C+	6	Fair
40-44	C	5	Average
Less than 40	F	0	Dropped or Fail

### Calculation of Semester Grade Point Average (SGPA):

- Performance in a semester will be expressed as Semester Grade Point Average (SGPA).
- Cumulative performance of all the semesters together will reflect performance in the whole programme and it will be known as Cumulative Grade Point Average (CGPA). This CGPA is the real indicator of a student's performance.

The formula for calculation of SGPA and CGPA is given below:

- 01 The marks will be allotted in all examinations which will include college assessment marks and the total marks for each Theory/Practical shall be converted into Grades as



per Table No.1

- 02 SGPA shall be calculated based on Grade Points corresponding to percentage of marks as given in Table No. 01 and the Credits allotted to respective Theory / Practical shown in the scheme for respective semester.
- 03 SGPA shall be computed for every semester as per formulae (1) and CGPA shall be computed only in VI semester.

$$SGPA = \frac{C_1 \times G_1 + C_2 \times G_2 + \dots + C_n \times G_n}{C_1 + C_2 + \dots + C_n} \quad (1)$$

Where:

C= Credit of individual Theory / Practical

G = Corresponding Grade Point obtained in the respective Theory / Practical. n =

Number of subject heads in a given semester

- 04 The CGPA shall be calculated based on SGPA of I to IV semester taken together as per formulae (2)

$$CGPA = \frac{(SGPA)_I \times (Cr)_I + (SGPA)_{II} \times (Cr)_{II} + (SGPA)_{III} \times (Cr)_{III} + (SGPA)_{IV} \times (Cr)_{IV} + (SGPA)_V \times (Cr)_V + (SGPA)_{VI} \times (Cr)_{VI}}{(Cr)_I + (Cr)_{II} + (Cr)_{III} + (Cr)_{IV}} \quad (2)$$

Where:

(SGPA) I = SGPA of I Semester (Cr) I = Total Credits for I Semester

(SGPA) II = SGPA of II Semester (Cr) II = Total Credits for II Semester

(SGPA) III = SGPA of III Semester (Cr) III = Total Credits for III Semester (SGPA)

IV = SGPA of IV Semester (Cr) IV = Total Credits for IV Semester

(SGPA) V = SGPA of V Semester (Cr) V = Total Credits for V Semester

(SGPA) VI = SGPA of VI Semester (Cr) VI = Total Credits for VI Semester

SGPA = Semester Grade Point Average

CGPA = Cumulative Grade Point Average

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- CGPA equal to 8.25 and above shall be considered as equivalent to First Class with distinction and CGPA equal to 6.75 or more but less than 8.25 shall be considered as First Class and soon as mentioned in table 02.
- The cumulative grade point average will be calculated as the average of the SGPA of the four semesters, as shown above.

Table 02

CGPA	Division
8.25 or more	First Class with distinction
6.75 or more but less than 8.25	First Class
6.25 or more but less than 6.75	Higher second Class
5.75 or more but less than 6.25	Second Class
Less than 5.75	Dropped or Fail

Equivalent percentage calculation shall be based on the following formula:

$$\text{Equivalent \%} = (CGPA - 0.75) \times 10$$

*[Handwritten signatures and marks]*



# BA MASS COMMUNICATION FIRST YEAR

## SEMESTER I

Credit	Paper	Course Name	Course code
		<b>Core Subjects</b>	
04	I	Effective Communication –I	EC-101
04	II	Fundamentals of Mass Communication	FMC-102
04	III	History of Media	HM-103
		<b>Elective Subjects (Any Two from Four)</b>	
04	IV	Current Affairs	CA-104
04	V	Visual Communication	VC-105
04	VI	Writing and Editing Skills	WES-106
04	VII	Foundation Course I	FC-107
		<b>Practical</b>	
02	VIII	Practical	P-108
22			

### EFFECTIVE COMMUNICATION-I

#### Paper I

<b>COURSE OUTCOME:</b>
1. To make the students aware of functional and operational use of language in media.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

MODULE	TOPICS	DETAILS	LECTURES
1		<b>Introduction to Communication</b>	15
	1.The concept of communication	Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.	4
	2.Types of Communication	Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.	4
	3.Oral communication and media	Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	3
	4.Listening Skills	Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.	4
2	Reading -English, Hindi OR Marathi		15

	<b>1.Types of Reading</b>	Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling	5
	<b>2.Various aspects of Language</b>	Recognizing various aspects of language particularly related to media,Vocabulary 100 media words	5
	<b>3.Grammar &amp; Usage</b>	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms, Phrases, proper usage of homophones, homonyms etc. (Kindly <i>provide practice session- Test, Quiz etc.</i> )	5
<b>3</b>	<b>Thinking and Presentation</b>		<b>15</b>
	<b>1.Thinking</b>	Types of thinking (rational, logical, critical, lateral etc.) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices, Adversary Thinking	6
	<b>2. Presentation</b>	Presentation, its importance, Steps in Making a Presentation; Delivering a Presentation	9
<b>4</b>	<b>Translation</b>		<b>15</b>
	<b>1.Introduction To Translation</b>	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	5
	<b>2.Interpretation</b>	Interpretation: Meaning, Difference between interpretation and translation	5
	<b>3Role of a translator</b>	Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator	5
<b>Total Lectures</b>			<b>60</b>
<b>INTERNAL EVALUATION METHODOLOGY</b> (any two to be selected- one individual and one group evaluation)			<b>20 Marks</b>
1. Project/Assignment 2. Debate & Group discussion 3. Presentation 4. Skit /Play in any 2 languages 5. Translation of any famous short story or folk or fable			
<b>BIBLIOGRAPHY:</b>			
1. Word Power Made Easy by Norman Lewis 2. Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar 3. Wren and martin for English Grammar			

## FUNDAMENTALS OF MASS COMMUNICATION

### Paper II

COURSE OUTCOME :



- To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- To study the evolution of Mass Media as an important social institution.
- To understand the development of Mass Communication models.
- To develop a critical understanding of Mass Media.
- To understand the concept of New Media and Media Convergence and its implications.

MODULE	TOPICS	DETAILS	LECTURES
1	Introduction and overview	<ol style="list-style-type: none"> <li>1. Meaning and importance of Mass Communication</li> <li>2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital</li> <li>3. Communication etc.</li> <li>4. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model etc.</li> </ol>	15
2	History of Mass communication	<ol style="list-style-type: none"> <li>1. From oral to communication (kirtan, Davandi, Powada, Nagara)</li> <li>2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape</li> </ol>	15
3	Major forms of mass media	<ol style="list-style-type: none"> <li>1. Traditional &amp; Folk Media</li> <li>2. Print: Books, Newspapers, Magazines</li> <li>3. Broadcast: Television, Radio</li> <li>4. Films</li> <li>5. Internet</li> </ol>	15
4	Impact of Mass Media on Society	<p><b>A. I. Social Impact</b> (With social reformers who have successfully used mass communication)</p> <p><b>II. Political Impact</b> (With political leaders who have successfully used mass communication)</p> <p><b>III Economic Impact</b> (With how economic changes were brought about by mass communication)</p> <p><b>IV. Developmental Impact</b> (With how the government has successfully used mass communication)</p> <p><b>B. Impact of mass media on</b> -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</p>	15

#### INTERNAL EVALUATION METHODOLOGY

(any two to be selected- one individual and one group evaluation)

20 Marks

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION
4. OPEN BOOK TESTS
5. QUIZ

REFERENCES:

1. s Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Perspective Human Communication: Aubrey B Fisher.
10. Communication Technology & Development: I P Tiwari
11. The Process of Communication: David K Berlo
12. Cinema & Television: Jacques Hermabon& amp; Kumar Shahan.
13. Mass Media Today: Subir Ghosh
14. Mass Culture, Language & arts in India: Mahadev L Apte
15. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
16. India's Communication Revolution: ArvindSinghal and Everett Rogers.
17. The Myth of Mass Culture: Alan Swing wood
18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
19. Communication-concepts & Process: Joseph A Devito
20. Lectures on Mass Communication: S Ganesh.

## HISTORY OF MEDIA

### Paper III

#### COURSE OUTCOME

1. Learner will be able to understand Media history through key events in the cultural history
2. To enable the learner to understand the major developments in media history.
3. To understand the history and role of professionals in shaping communications.
4. To understand the values that shaped and continues to influence Indian mass media.
5. Learner will develop the ability to think and analyze about media.
6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

MODULE	TOPIC	DETAILS	LECTURES
		<b>INTRODUCTION</b>	
<b>I</b>	<b>EVOLUTION OF PRESS IN INDIA</b>	a. Newspaper – the rise of the voice of India during British rule b. India's Freedom Struggle and Role of Media c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India d. Press during the Emergency Period	<b>15</b>
		<b>LANGUAGE PRESS</b>	



II	HISTORY OF INDIAN LANGUAGE PRESS IN INDIA	<p>a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers)</p> <p>b. Regional Press and its popularity of Indian regional languages in various regions</p> <p>c. Vernacular Press Act 1876</p>	10
DOCUMENTARIES & FILMS			
III	HISTORY OF DOCUMENTARIES AND FILMS	<p>a. Genesis of documentaries and short films, (screening of few documentaries is essential- like <i>Hindustan Hamara, Zalzala, The Vanishing Tribe</i> etc.) Role of Documentarians Evolution of film making in India - brief history, Photography to moving films</p> <p>b. Origin of Hindi cinema</p> <p>c. Origin of Short films to what it is today, role of you tube and WhatsApp</p> <p>d. Great masters of world cinema</p>	15
BROADCASTING			
IV	HISTORY OF RADIO AND TELEVISION IN INDIA	<p>a. Radio &amp; Television as Mass Media</p> <p>b. Radio and Television Broadcasting</p> <p>c. The beginning of Radio and Television Shows</p> <ul style="list-style-type: none"> <li>• A New Era in Broadcasting in India</li> <li>• Satellite Television &amp; Privatization in Broadcasting</li> <li>• Advertising in India</li> </ul> <p>d. Internet Protocol Television</p>	20
	ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA	<ol style="list-style-type: none"> <li>1. Raja Rammohau Roy</li> <li>2. Bal Gangadhar Tilak</li> <li>3. M.K.Gandhi</li> <li>4. B.R. Ambedkar</li> <li>5. KP Kesava Menon</li> <li>6. K.C Mammen Mapillai</li> <li>7. Maulana Abdul Kalam Azad</li> </ol>	
INTERNAL EVALUATION METHODOLOGY			
(any two to be selected- one individual and one group evaluation)			20 Marks
<ol style="list-style-type: none"> <li>1. PROJECTS/ ASSIGNMENTS</li> <li>2. ORAL &amp; PRACTICAL PRESENTATIONS</li> <li>3. GROUP INTERACTIONS</li> <li>4. DEBATES &amp; DISCUSSIONS</li> <li>5. QUIZ</li> </ol> <p>(Screening of Short Films and Documentaries are to done in the classroom with history being discussed)</p>			

**REFERENCE BOOKS/JOURNALS/MANUALS**

1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR
2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA
3. MEDIA'S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPSE
4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN
5. DOCUMENTARY FILMS AND INDIAN AWAKEN BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA
6. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN
7. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI
8. INDIA ON TELEVISION BY NALIN MEHTA (HARPER COLLINS PUBLISHERS)
9. PRESS IN INDIA: NEW HISTORY HARDCOVER – 1 AUG 1995 BY G.S.C. RAGUAVAN
10. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR)

**CURRENT AFFAIRS****Paper IV****COURSE OUTCOME**

1. To provide learners with overview on current developments in various fields.
2. To generate interest among the learners about burning issues covered in the media
3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture

Module	Details	Lectures
<b>1</b>	<b>Current National stories</b>	<b>15</b>
	1. Three political stories of national importance.	3
	2. Political leaders : news makers of the season ( Brief profile of any three)	3
	3. One dominating economic /business news	3
	4. One dominating environment news stories	3
	5. One story of current importance from any other genre.	3
<b>2</b>	<b>Polity and governance</b>	<b>15</b>
	<b>1</b> Ministries of Government of India Autonomous government bodies	3
	<b>2. Ministry of Home Affairs</b> Enforcement Organizations Internal Security Police	3
	<b>3 Communal tensions</b> Review of latest episodes of communal tensions	3
	<b>4. The tensions in J&amp;K</b> Background, Political players Update on the current situation	3
	<b>5. Review of any three Central Government projects and policies</b>	3
<b>3</b>	<b>International Affairs</b>	<b>15</b>
	<b>1 Security Council</b> Structure and role	3
	<b>2. Issues that currently engage the SC</b>	3
	<b>3 Role of United Nations ,General Assembly ,Other main organs of the UNO</b>	3
	<b>4. Issues that currently engage the UNO</b>	3



	5.	Four conflicts/ issues of international importance	3
4	Maharashtra Issues		15
	1.	Political parties reach and challenges, political leaders	3
	2.	An update on the current political dynamics of Maharashtra	3
	3.	News relating to the marginalized and displaced tribes	3
	4.	The latest news on floods and drought, unemployment, health issues, etc	3
	5.	Update two ongoing state projects	3
Total Lectures			60
Sr no	Project/Assignment	20 Marks	
01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.	
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject	
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect relevant information and package effectively.	
Reference Books/Journals/Manuals			
1. Manorma Yearbook published by Malayala Manorma			
2. Competition Success Review			
3. Competition Master			
4. Yogana published by Publication Division, Ministry of Information and Broadcasting			
5. The Virtual Reality Primer- Casey Casey Larijani			
6. The Secret of Viral Content Creation- Priyanka Agarwal			
7. <a href="https://www.lucidpress.com/blog/top-30-social-media-automation-tools">https://www.lucidpress.com/blog/top-30-social-media-automation-tools</a>			
8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig			
9. <a href="https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla">https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla</a>			
10. 70 years in Indian politics and policy			
<a href="https://www.livemint.com/Politics/70-years-in-Indian-politics-and-policy.htmr-market/#7e8eddbd55b6">https://www.livemint.com/Politics/70-years-in-Indian-politics-and-policy.htmr-market/#7e8eddbd55b6</a>			

## VISUAL COMMUNICATION

### Paper V

COURSE OUTCOME	
1.	To provide students with tools that would help them visualize and communicate.
2.	Understanding Visual communication as part of Mass Communication
3.	To acquire basic knowledge to be able to carry out a project in the field of visual communication
4.	To acquire basic knowledge in theories and languages of Visual Communication
5.	The ability to understand and analyze visual communication from a critical perspective

MODULE	TOPICS	DETAILS	LECTURES
	<b>DEVELOPMENT OF VISUAL COMMUNICATION</b>		<b>15</b>
1	<b>INTRODUCTION TO VISUAL COMMUNICATION</b>	1. History and development of Visuals 2. Need and importance of visual communication 3. Visual Communication as a process	

		and as an expression, Language and visual communication	
		4. Visible concepts <ul style="list-style-type: none"> <li>Plans and organisational charts</li> <li>Maps</li> <li>Chronologies</li> </ul>	
		5. Invisible Concepts <ul style="list-style-type: none"> <li>Generalisation Theories</li> <li>Feelings or attitudes</li> </ul>	
<b>2</b>	<b>THEORIES OF VISUAL COMMUNICATION</b>		<b>15</b>
	<b>SENSUAL THEORIES</b>	a) Gestalt b) Constructivism c) Ecological	
	<b>PERCEPTUAL THEORIES</b>	a) Semiotics b) Cognitive	
<b>3</b>	<b>IMPACT OF COLORS</b>		<b>15</b>
	<b>Colors and Design in Visual Communication</b>	1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design	
<b>4</b>	<b>CHANNELS OF VISUAL COMMUNICATION</b>		<b>15</b>
	<b>Tools/Mediums of Visual communication</b>	1. Painting & Photography 2. Film & Television, Documentaries, Script writing & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts , Theatre	

<b>INTERNAL EVALUATION METHODOLOGY</b>	
<b>(any two to be selected- one individual and one group evaluation)</b>	<b>20 Marks</b>
1. ORAL & PRACTICAL PRESENTATIONS 2. PROJECTS / ASSIGNMENTS 3. DEBATES /GROUP DISCUSSION 4. OPEN BOOK TESTS 5. QUIZ	

<b>REFERENCE BOOKS</b>
1. HANDBOOK OF VISUAL COMMUNICATION EDITED BY KEN SMITH/SANDRA MORIARTY/GRETCHEN BARBATSIS & KEITH KENNY 2. VISUAL COMMUNICATION THEORY AND RESEARCH BY SHAHIRA FAHMY, MARY ANGELA BOCK & WAYNE WANTA 3. VISUAL COMMUNICATION BY RALPH E WILEMAN



**WRITING and EDITING SKILLS**  
**PAPER VI**

**COURSE OUTCOME:**

1. To provide learners with tools and techniques of editing and writing.
2. To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.

Module	Details	Lectures
<b>1</b>	<b>Tools and Techniques of Editing</b>	<b>15</b>
	<b>1. Brevity</b> Brevity: the soul of communication Eliminating redundancy in communication	
	<b>2. Functional Grammar</b> Refreshing Grammar, Common Errors	
	<b>3. Word power</b> Working with words	
	<b>4. Punctuations</b> For media usage	
	<b>5. Style book</b> Use of numbers, abbreviations, names and terms	
<b>2</b>	<b>Crisp writing</b>	<b>15</b>
	<b>1. News Sense</b> Finding the right story angle	
	<b>2. Saying it in bold</b> Writing headlines, captions, leads and intros	
	<b>3. Podcast</b> Writing for the ear	
	<b>4. Net cast</b> Writing for visuals	
	<b>5. Web writing</b> Story Compiling Difference between writing for print and real time writing	
<b>3</b>	<b>Resume writing: Telling your story</b>	<b>10</b>
	Assimilating facts and details	
	Building a narrative	
	Making it pictorial	
	Layout and page design	
	Being a credible voice	
<b>4</b>	<b>Feature Writing</b>	<b>20</b>
	<b>1. Features stories</b> Human Interest Stories	
	<b>2. Reviews</b> Books, Films, App	
	<b>3. Columns</b> Analytical, Interactive, Agony Aunt	
	<b>4. Editorials</b> Importance, Voice of the publication, Format	
	<b>5. Obituaries</b> Writing obituaries Need for factual verification and tone. Can obituaries be critical?	
	<b>Interviews</b> Types of subjects	
	Preparing for interviews	
	Preparing a questionnaire	
	Protocol and Ethical Issues	
	Writing the interview copy	
<b>Total Lectures</b>		<b>60</b>

<b>Internal Assessment</b>		<b>20 MARKS</b>
The objective of internal exercise is to help the learners grasp the most essential and interesting elements of a story and create an impactful narrative. The assignment will also challenge the creativity of the learner.		
<b>Sr. no.</b>	<b>Project/Assignment</b>	<b>Reason/Justification</b>
01	Prepare a creative resume for print and also an audio-visual version	This would be a treasured element for the learners portfolio
02	Flip Class assignment	This will be a confidence building exercise and give the learner the opportunity to hone his presentation skills

<b>Reference:</b> <ol style="list-style-type: none"> <li>1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication</li> <li>2. Writing for the Mass Media by James Glen Stovall</li> <li>3. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)</li> <li>4. The Chicago Manual of Style.</li> </ol>	
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## FOUNDATION COURSE-I PAPER VII

<b>COURSE OUTCOME :</b>			
<ol style="list-style-type: none"> <li>1. To introduce students to the overview of the Indian Society.</li> <li>2. To help them understand the constitution of India.</li> <li>3. To acquaint them with the socio-political problems of India.</li> </ol>			
<b>MODULE</b>	<b>Topics</b>	<b>Details</b>	<b>Lectures</b>
Unit : 1 :	<b>Overview of Indian Society:</b>	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	<b>05</b>



<b>Unit : 2 :</b>	<b>Concept of Disparity</b>	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities. Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	<b>20</b>
<b>Unit : 3 :</b>	<b>The Indian Constitution :</b>	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	<b>10</b>
<b>Unit : 4 :</b>	<b>Significant Aspects of Political Processes :</b>	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	<b>10</b>
<b>Unit : 5 :</b>	<b>Growing Social Problems in India :</b>	<ul style="list-style-type: none"> <li>a. Substance abuse- impact on youth &amp; challenges for the future</li> <li>b. HIV/AIDS- awareness, prevention, treatment and services</li> <li>c. Problems of the elderly- causes, implications and response</li> <li>d. Issue of child labour - magnitude, causes, effects and response</li> <li>e. Child abuse- effects and ways to prevent</li> <li>f. Trafficking of women- causes, effects and response.</li> </ul>	<b>15</b>

<b>INTERNAL EVALUATION METHODOLOGY</b> (any two to be selected- one individual and one group evaluation)		<b>20 Marks</b>
<ul style="list-style-type: none"> <li>6. ORAL &amp; PRACTICAL PRESENTATIONS</li> <li>7. PROJECTS / ASSIGNMENTS</li> <li>8. DEBATES /GROUP DISCUSSION</li> <li>9. OPEN BOOK TESTS</li> <li>10. QUIZ</li> </ul>		

## Practical

**100 Marks**

Designing & develop a lab journal of minimum 8 pages using Quark Express, Page Maker, In Design or Other Software's.

(Marks: 50)

Viva Voce

(Marks: 50)

## SEMESTER II

Credit	Paper	Course Name	Course code
<b>Core Subjects</b>			
04	I	Effective communication -II	EC-201
04	II	Introduction to Journalism	IJ-202
04	III	Introduction to Advertising	IA-203
<b>Elective Subjects (Any Two from Four)</b>			
04	IV	Media, Gender & Culture	MGC-204
04	V	Content Writing	CW-205
04	VI	Features and Writing for Social Justice	FWWSJ-206
04	VII	Foundation Course II	FC-207
<b>Practical</b>			
02	VIII	Practical	P-208
22			

### EFFECTIVE COMMUNICATION SKILLS -II

#### Paper I

<b>Learning Outcome:</b> <ol style="list-style-type: none"> <li>1. To make the students aware of use of language in media and organization.</li> <li>2. To equip or enhance students with structural and analytical reading, writing and thinking skills.</li> <li>3. To introduce key concepts of communications.</li> </ol>			<b>Total Lectures: 60hrs.</b>
Module	Topics	Details	
<b>1</b>	<b>Writing</b>		<b>15</b>
	<b>1.Report writing</b>	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report)	<b>3</b>
	<b>2. Organizational writing</b>	Organizational writing: (English, Hindi or Marathi) Internal communication, E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose-Format- Important points to remember while	<b>4</b>
	<b>3. Writing a notice etc.</b>	writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.	<b>4</b>



	<b>4. Writing for Publicity materials</b>	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub-headline, Body copy, Slogan, Jingle, Radio spot	4
<b>2</b>	<b>Editing</b>		<b>15</b>
	<b>Editing</b>	Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,	6
		Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.	9
<b>3</b>	<b>Paraphrasing and Summarizing</b>		<b>15</b>
	<b>1. Paraphrasing</b>	Meaning, how to use paraphrase in communication, Paraphrase in plagiarism, Translation	8
	<b>2. Summarization</b>	Summarizing content, the points and sub-points and the logical connection between the points	7
<b>4</b>	<b>Interpretation of technical data</b>		<b>15</b>
	<b>Interpret technical data</b>	Read graphs, maps, charts, Write content based on the data provided	
<b>Total Lectures</b>			<b>60</b>

**Internal evaluation methodology**

**20 Marks**

Sr no	Project/Assignment
<b>1</b>	Clipping files on various current topics.
<b>2</b>	Publish letters to editors in news media.
<b>3</b>	Reporting of college events.

**Bibliography:**

- **Business Communication - Rhoda A. Doctor and Aspi H. Doctor**
  - Communication Skills in English – Aspi Doctor
- **Teaching Thinking - Edward De Bono De Bono's**
  - Thinking Course – Edward De Bono Serious Creativity –
- **Edward De Bono The Mind Map Book – Buzan Tony**
  - Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
  - **A Textbook of Translation - by Peter Newmark, Newmark**

## **INTRODUCTION TO JOURNALISM**

### **Paper II**

**Course outcome:**

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

<b>Syllabus</b>			
<b>Module</b>	<b>Topics</b>	<b>Details</b>	<b>Lectures</b>
<b>1</b>		<b>History of Journalism in India</b>	<b>15</b>

	1	Changing face of journalism from Guttenberg to new media	3
	2	Journalism in India:	3
	3	Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism	3
	4	How technology advancement has helped media	3
	5	New media with special reference to rise the Citizen Journalism	3
2		<b>News and its process</b>	15
	1	Definition of News ,	3
	2	The news process from the event to the reader	3
	3	What makes a good story	3
	4	Anatomy of a news story	3
	5	Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	3
3		<b>Principles and format</b>	15
		What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials	
4		<b>Career in journalism</b>	15
		Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist	

#### Internal evaluation methodology

20 Marks

Sr no	Project/Assignment
1	Covering an event Background research
2	Finding a news angle
3	Capturing the right pictures for a photo feature Writing Headline, captions and lead

#### Suggested readings

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
5. Introduction to Journalism: Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism: James Glen Stowal

## INTRODUCTION TO ADVERTISING

### Paper III

#### Learning Outcome:

Lectures: 60

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising , various departments, careers and creativity
4. To provide students with various advertising trends, and future.



Syllabus			
Module	Topics	Details	Lectures
1	<b>Introduction to Advertising</b>		<b>15</b>
	<b>1. Introduction to advertising</b>	Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising	3
	<b>2. Types of advertising</b>	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social ( CSR) and Advocacy	3
	<b>3. Ethics and Laws in Advertising</b>	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	3
	<b>4. Social, Cultural and Economic impact of Advertising</b>	Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising	3
	<b>5. Theories</b>	Stimulus theory, AIDA, Hierarchy ,Means-End Theory	3
2	<b>Integrated marketing communication and tools</b>		<b>15</b>
	<b>1. Integrated marketing communication</b>	Emergence, Role, Tools, Communication process, The IMC Planning Process	3
	<b>2. Print Media and Out-of Home Media</b>	Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising	3
	<b>3. Broadcast Media</b>	Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising <b>and its</b> Advantages and Disadvantages, Film advertising <b>and</b> Product placement - Advantages and Disadvantages	3
	<b>4. Public Relation</b>	Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity	3
	<b>5. Sales Promotion and Direct marketing</b>	Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	3
3	<b>Creativity in advertising</b>		<b>3</b>
	<b>1. Introduction to Creativity</b>	Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	3

	<b>2. Role of different elements in ads</b>	Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc.	3
	<b>3. Elements of copy</b>	Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board	3
<b>4</b>	<b>Types of advertising agency, department, careers and latest trends in advertising</b>		<b>15</b>
	<b>1. Types of advertising agency</b>	Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	5
	<b>2. Various departments in an agency</b>	Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	5
	<b>3. Latest trends</b>	Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising	5
<b>Total Lectures</b>			<b>60</b>

#### Internal evaluation methodology

**20 Marks**

Sr no	Project/Assignment
1	Individual/ group project should be given to develop an advertising strategy on any product or service
2	Write a story board/ types of copy.
3	Big Idea – Group project

#### Bibliography:

- 1) 1. Advertising Principles and Practices ( 7<sup>th</sup> Edition) William D, Wells, John Burnett, Sandra Moriarty
- 2) Adland: Global History of advertising by mark Tungate
- 3) Copy paste : How advertising recycle ideas by Joe La Pompe
- 4) Indian Advertising: Laughter & Tears by Arun Chaudhuri
- 5) Adkatha The Story Of Indian Advertising by Halve Anand
- 6) Pandeymonium by Piyush Pandey
- 7) Introduction to Advertising - Amita Shankar
- 8) Contemporary Advertising - Loudon & Britta
- 9) Advertising - Pearson Education
- 10) [www.afaqs.com](http://www.afaqs.com)
- 11) [www.exchange4media.com](http://www.exchange4media.com)
- 12) [www.adweek.com](http://www.adweek.com)

## MEDIA GENDER & CULTURE

### Paper IV

COURSE OUTCOME
<ul style="list-style-type: none"> <li>To discuss the significance of culture and the media industry.</li> <li>To understand the association between the media, gender and culture in the society.</li> <li>To stress on the changing perspectives of media, gender and culture in the globalised era.</li> </ul>



MODULE	TOPICS	TOPICS	LECTURES
		<b>INTRODUCTION TO CULTURAL STUDIES</b>	15
<b>I</b>	<b>EVOLUTION, NEED, CONCEPTS AND THEORIES</b>	<p>Evolution, features of cultural studies, Need and significance of cultural studies and media</p> <p><b>Concepts related to culture-</b>            Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media</p> <p>Theories:</p> <ul style="list-style-type: none"> <li>• Stuart Hall : encoding and decoding, Circuit of culture</li> <li>• John Fiske: culture and industry</li> <li>• Feminism and Post feminism</li> <li>• Techno culture and risk – Ulrich Beck Etc.</li> </ul>	
		<b>CULTURE AND MEDIA</b>	15
<b>II</b>	<b>CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRNDS</b>	<ol style="list-style-type: none"> <li>1. Construction of culture- social, economic, political, religion and technology</li> <li>2. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture</li> <li>3. Media and its impact on the cultural aspect of the society.</li> <li>4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc.,</li> <li>5. Recent trends in Culture consumption: Changing values, Ideologies &amp; its Relevance in the Contemporary society.</li> </ol>	
		<b>GENDER AND MEDIA CULTURE</b>	15
<b>III</b>	<b>ROLE AND INFLUENCE OF MEDIA</b>	<ol style="list-style-type: none"> <li>1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)</li> <li>2. Role of media in social construction of gender, Changing attitudes &amp; behaviour for empowerment of women : Movements of change</li> <li>3. Gender equality and media</li> <li>4. Hegemonic masculinity in media</li> <li>5. Gender issues in news media (TV, radio, newspapers &amp; online news)</li> </ol>	
		<b>GLOBALISATION AND MEDIA CULTURE</b>	15

IV	GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS	<ol style="list-style-type: none"><li>1. Media imperialism</li><li>2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender</li><li>3. Consumer culture and media in the era of globalisation.</li><li>4. <b>Digital Media culture:</b> Recent trends and challenges</li><li>5. <b>Media and Globalisation:</b> Global economic flows, global cultural flows, homogenization &amp; fragmentation, glocalization, creolization, globalization &amp; power.</li></ol>	
INTERNAL EVALUATION METHODOLOGY			20 Marks
<ol style="list-style-type: none"><li>1. CONTINUOUS ASSIGNMENTS</li><li>2. ORAL &amp; PRACTICAL PRESENTATIONS</li><li>3. GROUP/INDIVIDUAL PROJECTS</li><li>4. CLASS TEST</li><li>5. OPEN BOOK TEST</li><li>6. GROUP INTERACTIONS</li><li>7. QUIZ</li></ol>			
REFERENCE			
<ol style="list-style-type: none"><li>1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER</li><li>2. CULTURAL STUDIES- THEORY AND PRACTICE – CHRIS BARKER</li><li>3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR</li><li>4. CULTURE CHANGE IN INDIA- IDENITITY AND GLOBALISATION – YOGENDRA SINGH</li><li>5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M. RODRIGUES</li><li>6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINIUTY – SANJUKTHE- DASGUPTA</li></ol>			

## CONTENT WRITING

### Paper V

Learning Outcome:

Lectures: 60

1. To provide students with tools that would help them communicate effectively.
2. Understanding crisp writing as part of Mass Communication
3. The ability to draw the essence of situations and develop clarity of thought.

Syllabus			
Module	Topics	Details	Lectures
1	Foundation		15
	1.Grammar Refresher	With special emphasis on use of punctuations, prepositions, capital letters and lower case	3
	2.Vocabulary building	Meaning, usage of words, acronyms	3
	3.Common errors	Homophones and common errors in English usage.	3
	4. Essentials of good writing	With emphasis on writing with clarity, logic and structure	3
	5. Phrases and idioms	Creative usage of phrases and idioms.	3



2	<b>Editing Skills</b>		<b>15</b>
	<b>1. Redundant words</b>	Identifying redundant words and phrases and eliminating these.	3
	<b>2.Editing sentences</b>	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	3
	<b>3.Editing captions</b>	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	3
	<b>4.Editing headlines</b>	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	3
	<b>5.Editing copy</b>	Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	3
3	<b>Writing Tips and Techniques</b>		<b>15</b>
	<b>1.Writing tickers/ scrolls</b>	For television news	3
	<b>2.Writing social media post</b>	Twitter and for other social networks	3
	<b>3.Writing briefs/snippets</b>	News briefs, Lifestyle and entertainment snippets	3
	<b>4.Caption writing</b>	Picture stories etc	3
	<b>5.Writing headlines</b>	News headlines and feature headlines	3
4	<b>PRESENTATION TOOLS AND TECHNIQUES</b>		<b>15</b>
	<b>1. Power Point Presentation</b>	Use of Power Point tools Power Point to Pdf Power Point to self-animated presentation Auto timing of Power Point presentation	3
	<b>2. Info graphic</b>	Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact	3
	<b>3. Three minute presentation</b>	Content for single slide Uses of phrases Effective word selection Effective presentation	3
	<b>4. Google Advance search</b>	How to select relevant information Locating authentic information How to gather information for domestic and international websites	3
	<b>5. Plagiarism</b>	How to do a plagiarism check Paraphrasing Citation and referencing style	3

<b>Total Lectures</b>	<b>60</b>
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### Internal exercise

**20 Marks**

The objective of internal exercise is to help the learner develop the skills of writing briefly and effectively.

Sr no	Project/Assignment	Reason/Justification
1	<b>Writing Captions and Headlines</b>	Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions

2	<b>A three- minutes power point presentation</b>	This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes
3	<b>Word Game/ Quiz</b>	This is an exciting way to get learners engaged in vocabulary building

### Bibliography

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris

### FEATURES AND WRITING FOR SOCIAL JUSTICE

#### Paper VI

#### COURSE OUTCOME:

1. To provide students with technique of narration and story telling
2. To share the art of developing a story idea
3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

MODULE	DETAILS	LECTURES
1	<b>About features</b>	15
	What makes feature writing different	
	Deconstructing a feature	
	News Feature	
	Human Interest Stories, Profiles	
	Developmental stories, opinion pieces, in-depth features as tools of social justice	
2	<b>How to pen a feature</b>	15
	Finding fresh ideas, developing a story idea	
	On and off field research	
	Building observation and listening skills	
	Structuring the story	
	Use of anecdotes, Illustrations, Interviewing	
3	<b>Nagpur based features/ letter to the editor/ post/opinion piece on</b>	15
	Plight of Rag pickers	
	Construction workers	
	The homeless	
	Slum rehabilitation projects	
	Condition of Nagpur Jails/ Courts	
4	<b>Nagpur based features/ letter to the editor/ post/opinion piece on</b>	15
	City issues of hygiene and pollution	
	Water crisis	
	Crime and safety	
	Corruption issues faced by the common man	



	Challenges faced by senior citizens and the physically/mentally challenged	
<b>Total Lectures</b>		<b>60</b>

<b>INTERNAL EVALUATION METHODOLOGY</b>		<b>20 MARKS</b>
Sr. no.	Project/Assignment	
01	Letters to the Editor	
02 Electronic Media	Flip class presentation	
03 Field work	Feature based in Mumbai or vicinity on any one of the issues of social justice	

#### REFERENCES:

1. Feature Writing: Meera Raghvendra Rao, 2012
2. Communication and Development: The Challenges of Twenty First Century- V.S. Gupte, 2000.
3. *On Writing Well* (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.
4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol.52, Issue no. 13.01 April, 2017
5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniyam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018.
6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012.
19. The Free Voice on Democracy, Culture and Nation by Ravish Kumar.
20. Everyone Loves a Good Drought by P. Sainath.
21. Looking Away by Harsh Mandar.

#### FOUNDATION COURSE II

##### PAPER VII

<b>Course Outcome:</b> 1. To introduce students to the overview of the Indian Society.			
1. To help them understand the constitution of India.			
2. To acquaint them with the socio-political problems of India.			

Module	Topics	Details	Lectures
1	Human Rights	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	15

2	<b>Understanding Stress and Conflict</b>	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.	15
3	<b>Managing Stress and Conflict in Contemporary Society</b>	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	15
4	<b>Contemporary Societal Challenges</b>	a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth.	15

<b>INTERNAL EVALUATION METHODOLOGY</b> (any two to be selected- one individual and one group evaluation)		<b>20 Marks</b>
1. ORAL & PRACTICAL PRESENTATIONS 2. PROJECTS / ASSIGNMENTS 3. DEBATES /GROUP DISCUSSION 4. OPEN BOOK TESTS 5. QUIZ		

## **Practical**

**100 Marks**

Designing & develop an advertisement copy for Radio, TV, and Newspaper each one

(Marks: 50) Internal

Viva Voce

(Marks: 50) External

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## SECOND YEAR

### SEMESTER III

Core			
Credit	Paper	Name of the Course	Course Code
04	I	Electronic Media-I	EM-301
04	II	Corporate Communication and Public Relations	CCPR-302
04	III	Media Studies	MS-303
Elective Subjects (Any Two from Four)			
04	IV	Introduction to Photography	IP-304
04	V	Film Communication-I	FC-305
04	VI	Computers and Multimedia-I	CM-306
04	VII	Writing and Editing for Media	WEM-307
Practical			
02	VIII	Practical	P-308
22			

### ELECTRONIC MEDIA - I

#### Paper I

##### Course Outcome

To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

Modules	Details		Lectures
1	<b>Introduction</b>		15
	A. A Short History of Radio and TV in India and abroad		
	B. Introduction to Prasar Bharti		
	C. FM radio and community radio		
	D. Convergence trends		
2	<b>Introduction to Sound for both TV and Radio</b>		15
	<b>A. Introduction to sound</b>	<ol style="list-style-type: none"> <li>1. Types of Sound: Natural, Ambient, Recorded</li> <li>2. The Studio Setup</li> <li>3. Types of recording- Tape Recording, Digital Recording</li> <li>4. Outdoor Recording</li> <li>5. Types of Microphones</li> </ol>	
	<b>B. Introduction to Visuals</b>	<ol style="list-style-type: none"> <li>1. The Power and Influence of Visuals</li> <li>2. The Video-camera: types of shots, camera positions, shot sequences, shot length</li> <li>3. Lighting: The importance of lighting</li> <li>4. Television setup: The TV studio</li> <li>5. difference between Studio and on-location shoots</li> </ol>	

	<b>C. Electronic News Gathering (ENG)</b>	1. Single camera 2. Two men crew	
	<b>D. Electronic Field Production (EFP)</b>	1. Single camera set up 2. Multi-camera set up 3. Live show production	
<b>3</b>	<b>Introduction to Formats (Fiction and non-fiction)</b>		<b>15</b>
	<b>1. Introduction to Radio Formats</b>	News - Documentary - Feature - Talk Show - Music shows - Radio Drama Radio interviews - Sports broadcasting	
	<b>2. Introduction to Television formats</b>	News - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series	
<b>4</b>	<b>Introduction to Production process</b>		<b>15</b>
	<b>1. Pre-Production</b>	Script Storyboard Camera plot Lighting plot	
	<b>2. Production</b>	Camera angles Sequence Scene Shot Log keeping	
	<b>3. Post-Production</b>	Linear editing Non-linear editing Library shots Library sounds Dubbing	
	<b>Total</b>		<b>60</b>

<b>Internal: Any two assignments compulsory</b>	<b>20 Marks</b>
<ul style="list-style-type: none"> <li>• A visit to a Radio or Television station</li> <li>• Listening and recording news for TV and Radio</li> <li>• Shooting an interview for a Television channel</li> <li>• Recording a chat show for a radio channel</li> </ul>	



**Reference Reading:**

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
12. Community radio in India : R Sreedher, Puja O Murada

**CORPORATE COMMUNICATION and PUBLIC RELATIONS****Paper II****Course Outcome:**

1. To provide the students with basic understanding of the concepts of corporate communication and public relations.
2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.
3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.

Module		Details	Lectures
1	<b>Foundation of Corporate Communication</b>		15
	<b>1. Introduction to Corporate Communication</b>	Meaning, Need and Scope of Corporate Communication towards Indian Media Scenario	
	<b>2. Key concept in Corporate Communication</b>	<i>Corporate Identity</i> : Meaning and Features, <i>Corporate Image</i> : Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) <i>Corporate Reputation and Management</i> : Meaning, Advantages of Good Corporate Reputation.	
	<b>3. Ethics and Law in Corporate Communication</b>	Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.	
2	<b>Understanding Public Relations</b>		15

	<b>1.Introduction and Growth of Public Relations- Indian Scenario</b>	Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations.	
	<b>2.Role of Public Relations in various sectors</b>	Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.	
	<b>3.Theories and Tools of Public Relations</b>	Gruntz's ( 4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations [Press conference, Press release , Media Dockets, Advertorials, Sponsorship.	
<b>3</b>	<b>Corporate Communication and Public Relation's range of functions</b>		<b>15</b>
	<b>1.Media Relations</b>	Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation	
	<b>2.Employee Communication</b>	Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications	
	<b>3.Crisis Communication</b>	Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc	
<b>4</b>	<b>Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations</b>		<b>15</b>
	<b>1.Emerging trends, tools and technology</b>	Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.	
	<b>2.New Media Tools</b>	Website, Online press release, Article marketing, Online newsletters, Blogs	
	<b>3.Role of Social Media</b>	Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E- Public Relations and its importance.	
<b>Total Lectures</b>			<b>60</b>



Internal evaluation methodology		20 Marks
Sr no.	Project/Assignment	
1.	Presentation various topics learned	
2.	Writing Press release	
3.	Mock Press conference	
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick</li> <li>2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg</li> <li>3. Principals of Public Relations-C.S Rayudu and K.R. Balan</li> <li>4. Public Relations -Diwakar Sharma</li> <li>5. Public Relations Practices- Center and Jackson</li> <li>6. The Art of Public Relations by CEO of leading PR firms</li> </ol>		

**MEDIA STUDIES**  
**Paper III**

COURSE OUTCOME
<ol style="list-style-type: none"> <li>1. To provide an understanding of media theories</li> <li>2. To understand the relationship of media with culture and society</li> <li>3. To understand Media Studies in the context of trends in Global Media</li> </ol>

Module	Topics	Details	Lectures
		<b>Introduction</b>	
		<b>Media Theories</b>	
1	Propaganda and propaganda theory-	<ul style="list-style-type: none"> <li>• Origin and meaning of Propaganda</li> <li>• Hypodermic Needle/Magic bullet and other theories</li> </ul>	15
	Scientific perspectives to limited perspectives	<ul style="list-style-type: none"> <li>• Paul Lazarsfeld-Two step flow</li> <li>• Carl Hovland and Attitude Change theory</li> </ul>	
		<b>Cultural Perspectives</b>	
2	Various schools	<ul style="list-style-type: none"> <li>• Toronto school (McLuhan)</li> <li>• Schools- Birmingham(Stuart Hall)</li> <li>• Frankfurt- Theodor Adorno and Max Horkheimer</li> <li>• Raymond Williams- Technological Determinism</li> <li>• Harold Innis- Bias of Communication</li> </ul>	15
	Media and Identity	Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)	
		<b>Media Effects</b>	
3	Theories on media effects	<ul style="list-style-type: none"> <li>• Media effects and behavior</li> <li>• Media effect theories and the argument against media effect theories</li> <li>• Agenda Setting Theory</li> <li>• Cultivation Theory</li> <li>• Politics and Media studies-media bias, media decency, media consolidation.</li> </ul>	15
		<b>New Media and The Age Of Internet</b>	
4	Meaning making	<ul style="list-style-type: none"> <li>• New media</li> </ul>	15

	<b>perspectives</b>	<ul style="list-style-type: none"> <li>Henry Jenkins-Participatory culture</li> <li>Internet as Public sphere-Habermas to Twitter</li> <li>McLuhan 's concept of Global village in the age of Netflix</li> <li>Uses and Gratification in the age of Internet</li> </ul>	
<b>Internal Evaluation Methodology</b>			<b>20 MARKS</b>
<ol style="list-style-type: none"> <li>Continuous assignments</li> <li>Oral and practical presentations</li> <li>Group/individual projects</li> <li>Open book test</li> <li>Group interactions</li> <li>Quiz</li> </ol>			

<b>References:</b>
<ol style="list-style-type: none"> <li>Mass communication theory- Dennis quail</li> <li>Mass communication theory: foundations, ferment and future-Stanley j Baran and Dennisk Davis</li> <li>Introduction to mass communication: media literacy and culture updated edition 8th edition</li> <li>Introduction to mass communication – Stanley J. Baran</li> <li>Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner</li> <li>Social media: a critical introduction- Christian Fuchs</li> </ol>

## INTRODUCTION TO PHOTOGRAPHY

### Paper IV

<b>Learning Outcome:</b>	<b>Lectures: 60</b>
<ol style="list-style-type: none"> <li>To introduce to media learner the ability of image into effective communication.</li> <li>To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.</li> <li>To practice how picture speaks thousand words by enlightening the learner on how.</li> <li>To develop the base of visualisation among learners in using pictures in practical projects.</li> <li>To help learner work on given theme or the subject into making a relevant picture or photo feature.</li> </ol>	

Module	Details	Lectures
<b>1</b>	<b>Camera: The Story teller</b>	<b>15</b>
	<b>1. The Body:</b> The faithful middleman The heart of the system How camera sees differently than human eyes. Limitations and Wonders of camera. Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements) Experiencing frame Types of camera: DSLR; View; Rangefinder; Mirror-less	<b>3</b>



	<b>2. Aperture:</b> The iris of the camera	Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F-numbers and aperture scale. Application of Depth of Field in advertising and Journalism.	3
	<b>3. Shutter:</b> The Click magic	Blind between Lens and Image sensor Controls duration of light Major factor in Exposure calculation Main player in controlling action Motion blur, Motion freeze and Long exposure effects Application of motion blur/freeze in Advertising and Journalism. Synchronization with Flash, Creative Slow sync	3
	<b>4. Image sensor:</b> The retina that sees	The image maker or recorder Film v/s digital Film: Photochemistry Digital: Photo-electronics Types of Sensor: CCD and CMOS ISO: Photosensitivity (Sensor/Film Speed)	3
	<b>5. Viewfinder:</b> The interactive monitor	The control room cum monitor Displays camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc	3
2	<b>Lens: Imaging device</b>		15
	<b>1 The eye of camera:</b> Learning to see	Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc	3
	<b>2. Focal length:</b> Which lens is suitable	The factor to consider for Type of Photography and choosing lens for the purpose. Main distinguishing factor Fixed V/s Variable focallength	3
	<b>3. Image size:</b> See close	The magnification ratio of a lens Longer focal length = Bigger image size	3
	<b>4. Coverage angle:</b> Crop out unwanted	Prime concern in Composition How much of a scene a lens takes in from a viewpoint Safe focusing distance, Distortion: Barrel/ Pincushion	3
	<b>5. Types of lenses:</b> The right one for the task at hand	Prime Lens v/s Zoom lens Prime = Fixed focal length Zoom = Variable focal length Normal, Wide angle and Telephoto Special purpose lenses: Macro, Fish eye, Tilt-shift	3
3	<b>Light: Parameters of Light- The essential raw material</b>		15

	<b>1. Intensity and Exposure:</b> Perfect tone	How much light: consideration for exposure Exposure triangle (A,S,ISO) The model of exposure	3
	<b>2. Direction and Lighting:</b> Lighting for Cinema, Television and Advertising	From where: direction begets shadow Shadow = Depth Lighting = Shading Three point lighting Key: Main Fill: Contrast level (lighting ratio) Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or drama	4
	<b>3. Quality and Ambience:</b> Why there are umbrellas and reflectors	How soft or how hard: Effective size of light source Small: Hard, Contrast, Sharp Medium: Mid soft, moderate contrast, soft shadow Large: Extra soft, low contrast, shadowless Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos	4
	<b>4. Colour and Mood:</b> What tells Cozy or Cool	Colour of light concept: Main distinguishing factor Kelvin: Colour temperature <i>Pure light &gt; True colours</i> White balance: Neutralizing Preset white balance and AWB Colour and Mood (warm/cool)	4
4	<b>Composition: Art of Seeing &gt; Way of portraying a subject</b>		15
	<b>1. Frame and Aspectratio</b>	Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD)	3
	<b>2. Visual indicators</b>	Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject= Aesthetic Assembly of objects	3
	<b>3. Rules of composition</b>	Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking...	3
	<b>4. Breaking the rules</b>	Cropping, Panorama, Flattening	3
	<b>5. Viewpoint and Perspective:</b> What Pros do	1, 2 and 3 point perspective: Vanishing points and viewpoint Normal: The way we see Enhanced: Exaggerated depth Compressed. Feeling of distance taken away Forced: Unrealism Aligned: Back projection and green screen application	3
<b>Total Lectures</b>			60
<b>Suggested Methods / Internals</b>			20 Marks
<b>Sr. no.</b>	<b>Project/Assignment</b>	<b>Reason/Justification</b>	



<b>01 Print Media</b>	Scrap book with collection of Photographs cropped from newspaper and Magazine (40+20)	The pictures cropped are captured by professionals. This gives ready examples of what is the decisive moment and they can have to inspect the picture to understand composition, lighting and subject handling. Analysis of each picture for the learned topics in scrap book. <b>Points:</b> Depth of field, Motion blur/freeze, Lighting, Quality of light, Composition, Colour temp, Mood/Drama
<b>02 Electronic Media</b>	Screen shots captured of a movie (36)	Movie is a 2-3 hrs ongoing continuous event. Capturing real key frames is as if photographing in a small 2-3 hrs event, This should help them to look for the right story telling frame, anticipate and stay alert as if required on actual photographic assignment.
<b>03 Field work</b>	Shooting, i.e. actual working on given topics or themes.	This is the field application of the learnt technique to get presentable pictures. The creation part of appreciation and imitation from above two projects.

#### Reference Books:

Collins Books series: Pentax Inc.

Taking successful pictures,

Making most of colour,

Expanding SLR system,

Lighting techniques

Minolta Photographer's handbook

Indoor Photography,

Outdoor photography:Life

Bookseries:

- Volume 1: Understanding Camera
- Volume 2: Secrets behind successful pictures
- Volume 3: Practicing Photography
- Volume 4: Handling Professional assignments
- Me and My Camera
- Portrait photography
- Glamour photography
- Do it in Dark (Darkroom Techniques)Pro-technique (Pro-photo)
- Night Photography
- Beauty and Glamour
- Product Photography

**FILM COMMUNICATION I**  
**Paper V**

<b>Course Outcome:</b>	<b>Lectures: 60</b>
1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics.	

<b>Module</b>	<b>Details</b>	<b>Lectures</b>
	<b>Art of Story telling</b>	
1.	<b>History:</b> Still pictures to moving images. <b>Understanding aspects of film appreciation.</b> 1.1 History of Cinema. 1.2 Birth of Visual Art. 1.3 Understanding the Language of Cinema. 1.4 Transition from Documentary to Feature Film 2.1 Grammar, Technology and Art. Director - the captain Writer - the back bone. 2.2 Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing 2.3 Aspects of Film-1: Film Sound Three components of Film Sound The relationship between Sound and Image	20
2.	<b>The Early Cinema: 1895 to 1950</b> 3.1 Early Years (1895-1919) World and India. The Silent Era (1920-1931) 3.2 Early Sound Era (1930-1939) 3.3 The developmental stage (1940-1950)	10
3.	<b>Major film movements and its impact.</b> 4.1 The major cinema movements and their film makers 4.2 Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema 4.3 Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica 4.4 Japanese cinema- Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc. 4.5 Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.	15
4.	<b>Mainstream Indian Cinema and parallel Indian cinema</b> 5.1 Art v/s Commercial 5.2 Indian Meaningful cinema [Commercial] • The Angry Young Man • The Indian Diaspora and Bollywood • Contemporary Bollywood Cinema • Globalisation and Indian Cinema, The multiplex Era 5.3 Golden era of Indian Cinema - Important work of Bimal Roy, Guru Datt, Raj Kapoor and V.	15



	Shantaram	
5.4	Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu	
5.5	Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza etc.	
	Lectures	60

Internal exercise:		20 Marks
The objective of internal exercise is to help the students identify good cinema and how to write film review including all points of view. Also develop their vision to higher aesthetic level.		
Suggested Methods		
Sr. no	Project/Assignment	Reason/Justification
1. Print Media	Write reviews of film seen by them during lectures/film festivals	To inculcate understanding of cinema and writing skills needed for film review
2. Electronic Media	Making documentary on any of the prominent film personalities/genre/film theories	To make them understand the depth of cinema and its different aspects

Suggested Screenings:
<ul style="list-style-type: none"> <li>Documentaries on World and Indian Cinema (100 years of Cinema).</li> <li>Films of Dada Saheb Phalke</li> <li>Citizen Kane,</li> <li>The Battle over Citizen Kane</li> <li>Bicycle Thief</li> <li>Roshomon</li> <li>Do Bigha Zamin/Bandini</li> <li>Sahab, Bibi aur Ghulam/Pyaasa,</li> <li>Awara/Shri 420</li> <li>Lajwanti/Ek ke Baad Ek</li> </ul>

## COMPUTERS MULTIMEDIA I

### Paper VI

Course Outcome:
<ol style="list-style-type: none"> <li>To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.</li> <li>To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.</li> <li>To prepare learners skilled enough for independency during project papers in TY sem VI.</li> <li>To help learners work on small scale projects during the academic period.</li> </ol>

Modules	Details	Lectures
1	Photoshop: Pixel based Image editing Software	15

	<b>1. Introduction to Photoshop</b>	Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools	
	<b>2. Photoshop Workspace</b>	The tools, Toolbox controls Property bar, Options bar, Floating palates	
	<b>3. Working with images</b>	Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling	
	<b>4. Image Editing</b>	Levels, Curves, Contrast adjustment, Colour adjustment Photo filters	
	<b>5. Working with Text</b>	Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design	
<b>2</b>	<b>Quark Xpress/ InDesign: Layout Software</b>		<b>15</b>
	<b>1. Introduction to Quark Xpress</b>	List the menus, List the tools, Benefits of using Quark, Application of Quark	
	<b>2. Text Edits in Quark</b>	Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	
	<b>3. Using palettes</b>	Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark,	
	<b>4. Colour correction in quark</b>	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication,	
	<b>5. Exporting files</b>	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	
<b>3</b>	<b>Premiere Pro: Audio-visual: Video editing software</b>		<b>15</b>
	<b>1. Introduction to editing</b>	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	
	<b>2. Introduction to premiere</b>	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	



	<b>3. Understanding file formats</b>	Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing	
	<b>4. Using colour grading</b>	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	
	<b>5. Exporting and rendering</b>	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	
<b>4</b>	<b>Sound Forge/Sound Booth: Sound Editing Software</b>		<b>15</b>
	<b>1. Introduction to Digital Audio</b>	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate	
	<b>2. Concept of Dolby Digital</b>	Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker	
	<b>3. Sound Recording</b>	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software	
	<b>4. Working with Sound</b>	Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter	
	<b>5. Advanced Sound Processing</b>	Delay, Echo, Reverb, Chorus Mixing sounds Noise gating, Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	
	<b>Total</b>		<b>60</b>

<b>Internal exercise:</b>		<b>20 Marks</b>
<b>Sr. no.</b>	<b>Project/Assignment</b>	<b>Reason/Justification</b>
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark of PS or Corel	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.

02 Electronics	Making a short clip with the use of premiere and 3D Maya	Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)
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**References:**

- |                                       |             |                        |
|---------------------------------------|-------------|------------------------|
| • Photoshop Bible                     | McLeland    | Wiley Publication      |
| • Corel Draw Practical Learning:      |             | BPB Publication        |
| • Quark Express-9 : Prepress Know-How |             | Noble Desktop Teachers |
| • Desktop Publishing with Quark 10    |             | Kindle version         |
| • Digital Music and Sound Forge       | Debasis Sen | BPB Publications       |

**WRITING and EDITING FOR MEDIA  
PAPER VII**

Modules	Topics	Details	Lectures
		<b>PRINT MEDIA</b>	
I	<b>WRITING FOR PRINT MEDIA</b>	<ol style="list-style-type: none"> <li>1. What makes news? (determinants of news)</li> <li>2. Art and basic tools of writing</li> <li>3. Steps and elements of writing-editorial, features and review</li> <li>4. Writing for Newspapers and Magazines</li> <li>5. Writing a News story/feature stories/Article/Editorials(differences)</li> <li>6. Leads, nut shelling and story structure</li> <li>7. Writing style and the stylebook</li> <li>8. Public Relations and corporate writing-various forms</li> <li>9. Writing for Advertisements</li> </ol>	15
		<b>RADIO AND TELEVISION</b>	
II	<b>WRITING FOR BROADCAST MEDIA</b>	<ol style="list-style-type: none"> <li>1. Radio and Television: Challenges, strengths and weaknesses</li> <li>2. Writing for Television and Radio programs</li> <li>3. Script writing formats</li> <li>4. Writing for interviews, live news and daily news</li> <li>5. Radio jockeying / online radio and new trends</li> </ol> <p>Storyboarding for Television commercials</p>	15
		<b>DIGITAL MEDIA</b>	
III	<b>DIGITAL MEDIA: A sunrise opportunity</b>	<ol style="list-style-type: none"> <li>1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content</li> <li>2. How to produce well-written webpages</li> </ol> <p>Written content for the web, digital spaces and digitally distributed media.</p>	15



		3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS 7. Writing Blogs	
		<b>EDITING</b>	
<b>IV</b>	<b>EVALUATION OF CONTENT</b>	1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage. 4. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. 5. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design	<b>15</b>
			<b>60</b>

<b>Internal Evaluation Methodology</b>	<b>20 MARKS</b>
1. Written assignments for print media 2. Digital /online written assignment 3. Writing blogs 4. Open book tests 5. Oral and practical presentations 6. Projects Group interactions,/discussions	

<b>Reference Books/Journals/Manuals</b>
---

1. James Glen Stovall, writing for the mass media, sixth edition, published by Dorling Kindersley (India)
2. Artwick, Claudette G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005
3. The associated press stylebook. . Associated press (current edition)
4. Chicago guide to fact-checking (Chicago Guides To Writing, Editing And Publishing) By Brooke Borel
5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima | 10 April 2013
6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill
7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger
8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications
9. Writing for journalists (media skills) by Wynford Hicks
10. Feature writing for Journalists (Media Skills) by Sharon Wheeler
11. Writing for News Media: The Storyteller's Craft by Ian Pickering | 27 November 2017

## Practical

100 Marks

- |  |            |
|--|------------|
| Make a documentary for Radio or TV and Viva Voce thereon | (50 Marks) |
| Plan a PR campaign, make a report and Viva Voce thereon  | (50 Marks) |



## SEMESTER IV

Credit	Paper	Name of the Course	Course Code
<b>Core</b>			
04	I	Electronic Media-II	EM-401
04	II	Mass Media Research	MMR-402
04	III	Media Laws and Ethics	MLE-403
<b>Elective Subjects (Select any two from four)</b>			
04	IV	Film Communication II	FC-404
04	V	Computers and Multimedia-II	CM-405
04	VI	Environmental Communication	EC-406
04	VII	Television Journalism	TJ-407
<b>Practical</b>			
02	VIII	Practical	P-408
22			

### ELECTRONIC MEDIA II

#### Paper I

##### Course Outcome:

To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

Modules	Details	Lectures
<b>1</b>	<b>Evolution and growth of Radio and Television:</b>	<b>20</b>
	<b>A. Evolution and growth of Radio:</b> <ul style="list-style-type: none"> <li>Satellite Radio – The Evolution and Growth</li> <li>AIR and Community Radio- Developmental and Educational Role</li> <li>Internet Radio and Private FM Channels broadcast on Internet.</li> </ul>	
	<b>B. Evolution and growth of Television</b> <ul style="list-style-type: none"> <li>Evolution and growth of Private and Satellite channels;</li> <li>Growth of Private International, National and Regional TV Networks and fierce.</li> <li>Competition for ratings.</li> <li>Satellite television broadcast- Television channels for niche audiences —entertainment, news, sports, science, health and life style, HDTV telecast</li> </ul>	

		• Proliferation of DTH services:	
<b>2</b>	<b>Regional channels:</b>		<b>10</b>
	1. Rise of regional channels and Importance of Regional Channels in India and Globally		
	B. Trends in regional radio and Television channels.		
<b>3</b>	<b>News and other nonfictional formats.</b>		<b>15</b>
	1. TRP	Breaking news on television and the TRP race:	
	2. Panel discussions:	How panel discussions can make the public opinion	
	3. Interviews:	Radio and Television Interview techniques	
	4. Anchoring:	Qualities of a good anchor Voice modulation	
	5. Radio Jockey:	Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation	
<b>4</b>	<b>Writing for Broadcast Media-(Radio and Television)</b>		<b>15</b>
	1. Preparation of Audio and Video briefs:	Idea generation, Scripting, Story board	
	2. Scripting:	Scripting for: Interviews/Documentary/Feature/Drama/ Skits on Radio and TV.	
	3. Ethics:	Ethics including Censorship in presentation of News. Code of conduct Fact checking	
	4. Current and Emerging Trends in Electronic media	'24/7 news broadcast, Convergence and Multi-media, Emerging Trends: Mobile Technology, Social Media and Web, OTT platforms etc	
	<b>Total</b>		<b>60</b>

<b>Internals</b>	<b>20 Marks</b>
Presenting, shooting and editing of news bulletin. Scripting and shooting for any fictional programme. Making a docudrama Writing and recording of radio talk show	



**MASS MEDIA RESEARCH**  
**Paper II**

Module	Topic	Details	Lectures
		<b>Research In Media</b>	15
I	Introduction to mass media research	<ul style="list-style-type: none"> <li>• Relevance, Scope of Mass Media Research and</li> <li>• Role of research in the media</li> <li>• Steps involved in the Research Process</li> <li>• Qualitative and Quantitative Research</li> <li>• Discovery of research problem, identifying dependent and independent variables, developing hypothesis</li> </ul>	
		<b>Design</b>	15
II	Research designs	<ul style="list-style-type: none"> <li>• Concept, types and uses</li> <li>• Research Designs:               <ol style="list-style-type: none"> <li>a) Exploratory</li> <li>b) Descriptive and</li> <li>c) Causal.</li> </ol> </li> </ul>	
		<b>Data Collection</b>	15
III	Data → collection methodology	<ol style="list-style-type: none"> <li>a. Primary Data – Collection Methods               <ol style="list-style-type: none"> <li>I. Depth interviews</li> <li>II. Focus group</li> <li>III. Surveys</li> <li>IV. Observations</li> <li>V. Experimentations</li> </ol> </li> <li>b. Secondary Data Collection Methods</li> <li>c. Literature review</li> <li>d. <b>Designing Questionnaire and measurement techniques</b> <ol style="list-style-type: none"> <li>a. Types and basics of questionnaire</li> <li>b. Projective techniques</li> <li>c. Attitude measurement scales</li> </ol> </li> <li>e. Sampling process</li> <li>f. Data Tabulation and Research report format</li> </ol>	
		<b>Analysis</b>	15
IV	Content analysis	<ol style="list-style-type: none"> <li>a. Definition and uses</li> <li>b. Quantitative and Qualitative approach</li> <li>c. Steps in content analysis</li> <li>d. Devising means of a quantification system</li> <li>e. Limitations of content analysis</li> </ol> <p>Application of research in massmedia, The Semiotics of the Mass Media.</p>	
<b>Total Lectures</b>			
<b>Internal Assessment: Methodology</b>			<b>20 MARKS</b>
Research Report on any one <ol style="list-style-type: none"> <li>1. Print Media</li> <li>2. Electronic Media</li> <li>3. Advertising</li> <li>4. Public Relation</li> <li>5. New Media</li> </ol>			

**Reference Books:**

1. Research Methodology; Kothari: Wiley Eastern Ltd.
2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP
3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates.
4. Media Research Methods: Gunter, Brrie; (2000); Sage
5. Mass Media Research: Wimmer And Dominick
6. Milestones In Mass Communication: Research De Fleur

**MEDIA LAWS AND ETHICS****Paper III****Course Outcome:**

1. To provide the learners with an understanding of laws those impact the media.
2. To sensitize them towards social and ethical responsibility of media.

Module	Details		Lectures
<b>1</b>	<b>Constitution and Media</b>		<b>15</b>
	<b>1. Core values of the Constitution</b>	Refreshing Preamble, unique features of the Indian Constitution	
	<b>3. Freedom of Expression</b>	Article 19 (1) (a), Article 19(2)	
	<b>4. Judicial Infrastructure</b>	Hierarchy of the courts Independency of the judiciary Legal terminologies	
	<b>5. Social responsibility of the media</b>	Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era	
	<b>6. Social Media</b>	Threat of Fake News and facts verification Social media decorum	
<b>2</b>	<b>Regulatory bodies</b>		<b>15</b>
	<b>1. Press Council of India</b>	2. Brief history: Statutory status 3. Structure 4. Powers and limitations	
	<b>6. TRAI</b>	Role of Telecom Regulatory Authority of India	
	<b>5. IBF</b>	1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council	



	4. ASCI	1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council	
	5. NBA	1. News Broadcasters Association : 2. Structure 3. Mission 4. Role	
3	<b>Media Laws</b>		<b>15</b>
	2. Copyright and IPR	What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies	
	2. Defamation	1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies	
	3. IT Act	1. Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies	
	4. Contempt	1. Contempt of Court 2. Contempt of Parliament	
	5. More acts	1. Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act	
4	<b>Media Ethics and Social Responsibility</b>		<b>15</b>
	1. Why Ethics	What is ethics? And why do we need ethics?	
	3. Ethical responsibility of journalist	1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value	
	3. Fake News	1. Post-truth and challenges of fighting fake news 2. Techniques of fact verification	
	3. Ethical responsibility of advertisers	4. Violation of ethical norms by advertisers 5. Case Studies	
	6. Stereotyping	Stereotyping of minorities, women, senior citizens, regions, LGBT	
<b>Total Lectures</b>			<b>60</b>
<b>Internal exercise:</b>			<b>20 Marks</b>
The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility			

Sr. no.	Project/Assignment	Reason/Justification
<b>1. Field work</b>	Group presentation based on field visit eg. Visit to court	Exposure to the real world of law and challenges of team work
<b>2.Group discussion</b>	On current issues relating to media law	This would demand clarity of perception and expression
<b>3.Test</b>	Based on the syllabus	To test the knowledge about the topics covered.
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Basu, D.D. (2005). Press Laws, Prentice Hall.</li> <li>2. Iyer, V. (2000). Mass Media Laws and Regulations in India, AMIC Publication.</li> <li>3. Thakurta, P.G. (2009). Media Ethics, Oxford University Press.</li> <li>4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications</li> <li>5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co</li> <li>6. Media Laws: By Dr S R Myneni, Asian Law</li> </ol>		

## FILM COMMUNICATION II

### Paper IV

Course Outcome:	Lectures: 60
<ol style="list-style-type: none"> <li>4. awareness of cinema of different regions.</li> <li>5. Understand the contribution of cinema in society.</li> <li>6. How to make technically and grammatically good films.</li> <li>7. From making to marketing of films.</li> <li>8. Economic aspects of film.</li> </ol> <p>Careers in films.</p>	

Module	Details	Lectures
<b>1. Regional Cinema</b>	Regional Films and Film makers – Marathi [V. Shantaram], Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.	15
<b>9. Hindi Cinema</b>	Popular Hindi Commercial Films(Bollywood) Past to Present Economic contribution of cinema. Convergence of Art and Commercial. Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.) Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture	15
<b>3. Film Making</b>	<b>Film Production to Film Exhibition</b> 4.1 Aspects of Production Systems: Financial, Administrative and Creative, 4.2 Stages of Film Making -1: Pre-Production	15



		4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry Distribution Promotion Marketing Branding Internet	
	<b>4. Film Culture</b>	5.1 Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad 10. Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad	15
<b>Total Lecture</b>			<b>60</b>

<b>Internal Exercise:</b>		<b>20 Marks</b>
To make students put in practical use the outcome of Film Communication.		
<b>Suggested Methods</b>		
<b>Sr. no.</b>	<b>Project/Assignment</b>	<b>Reason/Justification</b>
Electronic Media	Group project of Short film making	To understand the understanding of cinema grasped by the students.

<b>Suggested Screenings:</b>
Documentaries on Famous Film makers – K. Balachander, K. Vishwanath, Adoor etc. Pinjra Apur Sansar/Megha Dhake Tara Sholay/Amar Akbar Anthony Hum Aapke Hai Kaun / Dilwale Dulhania Le Jayenge Bajirao Mastani/Manikarnika/Bahubali URI Film

## COMPUTER MULTIMEDIA II

### Paper V

Modules	Details	Lectures
<b>1</b>	<b>Photoshop: Advanced Image Editing</b>	<b>15</b>
	<b>11. Working with multiple images</b> <b>Mixing</b> Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool	

	<b>2. Image Effects</b>	<b>Editing</b> Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	
	<b>3. Working with Layers</b>	<b>Layer basics</b> Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masks and extractions Layer effects, Adjustment layers	
	<b>4. Wonders of Blend Modes</b>	Blend modes Advanced blending options Layer blends	
	<b>5. Fully Editable Text</b>	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools	
<b>2</b>	<b>Adobe Illustrator: Vector based Drawing software</b>		<b>15</b>
	<b>12. Introduction to Adobe Illustrator</b>	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats	
	<b>2. Using text</b>	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects	
	<b>3. Creating Simple designs</b>	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity	
	<b>4. Applying effects</b>	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and PowerClips	
	<b>5. Exporting in Illustrator</b>	Exporting, Types of export, Exporting for other soft wares	
<b>3</b>	<b>InDesign: Layout Software</b>		<b>15</b>
	<b>1. Introduction to Adobe In Design</b>	List the menus, List the tools, Palettes Benefits of using In Design, Application of In Design	



	<b>2. Text Edits in InDesign</b>	Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	
	<b>3. Using palettes</b>	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate	
	<b>13. Colour correction in InDesign</b>	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication	
	<b>5. Exporting files</b>	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	
<b>4</b>	<b>Premiere Pro: Audio-visual: Advanced application</b>		<b>15</b>
	<b>14. Introduction to editing</b>	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	
	<b>2. Exploring Premiere Pro</b>	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	
	<b>15. Right application of various file formats</b>	Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions,	
	<b>4. Using colour grading</b>	What is color grading. Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	
	<b>16. Exporting and rendering</b>	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	
	<b>Total</b>		<b>60</b>
<b>Internal exercise: 20 Marks</b>			
The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to higher aesthetic level.			

Sr. no.	Project/Assignment	Reason/Justification
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01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either InDesign or PS or Illustrator	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.
02 Electronic	Making a short clip with the use of premiere	Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc.) Embedding video with Dreamweaver

#### Bibliography:

- Photoshop Bible, McLeland, Willey Publication
- Adobe Illustrator Classroom in a book: Adobe House
- InDesign: Classroom in a book Kelly Kordes and Tina Dejarld Adobe
- Adobe Premiere Pro: Practical Video Editing
- Dreamweaver: Web designing made easy: Todd Palamar

## ENVIRONMENTAL COMMUNICATION

### Paper VI

60 Lecture

1. The Multidisciplinary nature of environmental communication
  - Definition, scope and importance.
  - Concept of environmental communication, environmental communication in relation to science, agriculture and health. Need for public awareness.
2. Social Issue and the Environment, Human Population and the Environment, Renewable and non-renewable resources, Natural resources and associated problem.
3. Ecosystem
 

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Introduction, types, characteristic feature, structure and function of the following ecosystem: -

  - Forest ecosystem
  - Grassland ecosystem
  - Desert ecosystem
  - Aquatic ecosystem (ponds, streams, lakes, river, oceans, estuaries)
4. Biodiversity and its conservation, Environmental Pollution, Global Warming, Carbon emission.

### Internal Assessment

20 Marks

- Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystem-pond, river, hill slopes, etc.
- Report submission on any one of above.

#### LIST OF REFERENCES: -

- 1) Agarwal, K.C, 2001, Environmental Biology, Nidi Publ. Ltd., Bikaner.
- 2) Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd, Ahmednagar-380 013, India, Email: [mapin@icenet.net](mailto:mapin@icenet.net) ®
- 3) Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p.
- 4) Clark R.S., Marin Pollution, Clanderson Press Oxford (TB)



- 5) Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T., 2001, environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p

## TELEVISION JOURNALISM

### PAPER VII

#### COURSE OUTCOME:

4. To provide students with technique of narration and story telling
5. To share the art of developing a story idea
6. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

MODULE	DETAILS	LECTURES
1	<b>History and Development</b>	10
	Brief History of the development of TV journalism- Globally and in India.	
	Emerging Trends in journalism	
	The International Scenario- John Baird (Inventor of TV) till date- Timeline.	
	<b>Indian scenario - Doordarshan -</b>	
	News; Entertainment, Culture, Sports and Films.	
	<b>Private and Satellite channels</b>	
	Growth of Private International, National and Regional TV Networks	
	<b>Regional channels- Impact and critical study of</b>	
	News Channels- Star Majha, IBN Lokmat, Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak	
2	<b>Television formats : Content and presentation</b>	
	<b>News:</b> Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis	
	<b>Features on TV : Talk Shows</b>	
	<ul style="list-style-type: none"> <li>• Reviews</li> <li>• Interviews</li> <li>• Discussions.</li> <li>• Documentaries.</li> <li>• Docudramas.</li> <li>• Commentaries.</li> </ul>	
	<b>Other Programs</b>	
	<ul style="list-style-type: none"> <li>• Music</li> <li>• Sports</li> </ul>	
3	<b>Developing skills</b>	10
	<b>1. Anchoring</b>	Reporting or shooting anchor links in public How and what to give in PTC or piece to camera How to approach people for sensitive stories.
	<b>2. Beat reporting</b>	Educational, Crime, Science, Court, Environmental, Political
	<b>3. Reporting</b>	<b>Reporting national and International events</b>
	<b>4. Scripting and presentation</b>	Scripting for Interviews/Documentary/Feature/Drama/Skits o TV.

		Story idea, development and Presentation- Web series	
	<b>5. Editing</b>	Skills of editing, online and offline	
4	<b>Current and Emerging Trends in Television Journalism :</b>		
	<b>1. 24/7 news broadcast</b>	<ul style="list-style-type: none"> <li>• Features, Audience effectiveness, advertisements and Dumbing down of News.</li> <li>• TV v/s online streaming catering to infotainment genre majorly targeting the youth ( Netflix,</li> <li>• Fake News on Internet v/s news on broadcast</li> </ul>	
	<b>2. Ethics</b>	(Including Censorship) in presentation of News. Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.	
<b>Total Lectures</b>			<b>60</b>

<b>Internal Exercise:</b>		<b>20 Marks</b>
To make students put in practical use the outcome of Television Journalism		
<b>Sr. no.</b>	<b>Project/Assignment</b>	
<b>Electronic Media</b>	Individual and Group project of making Interview/discussion etc.	

#### Reference Books

1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
5. Television Production by Phillip Harris.
6. Broadcast Journalism by David Keith Cohler (Prentice Hall).
7. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
8. Awasthi, G. C. Broadcasting in India. Allied Publi

#### Practical

**100 Marks**

1. Educational tour visit, making report and viva voce thereon.  
(50 Marks)
2. Research Report on Environmental Studies and Viva voce thereon  
(50 Marks)



### Third Year

#### SEMESTER V

Credit	Paper	Name of the Course	Course Code
<b>Core</b>			
04	I	Reporting	R-501
04	II	Copy Writing	CW-502
04	III	Mobile Journalism and New Media	MJNM-503
<b>Elective Subjects (Select any two from four)</b>			
04	IV	Business and Financial Journalism	BFJ-504
04	V	Brand Building	BB-505
04	VI	Social Media Management	SMM-506
04	VII	Fake News and fact Checking	FNFC-507
<b>Practicals</b>			
02	VIII	Practical	P-508
22			

#### REPORTING Paper I

##### **COURSE OUTCOME**

1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.
2. To make them understand basic ethos of the news and news-gathering.
3. To prepare them to write or present the copy in the format of news.
4. To develop nose for news.
5. To train them to acquire the skills of news-gathering with traditional as well as modern tools.
6. To inculcate the skills for investigative journalism.
7. To make them understand the basic structure/ essential knowledge for various beats.

To make them responsible reporters and the face of media.

Module	Details	Lectures
1		15

<b>Concept Of News</b>	<p>Definition Of News, types of news, elements of news, collection of facts. News-writing</p> <p>How to write a news story,</p> <p>Basic Principles of Reporting</p> <p>ABC of Reporting Accuracy, Balance/Brevity and Clarity.</p> <p>Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such</p> <p>Verification, Attribution of Sources,</p> <p>Speed. Do these principles clash with each other?</p>	
<b>2. News Gathering</b>	<p>A) How do reporters gather news?</p> <p>Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs.</p> <p>Incident/On the spot coverage.</p> <p>B) Sources</p> <p>Primary and Secondary</p> <p>Citizen journalism</p> <p>Role of anonymous sources.</p> <p>New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.</p>	15
<b>3. Beats System in Reporting</b>	<p>What is beat system, why it is necessary, how does it help, What are requirements of various beats. The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education Health, Entertainment and Defense.</p> <p>New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.</p>	15
<b>4. Coverage of Disasters</b>	<p>Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.</p> <p>Imminent Dangers or threats in Reporting.</p> <p>Study these with special in-depth reference to</p> <p>Pulwama attack</p> <p>Gadchiroli Naxal attack</p> <p>Return of Abhinandan Varthaman</p> <p>The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.</p> <p>Case Studies etc</p>	15

<b>Internal Assignments</b>		20 Marks
<b>Suggestions :</b>	<p>There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.</p>	



## COPY WRITING

### Paper II

#### COURSE OUTCOME:

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various mediums
3. To train students to generate, develop and express ideas effectively
4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.
5. In an ad agency, as a copywriter, one cannot *"Just be creative and express self"* – here one is in a 'creative professional', and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.
6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

MODULE		DETAILS	LECTURES
1	<b>MODULE I</b>		<b>15</b>
	<b>1.INTRODUCTION TO COPYWRITING</b>	a. Basics of copy writing b. Responsibility of Copy writer	
	<b>2.CREATIVE THINKING</b>	a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act	
	<b>3.IDEA GENERATION TECHNIQUES</b>	Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics	
	<b>4.TRANSCREATIVITY</b>	a. Introduction b. Purpose	
2	<b>MODULE 2</b>	<b>WRITING FOR ADVERTISING</b>	<b>15</b>
	<b>1. BRIEFS</b>	a. Marketing Brief b. Creative Brief	

	<b>2.WRITING PERSUASIVE COPY</b>	<ul style="list-style-type: none"> <li>a. Tone of Voice</li> <li>b. What's the Tone?</li> <li>c. Tonality and character matters,</li> <li>d. How to make your Writing, walk, Talk, and breathe</li> <li>e. Creating Breakthrough Writing</li> <li>f. How to Control the "Command Center" in Your Prospect's Mind</li> <li>g. How to Change Perception</li> <li>i. Emotionality, Storytelling</li> </ul>	
<b>3</b>	<b>MODULE 3</b>	<b>CURRENT ADVERTISING CAMPAIGNS</b>	<b>15</b>
	<b>COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS.</b>	<p>Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room.</p> <ul style="list-style-type: none"> <li>a. JWT</li> <li>b. Ogilvy</li> <li>c. Lowe Lintas</li> <li>d. FCB Ulka</li> <li>e. DDB Mudra</li> <li>f. Publicize Worldwide</li> <li>• At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room.</li> <li>• Student to be taught the following when discussing the Campaigns: <ul style="list-style-type: none"> <li>a. Copy writing style</li> <li>b. Idea and concept</li> <li>c. How copy is varied for differ media</li> <li>d. Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z</li> <li>e. Advertising appeals</li> <li>f. Tone of Voice</li> <li>g. Story telling</li> </ul> </li> </ul>	
<b>4</b>	<b>MODULE 4</b>	<b>MEDIA AND AUDIENCES</b>	<b>15</b>
	<b>1.WRITING COPY FOR VARIOUS MEDIA</b>	<ul style="list-style-type: none"> <li>a. Print: Headlines, sub headlines, captions, body copy, and slogans</li> <li>b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals   Power of silence, formats of TVS's</li> <li>c. Outdoor posters</li> <li>d. Radio</li> <li>e. Digital copy for social media like facebook,</li> </ul>	



		Instagram etc f. Copy for web page	
	<b>2.WRITING COPY FOR VARIOUS AUDIENCES</b>	a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	

<b>INTERNALS (The objective of internal exercise is to help the learner acquire skills)</b> <b>20 MARKS</b>	
<p><b>Producing the following:</b></p> <p>a. <i>30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.</i></p> <p>b. <i>A poster on any one social issue.</i></p> <p><i>Every student should be instructed to maintain a scrap book where they write copy for one brand every week.</i></p>	
<p><b><u>Reference Book</u></b></p> <ol style="list-style-type: none"> <li>1. Looking Away by Harsh Mandar</li> <li>2. Copywriting By J.Jonathangabay Frsa Copywriting: Successful Writing For Design, Advertising And Marketing Book By Mark Shaw</li> <li>4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman</li> <li>5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly</li> <li>6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads</li> <li>7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches</li> </ol>	

## MOBILE JOURNALISM AND NEW MEDIA

### Paper III

#### Course Outcome

- This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.

Towards the end of the course, you will leave away with information about:

- Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.
- Step by step instructions to report and connect with crowds utilizing cell phones.
- Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
- The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting.

MODULE	TOPIC	LECTURES
I	<b>THE STATE OF MOBILE</b>	15
	<ol style="list-style-type: none"> <li>1. How mobile has influenced modern journalism</li> <li>2. Mobile centric reporting and editing</li> <li>3. Mobile as a 'Newsroom'.</li> <li>4. Branding of News using social media</li> <li>5. Mobile News catering to Niche beats</li> <li>6. Evolution of M-Learning (Mobile Learning ) amongst the Youth with the Mobile Applications</li> </ol>	
II	<b>Mobile Journalism</b>	15
	<ol style="list-style-type: none"> <li>1. <b>News Workflow and Mobile Journalism</b> <ol style="list-style-type: none"> <li>a. How to identify the seven basic steps of mobile reporting.</li> <li>b. How to create and share branded mobile journalism content.</li> <li>c. How to use two simple mobile apps to make an audio or video documentary, or a narrated photo-essay.</li> <li>d. How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets.</li> </ol> </li> <li>2. Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences)</li> <li>3. Blog set-up</li> <li>4. Mobile writing and creation of News Trends [Hash tags, tagging, linking accounts etc</li> </ol>	
III	<b>DESIGNING FOR THE MOBILE EXPERIENCE</b>	15



	<b>A. Designing</b> <ol style="list-style-type: none"> <li>1. How good design is intuitive, making something immediately usable.</li> <li>2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc.</li> <li>3. How mobile design differs from established desktop design. (Options and choices for your content).</li> <li>4. About best practices for process: How design, development and content best work together.</li> <li>5. About Mobile Analytics: What is your audience using?</li> </ol> <b>B. Social Newsgathering and Listening :</b> creation of story ideas, News Sources and Content <b>C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing)</b> <b>D. Going Viral :</b> being the Scavenger and Mobile Journalist <b>E. M-learning:</b> learning the Art of News Audit	
IV	<b>FUTURE OF MOBILE JOURNALISM and M-LEARNING :</b>	15
	<ol style="list-style-type: none"> <li>1. About the evolution of wearable</li> <li>2. About the rise of Google Glass</li> <li>3. About Glass Journalism</li> <li>4. About augmented reality storytelling and journalism <ol style="list-style-type: none"> <li>a. Emerging Forms of News management: 360 degree videos, wearable, accessories etc</li> <li>b. Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning</li> <li>c. Studying Social Media Analytics</li> <li>d. M-learning the future of Newsrooms</li> </ol> </li> </ol>	

Sr. no.	Project/Assignment	Reason/Justification	20 Marks
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner	
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others	
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin	

**REFERENCES :**

1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar.
2. Web Masters Hand Book, Galgotia
3. Computer Graphic Software Construction, John R Rankin
4. The Internet Book, Comer Douglas E.
5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd
6. Designing Interactive Websites, Mohleo James L and Thompson Learning
7. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, Stephen Quinn
8. *The Mobile Journalism Handbook Routledge text books.*
9. A Field Guide for Mobile Journalism Volume 1: Producing photographic stories with smart phones and tablets
10. Closer to the story? Accessibility and mobile journalism by PanuKarhunen

**BUSINESS AND FINANCIAL JOURNALISM****Paper IV****COURSE OUTCOME**

1. The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
2. To create awareness about the importance of business and financial news and its role in coverage, reporting and editing
3. Acquire the skills to write different kinds of Business and Financial leads.
4. Acquire the skill to convert Business news releases into Business and financial reports
5. To improve skills in reporting and writing basic and complex business and financial stories in different beats
6. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively.

MODULES	TOPICS	DETAILS	LECTURES
<b>BUSINESS AND FINANCIAL JOURNALIST</b>			
I	INTRODUCTION	<ul style="list-style-type: none"> <li>• Who is a Business Journalist?</li> <li>• Skills for Business Journalism</li> <li>• Role of a Business Journalist</li> <li>• Careers and opportunities in Business and Financial Journalism</li> <li>• Analysis of Major Business and Financial media in India</li> </ul>	15
<b>REPORTING OF MAJOR INDIAN SCAMS</b>			



II	FINANCIAL JOURNALISM AND MAJOR INDIAN SCAMS	<ul style="list-style-type: none"> <li>• Satyam corporate fraud</li> <li>• Cement scandal</li> <li>• 2G scam / Neera Radia Tapes</li> <li>• Ketan Parekh scam</li> <li>• The Coalgate scam</li> <li>• Adarsh Housing Society scam</li> <li>• ICICI Bank - Chanda Kochar</li> <li>• Kingfisher – Vijaya Mallaya</li> <li>• Nirav Modi Scam</li> <li>• Rafale deal</li> </ul>	15
	<b>BEATS</b>		
III	BEATS AND AUDIENCES IN BUSINESS AND FINANCIAL JOURNALISM IN INDIA	<p><b>1. Banking Sector in India</b></p> <ul style="list-style-type: none"> <li>• Functions of commercial banks</li> <li>• Use of modern technology such as core banking its advantage, and its advantages, social benefits and use in banking in financial inclusion</li> <li>• Government schemes related to banking</li> <li>• Topics such as foreign exchange reserves; functioning of the World Bank, BRICS BANK and Asian Development Bank.</li> <li>• Business and Financial terminologies used in Media</li> </ul> <p><b>2. Union Budget</b></p> <ul style="list-style-type: none"> <li>• Components of the Union Budget</li> </ul>	15
		<ul style="list-style-type: none"> <li>• Why is India running a budget deficit and a fiscal deficit?, Populism and budget</li> <li>• Media presentation of Budget</li> </ul> <p><b>3. Aviation</b></p> <ul style="list-style-type: none"> <li>• FDI policy for aviation in India</li> <li>• Why Indian carriers are making losses</li> <li>• Regulatory structure for civil aviation</li> <li>• Can any airline start international flights?</li> <li>• Media Coverage</li> </ul>	

		<b>4. Technology</b> <ul style="list-style-type: none"> <li>• Growth of India's IT service exports</li> <li>• Why India's engineers are sought-after?</li> <li>• Are India's engineers qualified?</li> <li>• The government's STPI framework for boosting tech innovation</li> <li>• Media coverage of technology</li> </ul>	
		<b>5. Startups</b> <ul style="list-style-type: none"> <li>• VC funding: a big driver of the startup ecosystem</li> <li>• India's unicorns: Startups valued at over \$1 billion</li> <li>• Working in a corporate v/s working in a startup</li> <li>• Rise of tech and startup journalism</li> <li>• Startup India plan</li> </ul>	
	<b>FINANCIAL MARKETS and INSTITUTIONS</b>		15
IV	1. STOCK EXCHANGE	<ul style="list-style-type: none"> <li>• Bombay Stock Exchange, National Stock Exchange</li> <li>• SENSEX, NIFTY and impact of their volatility.</li> <li>• Retail Market – the Indian Scenario</li> </ul>	
	2. UNDERSTANDING THE EQUITY MARKET	<ul style="list-style-type: none"> <li>• Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined</li> <li>• How to read stock tables for business journalism.</li> <li>• Currency Regulation</li> <li>• De-monetization</li> <li>• Commodities</li> </ul>	
	3. ROLE , OBJECTIVES AND FUNCTIONS	<ol style="list-style-type: none"> <li>1. Reserve Bank Of India</li> <li>2. SEBI - Securities And Exchange Board Of India</li> <li>3. Niti Aayog</li> </ol>	
	<b>Total Number of lectures</b>		<b>60</b>

<b>INTERNAL EVALUATION METHODOLOGY</b>	<b>20 Marks</b>
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1. ASSIGNMENTS
2. SCREENING OF GOVERNMENT OF INDIA BUDGET LIVE ON TELEVISION OR INTERNET
3. WRITING ON ANY ONE BEAT ON A REGULAR BASIS
4. ORAL and PRACTICAL PRESENTATIONS
5. GROUP INTERACTIONS
6. DISCUSSIONS AND DEBATES

#### REFERENCES/WEBSITES/JOURNALS FOR BUSINESS and FINANCIAL JOURNALISM

1. Introduction to Business and Economic Journalism, Pandeli Pani (In Co-Authorship with Ulrike Fischer-Butmaloiu)
2. From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures' By Tamal Bandyopadhyay
3. 'Bandhan: The Making Of A Bank' By Tamal Bandyopadhyay
4. 'Sahara: The Untold Story' By Tamal Bandyopadhyay
5. Indian Economy – RudraDutt And Sundhram
6. Indian Financial System – M.Y. Khan
7. Financial Journalism: Money Matters By Marie Kinsey
8. Introduction To Business And Economic Journalism By Pandeli Pani (In Co-Authorship With Ulrike Fischer-Butmaloiu)
9. Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw
10. Newspaper Business Management – Frank Thayer
11. Business Journalism: How To Report On Business And Economics By Keith Hayes
12. List of Websites :
  - a) [www.Bloomberg.Com](http://www.Bloomberg.Com)
  - b) [www.Reuters.Com](http://www.Reuters.Com)
  - c) [business-standard.com](http://business-standard.com)
  - d) [financialexpress.com](http://financialexpress.com)
  - e) [thehindubusinessline.com](http://thehindubusinessline.com)
  - f) [thequint.com](http://thequint.com)
  - g) [outlookindia.com](http://outlookindia.com)

#### BRAND BUILDING

##### Paper V

#### COURSE OUTCOME:

1. 1. To understand the awareness and growing importance of Brand Building
2. 2. To know how to build, sustain and grow brands
3. 3. To know the various new way of building brands
4. 4. To know about the global perspective of brand building.

MODULE	DETAILS	LECTURES
1	INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING	15

	1. Introduction to Brand Building	Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements	
	2. Brand Identity and Brand personality	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social ( CSR) and Advocacy	
	3. Brand Positioning	Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy Basis	
2	<b>BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS</b>		15
	1. Brand Leveraging	Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co- branding	
	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy-Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
3	<b>BRAND BUILDING THROUGH IMPERATIVE, GLOBAL AND CORPORATE IMAGE</b>		15
	1. Brand Imperatives	Co-ordination across organization,, Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management,, Advertising and Corporate Image	
4	<b>BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE</b>		15
	1.Brand Building though Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	



	<b>2. Conception and Growth</b>	<b>Important factors in conception and various stages of growth and maturity of brands with various case studies</b>	
	<b>3.Branding in Different Sectors</b>	<b>Customer, Industrial, Retail and Service Brands</b>	
		<b>TOTAL NUMBER OF LECTURES</b>	<b>60</b>

Sr. no.	Project/Assignment	20 Marks
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness	

#### References :

1. David, A Aker, Building strong brands, the free press, 1996
2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
3. Brand management – the Indian context – Y L R Moorthi
4. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob
5. Brand positioning – Strategies for competitive advantage – Subroto Sengupta
6. Kumar, Ramesh S, Marketing and branding-Indian scenario, ----, 2007
7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
8. What great brands do Building Principles that Separate the ..Denise Lee yohn .
9. John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill
10. Brand Equity: An Indian Perspective by SangeetaTrott (Author), Vinod V. Sople (Author)

## SOCIAL MEDIA MARKETING

Paper VI

#### COURSE OUTCOME:

Learn to communicate and tell stories through the web.

1. Students learn real-world skills from leading designers, artists, and entrepreneurs.
2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
4. Identify and apply strategies to improve and succeed no matter what their initial skills.
5. Solve problems and learn from creative risks by using people skills, design principles, and processes.
6. Build a strong foundation in all aspects of design and production for storytelling in motion.
7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
8. Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.



MODULE		DETAILS	LECTURES
1	<b>Digital ERA</b>		15
	1.Introduction to E-Marketing	What is the E-marketing? The changing marketing landscape. The internet and business.	
	2.E-Marketing	E- marketing strength and application, Communication modes, The behavioral internet ( B2C, B2B, C2C and C2B) E -marketing and Online advertising. E-marketing and Consumer segmentation , E- marketing and Sales and Trade promotions	
	3.Types of Digital Marketing	Types E- mail marketing, Types Internet marketing Types of Mobile marketing	
	4.Generation Y	Expectation and influence , Implication of Digital change , Emerging consumer segmentation in India	
2	<b>Social Media Marketing</b>		15
	1.Introduction to Social Media Marketing	Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing	
	2.Content Strategy For Social Media Marketing	10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms	
	4.Face Book Marketing	Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing .	
	5.Instagram Marketing	Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads	
	6.Linked In Marketing	LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn	
	7.Pinterest Marketing	Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins	
	8.Youtube Marketing	How to build foundation for your Youtube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements	
4	<b>Social Media Marketing Plan, and Campaign management</b>		15
	1.Social Media Marketing Plan	What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives ( Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success	

	2.Campaign Marketing	What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?	
<b>Total Lectures</b>			<b>60</b>

<b>INTERNALS (The objective of internal exercise is to help the learner acquire skills)</b>	
<b>20 Marks</b>	
Sr. no.	Project/Assignment
01	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn
<b>References</b> 1. Digital marketing by Vanadana Ahuja 2. Social Media Marketing: a strategic approach by Barker and Barker	

**FAKE NEWS and FACT CHECKING**  
**PAPER VII**

<b>COURSE OUTCOME</b>
1. To give media students the understanding of the differentiation between real news and fake news. 2. To make media students aware of information disorder. 3. To give students a thorough knowledge of information literacy and media. 4. To give students a hand on knowledge on fact checking. 5. To give students a practical overview of social media verification. <b>Career Opportunities:</b> Investigative Journalist, Jobs in Media Houses, Google ,Internship in International Fact Checking Network, Jobs in Social Media as Fact Checkers

Sr. No.		Modules	Lecture
1.	<b>Introduction</b>		15
	1.Concepts	Definition: News and Fake News,	
	2.News Integrity	Journalistic Integrity and News Production.	
	3.Propaganda	Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda	
2	<b>Information Disorder:</b>	News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory	15
	1.Digital Technology:	Digital convergence transforming content-commissioning, production, publication and distribution	
	2.Social Media Platforms	Different Social Media Platforms	
	3.Role of News Organization	Covering 'fake news' and countering 'information disorder.	
	4. Source credibility	Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.	



3	<b>Media and Information Literacy (MIL)</b>		10
1	1.Requisite Literacy	Importance of acquiring the requisite literacy	
	2.Detection method	Detection of both flawed journalism and fraudulent news in various media	
	3.Healthy Skepticism	Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts	
4.	<b>Fact Checking</b>		20
	1.Fact-checking organizations around the world	Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario	
	2.Basic image verification	Common types of false imagery and basic verification steps	
	3.Advanced verification	Approaches for content analysis, including metadata analysis and Geolocation of News	
	4. Reverse Image Search	Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
	<b>Social Media Verification</b>		
	1.Verification tools	YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check	
	2.Account Analysis	Facebook and Tweeter account analysis : fake news generated on social media platforms	
	3.EXIF Viewer	EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture	

<b>INTERNALS</b>		<b>20 Marks</b>
Sr. no.	Project/Assignment	
01	Launch an awareness of fake news campaign for Facebook, Instagram, YouTube and other social platforms	

**Reading and References:**

- Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep Information Inequality
- Peter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money"
- Edward Lucas and Peter Pomerantsev: "Winning the Information War"
- Hannah Arendt: "Totalitarian Propaganda" Hannah Arendt: "Totalitarian Propaganda"

**Practical**

**100 Marks**

1. Plan and execute brand launching campaign and viva voce thereon.  
(50 Marks)
2. Live mobile coverage of news/events submission and viva voce thereon.  
(50 Marks)

## SEMESTER VI

Credit	Paper	Name of the Course	Course Code
<b>Core</b>			
04	I	Digital Media	DM-601
04	II	Advertising Design	AD-602
04	III	Photo and Travel Journalism	PTJ-603
<b>Elective</b>			
Learner should choose <b>any three</b> out of following elective theory courses			
04	IV	Crime Reporting	CR-604
04	V	Brand Management	BM-605
04	VI	Rural Marketing and Advertising	RMA-606
04	VII	Documentary and Ad Film Making	DAFM-607
<b>Practical</b>			
02	VIII	Practical	P-608
22			

### DIGITAL MEDIA

#### Paper I

#### Course Outcome:

- Understand digital marketing platform
- Understand the key goals and stages of digital campaigns
- Understand the use of key digital marketing tools
- Learn to develop digital marketing plans

Module	Topic	Details	Lectures
<b>Module I</b>	Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media	15
<b>Module II</b>	Search Engine Optimization (SEO):	a. How search Engine works b. Introduction to SEO c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	15



<b>Module III</b>	Search Engine marketing (SEM)	a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads	15
<b>Module IV</b>	Social Media Marketing (SMM) Web Analytics	a. Introduction to Social Media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy h. Introduction to analytics i. Social CRM and analysis j. Google analytics k. Digital Analytics l. Content performance analytics m. Visitor analysis n. Social media analytics	15
<b>TOTAL LECTURES</b>			60

<b>Internal Assessment</b>	<b>20 Marks</b>	
Creating Social Media accounts Branding own products/publicity etc. Making YouTube videos		

<b>Reference Books</b>
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia

## ADVERTISING DESIGN

### Paper II

<b>COURSE OUTCOME:</b>
1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready.

MODULE		DETAILS	LECTURES
1	<b>INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN</b>		15
	1. Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
	2.Role of Agency Departments	1.Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation, Creative thinking, Execution. 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material.	
	3.Process of Design	Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation& Copy 6. Illustration: Choosing one among 7. Execution: Graphic design	
	4.Art Direction	Role of art director in various media  Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	
	5.Analysing Ads & Logos	Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology	
2	<b>DESIGN BASICS: LANGUAGE OF VISUALS</b>		15
	1.Elements of Design	Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space	
	2.Principles of Design	Grammar: Proportions, Contrast. Harmony, Balance, Rhythm,Unity	
	3.Rules of Design	Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc	
	4.Optical illusions	Visual Influence: Shapes & proportions, Tones & contrast, Lines & length	
	5. 5.Typography	Type as Design element:  Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance	
3	<b>LAYOUT: THE BLUE PRINT</b>		15



	1.Types of Layout	Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.	
	2.Stages of Layout	Thumbnail sketches, Rough layout, Finished layout, Comprehensive	
	3.Choosing Picture	Strong visual capable of selecting Target Group, Suitable with headline, Trial close	
	4.Choosing Typo	Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.	
	5.Putting all Together	Choosing canvas size, Trying formats, orientations, Various proportions of verbal & Visual	
4	<b>PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT</b>		15
	1.Choosing a product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	
	2.Research	Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	
	3.Idea generation	Coming to big idea, Trying various idea generation techniques	
	4.Visualising Layout	Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
<b>Total Lectures</b>			<b>60</b>

<b>Internal Assessment :</b>	<b>20 Marks</b>
<p><b>Logos of different brands.</b> Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines &amp; visual path along with various design aspects.</p> <p>Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry &amp; unity as well as alignment within logo elements.</p> <p><b>Drawing book:</b> (imitation &amp; inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc&amp; to carry out rough layout &amp; rough designs for new logo. This also comprise of idea generation &amp; rough story board.</p> <p><b>Final campaign:</b> Creative brief &amp; finalized layouts for press &amp; print media that will follow Synergy. Student to start campaign on approval of creative brief.</p> <p><b>Project: Elements of Campaign: Language can be English, Hindi, Marathi.</b></p> <ol style="list-style-type: none"> <li>1. Logo Design: (Fresh) presented in Logo Manual</li> <li>2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.</li> <li>3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.</li> <li>4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional</li> <li>5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)</li> <li>6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service</li> <li>7. Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable</li> <li>8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO</li> </ol> <p>Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service</p>	

**References:**

1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

**PHOTO AND TRAVEL JOURNALISM**  
**Paper III**
**COURSE OUTCOME**

1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.
2. The learner will be able to spread knowledge about different destinations through writings
3. To understand the diverse audiences that are interested in travel and lifestyle-related content.
4. To understand the use of camera and images to drive interest in stories.

MODULE	TOPIC	DETAILS	LECTURES
		<b>BEGINNING OF THE STORY</b>	15
I	<b>INTRODUCTION TO TRAVEL WRITING</b>	<ul style="list-style-type: none"> <li>• Writing about destinations: How do we capture the particular spirit of a place? Who are we writing for? We should know our publication house audience</li> <li>• Compelling beginnings and endings: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be avoided. Factoring in cultural diversity</li> <li>• Building a theme and narrative structure: What makes a travel narrative feel whole?</li> <li>• Drawing characters from real life: How can we reproduce memorable encounters? Travel journalists don't just report, they become a source of information for many other stories.</li> <li>• Submitting writings for publications: How do we catch the interest of an editor?</li> </ul>	
		<b>CREATION OF THE STORY</b>	



II	WORDS, PICTURES AND STORY TELLING	<ul style="list-style-type: none"> <li>• What is good travel writing? Salient examples.</li> <li>• Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions.</li> <li>• Bring your story to life – characters and descriptions</li> <li>• Show don't tell – exercises in enlivening your writing</li> <li>• Elements of style – use of first person, developing your voice, rewriting and self-editing</li> <li>• The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers.</li> <li>• The dos and don'ts from professionals</li> </ul>	15
		<b>WHERE TO WRITE THE STORY</b>	
III	TYPES OF TRAVEL WRITING	<ol style="list-style-type: none"> <li>1. Freelance Travel writing</li> <li>2. Travel blogging</li> <li>3. Books</li> <li>4. General Tips and guidelines</li> <li>5. Travel writing for guidebooks and apps</li> </ol>	15
		<b>CAMERA -EYEPiece OF A TRAVEL JOURNALIST</b>	
IV	PHOTO JOURNALISM & Online Travel Journalism	<ul style="list-style-type: none"> <li>• Introduction to Photo Journalism</li> <li>• Basic Concepts of photography and photo editing</li> <li>• Fields of Photojournalism</li> <li>• Digital Photography, Camera Topology and Operations</li> <li>• Analysis of Photo Journalist's work, Photo Journalism Ethics, Case Studies in Photo Journalism</li> <li>• networking, niche markets, travel trends, market research</li> <li>• communicating with editors of different media , preparing the manuscript for submission</li> </ul>	15

<b>Internal Assessment:</b>	<b>20 Marks</b>
Create travel blogs on social media/ website	
Create accounts on social media for photography (wild/nature/social photos etc.)	

<b>REFERENCES</b>
<ol style="list-style-type: none"> <li>1. How To Be A Travel Writer (Lonely Planet) By Don George</li> <li>2. The Writer's Handbook Guide To Travel Writing By Barry Turner (Editor)</li> <li>3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel.</li> <li>4. Travel Writing: See The World. Sell The Story. 2nd Edition By L. Peat O'neil</li> </ol>

## CRIME REPORTING

### Paper IV

#### Course objectives

Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case, there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject.

Module	TOPIC	LECTURES
I	<ul style="list-style-type: none"> <li>➤ <b>The ethics of crime and justice coverage:</b> <ul style="list-style-type: none"> <li>• Fairness and objectivity, sensationalism and integrity</li> <li>• conflicts of interest</li> <li>• Interesting versus important.</li> <li>• Balancing justice:</li> <li>• justice to victim and the accused</li> <li>• No assumption of guilt or innocence.</li> </ul> </li> </ul>	15
II	<ul style="list-style-type: none"> <li>➤ <b>Law enforcement machinery:</b> <ul style="list-style-type: none"> <li>• Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc.</li> </ul> </li> <li>➤ <b>Understanding the Police system :</b> <ul style="list-style-type: none"> <li>• Introduction to IPC</li> <li>• Important sections of IPC.</li> </ul> </li> </ul> <p>Terminology and jargon, procedures of registering a crime. Prisons and jails.</p> <ul style="list-style-type: none"> <li>➤ <b>Sensitive law and order situation:</b> <ul style="list-style-type: none"> <li>• Agitations, congregations for various reasons, elections.</li> <li>• Deployment of extra forces</li> </ul> </li> </ul>	15
III	<ul style="list-style-type: none"> <li>➤ <b>Covering Crime:</b> <ul style="list-style-type: none"> <li>• Types and definitions.</li> </ul> </li> <li>➤ <b>Police Investigation techniques:</b> <ul style="list-style-type: none"> <li>• From conventional to Modern techniques</li> <li>• Cognizable and non-cognizable offences.</li> </ul> </li> <li>➤ <b>Basic principles of crime reporting:</b> <ul style="list-style-type: none"> <li>• News values:</li> <li>• New, unusual, interesting, significant and about people.</li> </ul> </li> <li>➤ <b>Sources of Crime Reporting:</b> <ul style="list-style-type: none"> <li>• Collecting and cross checking information</li> <li>• Developing sources, verifying facts. Reporting agitations, riots.</li> <li>• Possible risks and precautions.</li> </ul> </li> </ul>	15



IV	<p>➤ <b>Covering Courts:</b></p> <ul style="list-style-type: none"> <li>• Structure of judicial system in India.</li> <li>• Hierarchy, functions and jurisdictions of each court.</li> <li>• Granting of bail to accused.</li> <li>• Types of cases heard in courts.</li> <li>• Tribunals, consumer and family courts. PILs, appeals etc.</li> </ul> <p>➤ <b>Contemporary crime journalism:</b></p> <ul style="list-style-type: none"> <li>• Crime shows on TV.</li> <li>• Emphasis on crime reporting in Newspapers. Its impact.</li> <li>• Media influencing investigations and/or court proceedings?</li> <li>• Trial by media.</li> </ul> <p>➤ <b>Case studies on Indian Crime Reporting</b></p> <ul style="list-style-type: none"> <li>• The Hindu's Bofors Expose</li> <li>• Tehelka's Defence Deals Expose</li> <li>• Indian Express's Cement Scam Expose</li> <li>• Indian Express's Human Trafficking Expose</li> <li>• Open Magazine's Nira Radia Tapes</li> </ul>	15
<b>Internal Assessment: 20 Marks</b> <b>Case Studies and Report Writing on famous events in crime reporting.</b>		

#### References

1. Across the Bench: Insight Into the Indian Military Judicial System
2. book by Gyan Bhushan
3. Legal and Constitutional History of India: Ancient legal, judicial, and constitutional system book by Rama Jois
4. Police Administration and Investigation of Crime by J.C. Chaturvedi
5. Police Diaries: Statements, Reports and Investigation (With Special Reference to Scientific Evidence, DNA, Brain Mapping Tests, Narco-analysis Tests, Forensic Science and Cyber Crimes by P Venkatesh Revised by S K Sinha Ray
6. Indian Politics by Yassin Mohammad, Srinanda Dasgupta
7. Breaking The Big Story: Great Moments in Indian Journalism by Penguin India
8. Crime and Justice in India edited by: N. Prabha Unnithan
9. Handbook of Journalism and Mass Communication book by V. S. Gupta and Vir Bala Aggarwal
10. Journalism, Democracy and Civil Society in India (book)
11. History of Indian Journalism book by J. Natarajan
12. Indian Journalism in a New Era: Changes, Challenges, and Perspectives (book)

**BRAND MANAGEMENT****Paper V****COURSE OUTCOME**

1. To understand the awareness and growing importance of brand management.
2. To know how to build, sustain and grow brands
3. To know the various sources of brand equity.
4. To know about the global perspective of brand management

MODULE		DETAILS	LECTURES
1	<b>INTRODUCTION TO BRAND MANAGEMENT</b>		<b>15</b>
	1.Introduction to Brand Management:	Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities,	
	2.Models	Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)	
	3.Brand Positioning:	Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences	
2	<b>PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS</b>		<b>15</b>
	1. Brand Elements	Meaning, Criteria for choosing Brand Elements,	
		Types of Brand Elements, Integrating Marketing Programs and Activities	
	2.Personalising Marketing	Experiential Marketing, One to One Marketing, Permission Marketing, Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy	
	3.Cause Marketing to Build Brand Equity	Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity	
3	<b>GROWING AND SUSTAINING BRAND EQUITY</b>		<b>15</b>
	1.The Brand Value Chain- Model	Value stages and implication , What to track , designing brand tracking studies	
	2.Brand Equity	Meaning, Importance, Objectives, Sources of Brand Equity, Steps of Brand Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity	



	3.Measuring Sources of Brand Equity	Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.	
4	<b>MEASURING AND INTERPRETING BRAND PERFORMANCE</b>		<b>15</b>
	1.Brand Performance and Management	Global Branding Strategies ,Brand Audit, Role of Brand Managers	
	2.Brand Communication	Online Brand Promotions, Role of Brand Ambassadors , Celebrities , Loyalty Program	
	3.Managing Brands over Geographical Boundaries	Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership	
	<b>TOTAL NUMBER OF LECTURES</b>		<b>60</b>

**INTERNALS (The objective of internal exercise is to help the learner acquire skills)**

**20 MARKS**

**PROJECT/ASSIGNMENT**

- Rebranding or Revitalizing of a well-known national brand or global brand

**Reference books:**

1. Strategic Brand Management – Building measuring and managing brand equity Kevin Lane
2. Keller , M.G Parmeswaran, Issac Jacob ( 3 rd edition)
3. Brand Management – Text and cases by Harsh Verma
4. Strategic Brand management – Indian Edition by Richard Elliot and Larry Percy
5. Brand Management – Principles and Practices by Kirti Dutta

**RURAL MARKETING & ADVERTISING**

Paper VI

**COURSE OUTCOME:**

1. To introduce to Media students about the concept of Rural Marketing and Rural economy.
2. To make students to understand about Rural Environment and demography of Rural India.
3. To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service.
4. To develop communication skills in media students and to understand Rural communication in contemporary society.
5. To help students for developing more creative skills for advertising strategies.

MODULE		DETAILS	LECTURES
<b>1</b>	<b>INTRODUCTION TO RURAL MARKETING</b>		<b>15</b>
	1.	Introduction, Scope and an overview of Rural Marketing. Evolution of Rural Marketing in India. Emerging trends of Rural Marketing in India.	
	2.	Rural Market Research	
	3.	Agricultural marketing; Marketing of Agricultural Produce.	
	4.	Rural Economy : Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India.	
	5.	Channels of Distribution like ITC E-choupal, Godrej Adhar, HUL, Shakti and Trade Management, Rural Retailing	
<b>2</b>	<b>RURAL ENVIRONMENT</b>		<b>15</b>
	1.	Demography of Rural marketing- Population, Occupation Pattern, literacy rate	
	2.	Income source, Expenditure Pattern, Rural Demand and Consumption pattern, Rural Infrastructure Housing, Education, Electricity, Roads.	
	3.	Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India.	
	4.	Factors affecting rural consumer behaviour- Globalization/Modernization and Technological factors	
	5.	Rural consumer V/s Urban consumers- Understanding basic difference between Rural and Urban consumers behavior, Understanding nature of competition in Rural marketing	
<b>3</b>	<b>MARKETING MIX STRATEGIES FOR RURAL CONSUMER</b>		<b>15</b>
	1.	Rural market strategies with special reference to segmentation, targeting and positioning.	
	2.	Product and service strategies. Rural Product categories-FMCGs, Agriculture Goods and Service. Importance of Branding, Packaging and labeling.	
	3.	Pricing strategies, Promotional strategies. Segmentation, Targeting and Positioning for Rural marketing.	
	4.	Challenges and Innovative measures for Rural marketing	
<b>4</b>	<b>RURAL COMMUNICATION METHODS AND RURAL ADVERTISING</b>		<b>15</b>



1.	Rural Communication: Meaning and scope. Communication strategies for rural market Advertising and Sales Promotion Strategies New Product launch Techniques for Rural Markets	
2.	Different approaches of Rural communication in contemporary Rural Society- Rural radio. Community based Radio. Television. Audio Visual media.	
3.	Rural Advertising. Meaning and definition of Advertising. Objectives of Advertising. Characteristics of Advertising. Effects of advertising on Society.	
4.	Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Harikatha' etc. Decorated Bullock carts. Folk Theatre. Demonstration house to house. Hats and Mela. Wall paintings. Posters. Agricultural Games.	
5.	Modern Media: Selecting Media mix- Radio. Television. Print Media. Cinema hall. Outdoor. POPs. Music Records. Study Classes.	
6	<b>ADVERTISING STRATEGIES FOR RURAL MARKETING</b>	
<b>Total Lectures</b>		<b>60</b>

<b>INTERNALS (The objective of internal exercise is to help the learner acquire skills)</b>	
<b>20 MARKS</b>	
Sr. no.	Project/Assignment
01	Rural Economy and Education
02	Rural economy and government policies
03	Role of Modern Communication in Rural Economy
04	Project on contrastive advertising campaign for the same product category in rural and urban set-up.
05	Designing Communication strategies for Rural Market

**References:**

1. Chaudhuri C.M, Rural Economics, Jaipur, Sublime Publication
2. Dutt, Rudra and Sundaram, Indian Economy, New Delhi
3. Kashyap Pradeep and Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2
4. Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2
5. Krishnamacharyulu C.S.G. and Ramakrishnan Laiitha (2011), Rural Marketing Text and Cases, Pearson Education ISBN: 978-81-317-3263-2
6. Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford and IBH Publishing Co Pvt. Ltd Calcutta.

**DOCUMENTARY & AD FILM MAKING****PAPER VII****COURSE OUTCOME:**

1. Understanding the planning involved in making audio visual communication effectively.
2. To prepare students for effective and ethical public communication.
3. To help students acquire basic skills in the practical aspects of Documentary and Ad Film making.
4. Equip students with skills to write and shoot effective Documentary and Ad film.

MODULE		DETAILS	LECTURES
1	Understanding Documentary		
2	Category	Non-fiction (Limitation and Wonders)/Docu-drama Anthropological/Ethnographic Biographical/Historical Arts/Cultural Science and Technology Promotional Environment including Agricultural Social Issues Educational Investigative Family Values Exploration/Adventure	10
	Writing	Formation of Concept Research Modes : Library, Archives, Location, Life stories, ethnographic. Synopsis Script and Visualization Commentary Subtitling/Translation	15



3	Production	<b>Pre-Production</b> : Engaging technical team & equipments. Acquiring shooting permissions. <b>Production</b> : On locale and studio shooting. <b>Technology involved.</b> <b>Post Production</b> : Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording and Mixing, DI and Subtitling. Making final master& telecast copy.	15
4	<b>AD Film Making</b>		20
	1.Ad Film Making	Writing a selling concept. Budgeting. Preparing Storyboard (Using different formats of making) Agency/Client approval.	
	2.Pre to Post Production	Finalization of Cast and Crew. Set erection/Location, Scheduling, Shooting. Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy.	
<b>Total Lectures</b>			<b>48</b>

#### INTERNALS

(The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.) **20MARKS**

#### Practical

**100 Marks**

- Specialized Research Project Report on Print Media/Electronic Media/ Public Relation/ Advertising/ New Media. (60 Marks )  
Viva Voce (40 Marks )